



How-To-Handbook



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Have you done your Pink Plan yet? It’s a custom-made business plan for you! You’ll love it. It’s free!

www.thepinkplan.com

Technical Support & Stuff



What does Ascend do for me?

You've chosen to build a **business**. Congratulations!

Businesses are held to a higher level of bookkeeping and accountability by the IRS than "normal folks." Businesses have to prove their deductions with receipts and are required to pay tax on gains. Businesses have to have spending plans to be successful. This gets complicated and time consuming! That's why you bought Ascend Financials.

Ascend is now the Treasurer of your business

- Checkbook register balancing and reconciliation
- Allocate (split) your bank deposits into your budget (spending plan)
- Track your tax deductions (*Deductions are what you spent money on to run your business in a calendar year. Your accountant needs to know what your deductions are, category by category, to complete your IRS Schedule C.*)
- Help you see how profitable you are when you sell product
- Show you exactly how much money you should spend on your next Order, Customer Gifts, and how much you can pay your family!
- Gives you peace of mind that *your business is paying for itself*

Ascend's Basic and Miracle Set

Beautiful skin takes the right product! And getting your money to be squeaky clean takes the right product too. This is why we have a basic and a miracle set as well!

Our "Basic": Ascend Financials 4.0

Designed for anyone new to the Ascend product line. Ascend Financials manages the business finances of the Consultant business. Directors are the best consultants in their Units, so they start with our basic, Ascend Financials.

Our "Miracle Set": Ascend Financials + Leadership Upgrade

Ascend Leadership is an upgrade for Directors to run the multiple accounts necessary to support their business. (Not available until spring 2007)

Help! My software is being naughty!

Phone Us: (509) 714-9082
Email Us: support@ascendfinancials.com
Online: www.ascendfinancials.com/support

→ **PS:** For the fastest response time, email us or go online and submit a support ticket. Phone messages are retrieved daily and then we manually enter your ticket so we can track it from start to finish. Tickets are answered 1st come 1st serve. Line cutting doesn't happen by calling!



Don't let the fact that Ascend is "software" or "on a computer" intimidate you.

Ascend is a check-register on steroids. All the rules are the same. When you do a bank deposit, tell Ascend. When you spend money from your account, tell Ascend. It's really not complicated or hard. It should take you 10 minutes a week.

While Ascend is balancing your checkbook, it's also doing your budgeting and starting next year's taxes. This helps you work smart, not hard.

Getting Educated



Getting into my Webinar

I want to talk to a human about how to use this software because I don't want to read this manual:

It's Class Time!

The Ascend Team sponsors live webinars 5x's a week. A webinar is a class that you attend on the internet. First you call a conference call, and then you click onto a special website where you'll actually get to see the instructor's computer screen.

→ **PS:** Register for your **FREE** webinar at www.ascendfinancials.com
Select Trainings/Workshops page

How do I get some TLC from a coach?

I want to talk to a human one-on-one about my special situation, and I need some personal TLC:

Then you want a personal coaching session!

Do you have special circumstances that you want to discuss? Do you just want some one-on-one time with one of our coaches? Just call the sales office at (509) 456-6524 or email us at coaching@ascendfinancials.com and ask to set up an appointment with a personal coach.

→ **PS:** Sales Directors, we strongly recommend this for you. A coach will hand hold you through the process of setting up your operating budget for your Director business, and will help bring clarity with what to do with sales money, unearned income, and those hefty commission checks.



Our sales office can schedule a Coaching session for you; but they do not facilitate Technical Support questions or tickets. In fact, our Support Team is in a completely different location than our Sales Team.

Put your money where your mouse is!



Bank Account Stuff

Personal is not Business:

As a beauty consultant **you** are running a **business** and the IRS doesn't look kindly on any business operating from a personal checkbook. So, therefore it is essential that you have a separate checking account, which we refer to as your "Business Account."

What runs through my Business Account?

- all sales money that went to the bank
- commission checks
- expenses
- money you transfer weekly from ProPay (from credit card payments)
- the check you write to your family



Note To Self: My business checkbook is not to be used for personal things like buying groceries or shoes. I buy groceries and shoes from my personal account after I've paid myself from selling this week! The IRS doesn't like to see groceries running through my business checkbook.



When you make it a practice to write a paycheck to your personal checking account you will see that you are making money. Plus your business is supporting itself. You are on the road to financial freedom!

Thinking Like a Business Woman

Non-Negotiables:

You're likely going to get so wrapped up in the "fun" of your business that it may start to feel less like a business and more like fun girl time. Great! However, that doesn't change the fact that you are in business.

What Business Women think about all the time:

- Where are sales this week/month? If they're low, go sell!
- What are my business bills (expenses)? Are they paid?
- If we're spending more than we're making, that's trouble! We're going to fix that by spending less so that my family gets paid this week/month.
- What's our bottom line?

Getting Ascend Onto My PC (Computer)



System Requirements

- Operating System: Windows XP or above
- Processor: Intel Pentium II 450 MHZ or greater
- RAM: 64 MB (128MB recommended)
- Disk Space: 50 MB Free space
- Screen Resolution: 1024 x 768
- Internet Explorer: Version 6 or higher

Please follow the directions on the package or email to download your program. If you have any complications with the install, please contact support at one of the methods discussed earlier.

I'm Upgrading! How do I get my old Ascend data in to my new Ascend?



Ascend will recalculate all transactions you import into Ascend 4.0. You may find that some of your envelope totals look a bit different based on new business rules that Ascend 4.0 uses on all Deposit from Sales. Do not be alarmed if you see changes. Also, any envelopes from your old Ascend Financials with active transactions will be recreated which may mean you will need to empty and delete these envelopes after the import if you no longer want them.

If you have an older version of Ascend, an Upgrade will not change your existing program. In fact, your old version will remain in tact and you will find 2 butterfly icons on your desktop. Ascend 4.0 has a brand new database structure and interface. If you have accurate data in an older version of Ascend Financials, you may want to import.

If you wish to import (transfer) your data into your 4.0 Upgrade:

- Install Ascend 4.0 as if you were installing Ascend for the 1st time
- Open Ascend 4.0, from the TOOLS MENU, select IMPORT DATA
- Ascend will attempt to locate the old database in your Program Files. You will see that Ascend will locate a folder in Program Files called *Entheos Software Design/Ascend Financials*
- You will see a file named af.esd in the space below your windows explorer, you must CLICK THE BOX next to the file name to import your old data.
- Press IMPORT button
- Once you have imported your data, please go to your control panel, add/remove programs, and remove Ascend Financials (the older version, NOT 4.0) from your computer.

Serial Number/Activation Code

If you bought the CD version of your software you can find the serial number on the back of the box that it came in. When entering, please remember it is case sensitive. Please note, your serial number is licensed for one computer.

If you do not have the box, or if you bought the download version of your software, you can find your serial number by referencing the email with the download link you received from Orders@ascendfinancials.com



Note To Self: I must be connected to the internet to activate Ascend.

Note to Sales Directors or Incorporated Folks

Chances are, you have several income sources flowing through one primary business account. Ascend easily addresses this, you just need to know how to “look” at Ascend differently! If you need more clarification on any of the below, we recommend that you schedule a coaching session by calling 509-456-6524.

Each envelope (category) carries its own balance.

- It accrues and shrinks based on earning/spending. Therefore, an envelope may act as it’s own little “account” within one master bank account.
- Unearned Income can be deposited directly into this envelope where it will sit until it’s time to pay the bill. A good example of this is when you receive reimbursements.

An envelope can act as an income cash pool.

- We advise sales directors to deposit their entire commission check to one envelope called Director Biz so that if you were audited, your books would reflect a clear differentiation of income sources.
- This envelope may act as its own effective “budget category”.
- We encourage Directors to pay all their Director expenses from this envelope, and then transfer the remainder to the Profit Envelope so that a paycheck can be taken home to cover personal expenses and/or savings.

Income Tax envelopes should be added.

- This allows you to manually move funds into this envelope for holding purposes.
- Note: the default Tax envelope in Ascend is reserved for sales tax paid on wholesale purchases!

(See the Customizing Ascend Financials Section)

Getting Started



Determining My Starting Balance

FIRST BABY-STEP: FIND ONE NUMBER

It is essential that you know one very important number as you start Ascend:

Bank Balance is \$ _ _ _
(-) \$ _____ is spoken for
= Available Spending Balance ← that's the "One Number"


If you can't figure out your "one number" (available spending balance) from your records, we suggest you stop using your business account for a few days and allow all the transactions in the account to "clear the bank." (If you do not know what this means, make an appointment with a personal banker at your credit union or bank so they can help you.)

Then, when you are certain of your available spending balance, you can make your initial deposit. We call this ONE CLICK. ONE NUMBER.

Entering my Starting Balance into Ascend

SECOND BABY-STEP: ONE NUMBER + ONE CLICK

- Open up Ascend Financials
- Click the "DEPOSIT" Button
- Ascend will default to "DEPOSIT FROM SALES"
- Type your "One Number" in the Amount Field
- Press Save
- Say out loud, "Wow!"

 You have officially "started" using Ascend. Financial success was never so easy!



There's no "perfect" time to start. Just start today with the bank balance you have today. Too many people wait until the 1st of the month, the 1st of the year, or the beginning of the Seminar year and never end up doing anything because they forever procrastinate. Don't do this. Start now!

Program Use/Assistance

Please take the time to invest into your success with Ascend.

- Live Webinar (web class) 1 hour - FREE
- Coaching Session ½ hour - \$20



When entering a transaction into Ascend, make it a practice to click each button according to the transaction type you're doing, even if it's automatically displayed. Sometimes people make the mistake of assuming Ascend knows that they wanted to Deposit when they clicked Spend.

Intro to Deposits

Putting money in my check register and envelopes

It is recommended to make a deposit weekly to your business account. Just keep track of money not collected (Retail Product Given Away) so that at the time of deposit you can tell Ascend how much you gave away. This feature explained in more detail later.

How do I use the tabs in Ascend?



Deposit from Sales with Retail Give Aways

This option helps you replace what you sold, discount, used yourself, or gave away.

- First you tell Ascend what you took to the bank.
- Then tell it “I gave away \$40/retail.” (you can find how much your discounts and retail hostess gifts equaled by referencing your pink sales slips and/or your weekly accomplishment sheet)
- Ascend will split your bank deposit into the envelopes (using the default 40%/50%/5%/5%)
- Then Ascend automatically transfers extra money (\$20 extra for inventory) and the right tax!

Depositing ProPay Funds

When you transfer your funds from your virtual ProPay account into your checking account, Ascend recognizes that the money came from selling product, so it treats the money as if you took checks and cash to the bank except that it will note the transfer fee in your tax reports!

Commission Deposits

Commission Deposits defaults to your Profit Envelope but gives you the option to change the designated Envelope.

Deposit to Single Envelope

Other Deposit Single Envelope allows you to designate an entire bank deposit entry into one envelope of your choosing.


Deposit to Multiple Envelopes

Other Deposit Multiple Envelopes allows you to ‘overwrite’ your percentage allocation on a bank deposit. You get to choose how much gets put into each envelope by a specific dollar amount by doing a manual split.

- PS:** If you split a deposit into multiple Envelopes, Ascend Financials cross checks the amount you entered in your Checkbook Register with the total of a split deposit to avoid any typing errors or misplaced decimals.

Spending Options

- a. **Spend Tab** - use this button to enter CHECKS you wrote, DEBIT CARD purchases, ATM WITHDRAWALS. Basically, any thing that comes out of your bank account needs to be in your check register in Ascend. When you use the spend button, you are literally accounting for money that has moved out of your business account, and assigning a budget category so that Ascend can keep your envelopes accurate.
- b. **Paycheck** – you will take a paycheck from the profits of your business. When you click the PAYCHECK button, Ascend will show you how much estimated profit you have and will assign the next sequential check number in your checks. All you have to do is write the actual check. When you use the Paycheck button, Ascend generates a report for you so you can see how much you've paid yourself in a month, quarter, or year!
- c. **Orders wholesale/PCP**- You must choose this button when spending on wholesale orders or PCP enrollment. The reason you need to use this button for ordering is so that Ascend can draft the money out of the right envelopes for you—otherwise you'd have to do a manual split. (yuck!) You will be prompted to provide the dollar amount for various expenses within that transaction and will deduct it from the accurate envelope. You will get these dollar amounts off of your packing slip or the Order Summary screen from InTouch.
- d. **Expense Description** - This is where you will choose how you want the transaction to be recorded for tax purposes. You may add categories by clicking on the drop down box and choose “add new.”

 *Note To Self: Ascend is not complicated. It's literally a checkbook register on steroids! It's no more complex than the blue-and-white lined paper book in my wallet. The rules are even the same. If I take money to the bank, it needs to be in my register (Ascend). If I write a check or use a debit card, it needs to be in my register (Ascend).*



My envelopes went red! Why? Your envelopes go red because you spent more than you had in that envelope. It's easy to fix – just use the transfer button.

What are those Envelopes?



Understanding how the envelopes “think”

The envelopes are what make Ascend unique!

- No other business accounting software takes this simple approach to budgeting.
- In your envelopes, Ascend will help you set aside money to pay for your business expenses.
- Your envelopes will tell you how much you have to spend on each aspect of your business, from Inventory to Samples.
- This will eliminate seeing a large balance in your checking and overspending.

- a. **Standard Envelopes:** During Installation, you selected the default 40-50-5-5 split. What that means is:
 - **Sales Tax is calculated based on gross sales** and taken off the deposit first, then your allocation happens.
 - 50% (after retail sales tax is allocated) goes into your **Inventory Envelope**
 - 40% (after retail sales tax is allocated) goes into gross **Profit Envelope**
 - 5% (after retail sales tax is allocated) goes into **Sales Aids Envelope**
 - 5% (after retail sales tax is allocated) goes into **PCP Envelope**
- b. **Customizing Envelopes:** You may add envelopes to customize your spending plan, but they have to add up to 100%. This is because Ascend cannot allocate (split) 110% of \$100.
 - Go to the SETTINGS AND OPTIONS screen
 - Click on the button ENVELOPE BLUE PRINTS
 - You will see a list of your ENVELOPES and their percentages
- c. **Editing Envelope Percentages:** You may edit your envelope percentages. Let's say you want to have 60% of your money to go toward Inventory instead of 50%, you can just edit the percentage! However, if you do this, you will need to adjust your profit envelope percentage from 40% to 30%.



Your Tax envelope is money set aside from retail product sold. Sales tax to cover Section 2 or PCP also comes from that envelope. If you are not aware of this your tax envelope will be negative after every order. That's okay – just use the transfer button, or change your default sales tax value so that more money is allocated each time you deposit! You can do this on the Settings screen.

Customizing Ascend Financials



Adding Envelopes

You may add unlimited envelopes to your spending plan, but remember they have to add up to 100%. This is because Ascend cannot allocate (split) 110% of \$100.

- Click the ADD button
- Type the Name of Envelope (e.g. Seminar)
- Type a percentage (e.g. 3%)
- Press Save.
- Now you must edit (3%) out of another envelope (e.g. Profit will be reduced from 40% to 37%) and press SAVE after editing.

Director Customization


Directors: If you currently have your commission checks, sales, and unearned income (reimbursements) deposited into the same bank account, here's how you set up Ascend to work for your situation:

- Install Ascend Financials, select 40/50/5/5 split during installation
- After installation, click on the link SETTINGS/OPTIONS from the home screen.
- Click ENVELOPE BLUE PRINTS → now the button ADD to add an envelope
- Name the envelope Director Biz, and in the % field, put 0.00% (which means you want 0.00% of your sales money sent to that envelope) SAVE.
- Click ADD to add an envelope, name it Unearned Income → 0.00% Unearned Income is income you did not "earn". Deposit all unearned income directly into this envelope to act as a 'flow thru' component of your spending plan.
- When your commission check arrives click DEPOSIT, select COMMISSION, then type in the amount of your check. Always deposit the commission check into the Director Biz Envelope and then SAVE. When you do this, your entire commission check will appear in Director Biz envelope.
- When you get a reimbursement or collect money from other consultants/directors that you should not pay tax on, click DEPOSIT → OTHER DEPOSIT SINGLE ENVELOPE. Put the deposit amount in, only this time selecting Unearned Income envelope from the drop down.
- Use DEPOSIT FROM SALES to enter your sales money into Ascend; Ascend will make sure that these earnings are distributed to the correct envelopes in the correct amount (40-50-5-5 %).
- Attend Director Webinar (do not register for a webinar unless you will actually attend the class)

Deactivating Envelopes

You cannot delete the PROFIT, FREIGHT or TAX envelope (simply because you cannot have a Consultant business without these categories).

- HIGHLIGHT the envelope you wish to deactivate
- Ascend will pull the 'Edit' window for that envelope
- Uncheck the ACTIVE box and press SAVE.

 *Note to Self: I cannot deactivate or delete an envelope that currently has money in it. I must first Transfer the money out of that envelope into another, so that its balance is \$0.00. Then I can deactivate and/or delete.*

Editing Envelopes

You may edit your envelope percentages. Let's say you want to have 60% of your money to go toward Inventory instead of 50%, you can just edit the percentage! However, if you do this, you will need to adjust your profit envelope percentage from 40% to 30%.

Reconciling to My Bank Statement

This should be done monthly as you receive your bank statements. You will be prompted for the closing date and amount. Once you have matched all transactions with your statement you can then choose reconcile to complete the process.

Bank Terms in Real English

Bank Statement = that piece of paper your bank sends you every month. It shows all the deposits (credits) and withdrawals (debits) that have cleared your account in the bank's fiscal cycle.

"Cleared" the Account = You wrote check #1234 to Target for \$10. Target told your bank "pay us \$10 out of this person's account." Your bank gave Target \$10 from your account by drafting (debit) \$10 out of your account balance.

Reconcile Statement = the process of verifying, "Here's what the bank says 'cleared' my account this month; do I have all of these transactions in my register?" If you see transactions on your Bank Statement that aren't in your check register, you need to add them so you know what you really have available to spend! You know this by using the Reconcile feature in Ascend. **Difference** = Cleared Balance – Statement Ending Balance (you missed something that cleared)

Cleared Balance = Opening Balance (from bank statement) + Deposits/Credits – Payments/Debits

Statement Ending Balance = Ending Balance (from bank statement)

Keeping it real with my Accountant



Reports

There are numerous reports to be printed under the reports section; many which provide information that you will need to compile income tax reports. Please familiarize yourself with these reports so that you know what is available.




A recommendation for dealing with cash for traveling would be to write a check for cash and choose the Expense category, and then enter your receipts into the cash and other expenses. Any cash left over should then be deposited back into your checking account.

Cash and Other Expenses

This tool is provided for you to enter transactions that **did not run through your checking account** that you need to have record of for tax purposes.

- Go to the TOOLS MENU (top of screen)
- Select Feature ENTER CASH OR OTHER EXPENSE
- Fill in each field. Pay extra attention to the date of your receipt and the Expense field.
- Press OK to save. That receipt is now on your tax reports!

 *Note to Self: If I fail to select a Business Expense category prior to saving, then this receipt will not appear on my tax reports! Ascend Financials cannot record the transaction to my reports unless I use this feature properly.*

I want to start all over again

If you find that you fell behind in your bookkeeping, start by forgiving yourself. Now it's time to start thinking like a business woman again, and give yourself a fresh start.

- If you want to save the data (past expense transactions), do a backup FIRST
- We recommend that you print your tax reports and Register so you have records.
 - Go to the TOOLS MENU (top of screen)
 - Select Feature RESET. You will see a message that says, "This will erase all your data. A reset cannot be undone! Are you certain you want to reset?"
 - If you're certain, press YES button
 - You will be prompted to restart your Ascend Financials for the reset to be complete

Adding a Loan into My Loans

If you have a loan (from a bank or credit card) you should add it into Ascend. This way you see progress as you pay it off with your business income.

- Go to the TOOLS MENU (top of screen)
- Select LOAN TRACKER.
- Click ADD button. Then a dialog box will pop up.
- Name your loan and press SAVE.
- Now click CLOSE to return to your Main Screen; the loan will appear in your Loans box

Entering Loan Balance into my new Loan

Once you have created the loan, you must tell Ascend how much is currently owed on it. If your loan balance is currently \$0.00, then proceed to section called Entering Transactions into Loan Tracker. Otherwise, do the following:

- In the Loan box, click the EDIT button next to the loan you wish to edit
- In the charge section, enter the date of your most recent loan/credit card statement
- In Payee type "Starting Balance"
- Type the Balance on your statement (including interest charges) in Amount
- If these charges were pertaining to your business and can be used as a legal tax deduction, select the Schedule C category that best describes your purchase(s). Press SAVE. (Note: Check with your tax adviser about how to categorize PURCHASES for inventory.)

Entering Transactions into Loan Tracker

You will use this feature to track all purchases on your credit card that relate to your business. When you select a Business Expense Category, those transactions will also appear on your tax report(s).

- In the Loan box, click the EDIT button next to the loan you charged against
- Enter the DATE of your receipt under the charge not credit section.
- Enter your PAYEE
- Type in the receipt AMOUNT
- If these charges were pertaining to your business and can be used as a legal tax deduction, select the Schedule C category that best describes your purchase(s). Press SAVE. (Note: Check with your tax adviser about how to categorize PURCHASES for inventory.)
- If your loan accrues interest, enter interest charges as a transaction once you see them on your statement. Ask your tax adviser which Schedule C-category you should pick for Interest Charges on business loans.
- Press SAVE

Reducing Balance on Loans

If you want to see the loan balance reduce in the loan tracker, you must follow this protocol:

- Click SPEND tab
- Enter the DATE of your payment
- Type in the payment AMOUNT
- Select what type of transaction you did to make a loan payment
- In your PAYEE field, **select the corresponding name of your Loan** from the drop down
- Select which Envelope you will pay your loan from
- If you want this transaction to appear on your tax reports, then select a Schedule C category in the Business Expense field
- Press SAVE

Entering Mileage into Tax Reports

One of your biggest deductions will be mileage! The Mileage Tracker makes this really easy for you and your accountant. We recommend that you record your Odometer information in your vehicle, and then plug the numbers into Ascend once a week.

- From the TOOLS menu select MILEAGE TRACKER
- In the dialog box, enter your DATE, ODOMETER START/END, as you type the # of miles will calculate for you or just enter the number of miles traveled
- We recommend you put a note in the Notes field
- Press SAVE
- You can view your mileage statement in your Reports.
- Your accountant will advise you how to maximize this deduction

ProPay



Editorial Column
Composed by Anonymous

The proceeding text is the opinion of the Author and is not to be interpreted as concrete fact. This editorial is based on conversations with ProPay's Customer Service Representatives, and chat logs.. It is published in the spirit of women helping women. This work is not to be quoted or published outside the context of the *Ascend Financials User Guide* without written permission from Ascend Financials, LLC. Ascend Financials, LLC prints this with permission of the Author. This Editorial is published for the paying customers of Ascend Financials to help them better understand why our software features work the way they do.

“ProPay is a company that is independent from Mary Kay, Inc. And chances are, you use ProPay to process your customer's credit cards.

Think through this with yourself:

- a. You sold \$100 at a facial today
- b. You accepted a credit card from the customer
- c. Processed the sale of \$100 @ ProPay
- d. Off the top they took 3.5% of the \$100 = \$3.50
- e. Then to the \$3.50 they added an additional \$0.30 for kicks = \$3.70 in fees
- f. You're left with \$96.30 of your \$100 sale
- g. Now the waiting period begins...three days until your funds are “available”
- h. In three days the \$96.30 is technically yours; they tell us it takes 3 days for the funds to clear banks
- i. To get the money into your bank account, you have to tell them to Transfer your funds.
- j. At the point of Transfer the banks charge ProPay a \$.30 fee, which they pass onto you
- k. Now you wait 2-3 more days to get your money into your account
- l. When it shows up in your account, it's going to be \$96.00, not \$96.30
- m. In three months, the record of this transaction is GONE because ProPay wants to sell you a report for \$24.95. This report will help you get your taxes done—it helps your accountant know how much of your money they took this year.

Shortcuts never pay off: To save on steps 10-12 (above) our sales force thinks, “I'm going to save that \$.30 and just leave my money out there in ProPay where it's safe.” The problem is, this is not a good business practice. It's a bad one.

- b. That money belongs to your business
- c. It needs to be recorded into your books /tax reports
- d. 50% of it needs to go back into inventory
- e. 40% of it needs to go in your pocket

Let it stand for the record: If 60% of your customers paid you with a credit card, that means that 60% of your business income is sitting in cyber space. And 60% of the money that you worked hard to take home to your family may be conveniently applied to an Order. *There's always a price for convenience.* What if you're audited? How will you prove to the IRS agent how 60% of your gross income was never “received” by your business? Remember, those reports disappear after 3 months.

Do the math: \$.30 once a week is only \$14.40 a year—a lot better than \$24.95 + headache w/ IRS.


What ProPay Says About This:

When asked what ProPay does with our money while we wait to move it, their response was, ‘We are not at liberty to discuss this matter.’ (direct quote from chat log) They are not at liberty because they assume we aren't savvy enough to know that they are collecting interest on the money we earned. They assume we are afraid to move our money into our own accounts because of the \$.30 transfer fee. I say, they assume wrong.

When asked how ProPay justifies the contradiction that funds are available in 1 day with their Premium Account, but it takes 2-3 days for my transactions to “clear” with the regular account, they said, “We are not at liberty to discuss this matter.” (direct quote from chat log)

At Seminar I asked ProPay why they delete our completed transaction reports after a few months; I also pointed out to them that they are exposing the sales force to enormous liability. Their reply was that the sales force is independent and responsible for their own record keeping. I didn't stop there. I asked the gentleman why they wouldn't change their practice out of goodwill, I got no where. I asked for the name of a manager, he wouldn't give me one. He said he'd pass my concern onto the proper department in his company. I bet he did.

Let's show them girls that we are more savvy than they give us credit for! They don't want to hear what we have to say, so let's send our message another way. Don't let them collect a penny on your business income. As soon as your funds are available, get your money into your account or into your hand!"

 *Note to Self: ProPay is collecting interest on our money because they're assuming we're not smart enough to move our money in fear of the \$.30 transfer fee. They're thinking wrong. We're a savvy sales force of business women who refuse to let our money sit in cyber space while someone else collects interest on our hard earned cash! I transfer or pull the cash at an ATM once a week!*

Transferring Funds from ProPay Into My Account

First we must remind you that Ascend manages the actual money that goes in and goes out of your checking account. That includes ProPay funds. If the money hits your account, then it needs to be in Ascend.

- **Leaving your money in the Pro Pay account is a bad business practice!** In fact, it's downright dangerous. If there is not a paper-trail for the income and the expenses paid out it can become an auditing nightmare. (We are not authorized to give tax advice, so we strongly encourage you to talk with your accountant about this.) Remember, you are in business—not just selling makeup for fun.
- **Three Month Doomsday:** After 3 months, ProPay deletes your Completed Transaction Reports. That way you are forced to pay for their Premium Service
- **Transfer or ATM:** When you Transfer your money out of ProPay instead of applying that money to an order, you're actually going to show those earnings in your business records, and you'll see your envelopes grow! If you don't like waiting around, go to an ATM machine and pull the cash out to do a deposit with your checks for the week.

At Ascend, we **highly recommend** depositing (transfer) the money from your ProPay account into your checking account. This meets the needs of your tax reporting purposes and also allows you to track this in Ascend. If the money doesn't make it to your account, then it doesn't make it to your envelopes or books! (scary)

How the ProPay Feature Works in Ascend

- Ascend does NOT calculate the 3% for you--what it does is track the .30/transfer fees. (this tracking will not appear in your register, it'll show up in your tax reports.)
- The .30/transfer fee is added to the report.
- When you make a ProPay Deposit the pop-up asks for the GROSS amount (the actual amount of money being deposited into your bank account)
- Then Ascend adds the .30/transfer fee to your tax reports.




Ascend manages the actual money coming in and going out - when you make a deposit from ProPay they take the transfer fee off the top BEFORE you make the transfer. This is why we ask you to input the GROSS amount.

Recording the Processing Fees I Paid to ProPay

The Processing Fees ProPay charges you should be recorded on your tax reports--so at the first of every month, Ascend will remind you to run your COMPLETED TRANSACTION report from ProPay.

- Go to the TOOLS MENU (top of screen)
- Select Feature ENTER PROPAY PROCESSING FEES
- Fill in each field.
- Press OK to save. Now this month's processing fees are now on your tax reports!

 *Note To Self: By doing this little step each month, every cent I have paid to ProPay for credit card processing will be recorded in my tax reports. This saves me \$24.95 a year in report fees, not to mention this important income documentation is in my books. Yeah for efficiency!*

My Computer Kicked-The-Bucket



Backing Up My Data

Because your financial data file is essential and irreplaceable if lost, you should regularly back up your file.

You should also copy your backup file to another location in case your hard drive should fail. This other location can be a writable CD, external hard drive, or a high capacity USB flash disk. Floppy disks do not have enough capacity to store your data.

Backup Procedure:

- From the TOOLS MENU select BACKUP DATA.
- Browse to the location you wish to save your data
- Click BACKUP button
- Your backup will be saved as AscendBackupDATE.XML
- You must save your back up files in a location you can retrieve (remember) them; Ascend defaults them to your desktop.
- It is your responsibility to keep your data backed up! Ascend Support will not assist in location or attempt recovery without an additional fee.



The backup file will not fit on a floppy disk, and each computer uses a different method of copying to a CD. If you cannot copy the file for some reason you might try sending yourself an email with the backup as an attachment. Then you can retrieve the attached file and save it to your backup media.

Restoring From My Backup File

- From the TOOLS MENU select RESTORE FROM BACKUP
- Ascend will find your most recent Backup if it is on the computer and select it or browse to the backup file you wish to restore from
- Click RESTORE button
- You will be prompted to restart your Ascend Financials

Getting Updates for Ascend Financials

About every 4 months we release an update. Go to www.ascendfinancials.com and check the support/updates page for info and directions on any updates.

Goodies From the Ascend Coaches



What is the Difference Between A Spending Plan and a Operating Budget?

A **spending plan** is based on sales activity. Consultants and Directors need a spending plan for their retail business. Their cost of goods “budget” is directly proportional to how much they’re selling. Ascend Financials is a program that easily employs a spending plan for the Retail side of your business.

An **operating budget** is a plan for a business’ money based on fixed expenditures and estimated business revenue. Sales Directors must have an operating budget if they want to run a million dollar organization! Whether a Director has a unit of 30 or 300, she has fixed expenses. (E.g. meeting room rental)

Ascend *Leadership* gives the Sales Director an easy interface to maintain her operating budget (What does it cost to run my Unit and pay myself?). Plus it provides the Director the same interface Consultants use for their retail business. Ascend Leadership is available to Sales Directors who have mastered Ascend Financials and want “more.” Leadership is currently available as shareware by calling our sales office and an upgrade will be released by Spring of 2007.

Buy what you sell—sell what you buy

Your product purchases should be coming from reinvested cost-of-goods collected from sales. When you charge those purchases, you will spend more than you can actually afford—it’s just how plastic works. (Why else would every store you go to say, “Would you like to sign up for a Target card and save 5% today...” before” they’ll check your items?)

In *Mary Kay’s Career Essentials*[™] Consultants are taught to use the money in their bank account for inventory purchases. As a sales force (and culture at large) we have strayed toward convenience; and we are reaping what we’ve sown. If you make the choice to cultivate discipline with your money, you will be looking at a future that will be flourishing with profitability.

Anything else is just more of the same. Aren’t you sick and tired of being sick and tired? Let us be the first to welcome you back; back to the way it was meant to be!

In America, debt has almost become a way of life; it's just how things are done in our culture.

The flip side is that “it’s” just how your peace, financial freedom, and choices get undone. There’s no pretty way to package it up. Debt is enslavement.

At Ascend, we get really “amped up” about plastic-for-points programs. When it comes to your Product purchases, we are against it. Period.

Mary Kay Ash taught Consultants and Directors to *reinvest* money from product sales; so that her sales force wasn’t increasing their debt. She was right.

What we’re getting at is...

- It’s just not worth the extra stress in your life.
- That “star prize” was meant as a celebration for what you actually sold. What you pay in *interest* to get that prize would make a grown man weep!
- Paying with plastic is playing Russian roulette with your business.
- Purchasing your Product on plastic may feel convenient when you click Checkout, but when the bill comes, you go from love-the-convenience to panic in 30 seconds.
- Plastic isn’t “a good business decision” for any order after your initial inventory purchase; its something you live to regret.

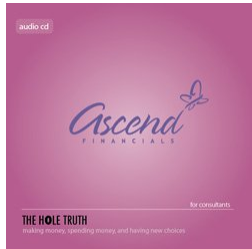
A Debit Card, however, allows you to have the convenience of using a credit card and to work within your budgeted amount because the money is coming directly from your checkbook. No bills will come in 30 days and overspending is eliminated.



“You cannot teach what you do not know. You cannot lead where you will not go.”
(Mary Kay Ash)

Audio CDs

These powerful audio CDs capture the content of our live workshops. Information on these often boring and confusing topics is presented by Ascend's President LeAnne Ozaine-Smith in an easy to understand, engaging and entertaining way.



For Consultants—The Hole Truth

This training addresses the basics of business cash flow, how to keep your shelves stocked, what profit's all about, and how to get what you want out of your business: flexibility, significant income, and new choices. It focuses on heart-issues surrounding money, and clearly addresses why embezzlement happens.

Great for New Consultant Training or a Review! (30 minutes)



For Directors—Black. No Cream. No Sugar.

In this training LeAnne addresses how to bring harmony between your Sales business and your Director business. This is a big-girl talk. Chocked full of in-the-trenches stories, and how-to's that you can apply today.

The focus: Director, you have a fantastic profit-making machine, you just need to give it a financial tune up. (30 minutes)



Go to the order page of www.ascendfinancials.com to order a copy of your audio training cd, THE HOLE TRUTH or Black.:No Cream. No Sugar. These CDs discusses the profit cycle and how to get more money from your efforts!