

Email Sequence for Seka Consultants:

Email 1:

SL: Tax Season is here! Let's get you tax compliant...

It's that time of the year again, the one we all dread. I know what you're thinking...

"Oh no, SARS is coming for my money! I will never financially recover from this D:"

Don't worry! We've all been there, and I can tell you it doesn't have to be this way.

Wouldn't you love to know how to **legally** write off expenses so that you pay fewer taxes?

Or how to stay out of trouble with the *"Tax Man"*?

I have the perfect solution for you!

Seka Consultants have been in the tax game for more than 3 years and have mastered the skills needed to legally reduce taxes!

We have helped countless others like you and we want to help as many people as possible!

Henceforth, we have generously opened our doors to people like you who are in dire need of getting their tax affairs in order.

Or maybe just need a better understanding of tax in general...

All you need to do is book a 15-minute call with us **for free**, and we will teach you everything you need to know to stay out of trouble with the "Tax Man"

There are two kinds of people in this world:

- Those who pay half their well-deserved earnings to the tax man
- Those who take action to keep more of their earnings Legally!

Which one are you? ~> <Insert Link Here>

Email 2:

SL: Do you know the difference between an expense and a liability?

Let me share a joke with you. For 22 years of my life, I had no clue how to manage my own books.

It wasn't until I started working as an accountant that I learned the proper way to balance TBs (trial balances) and calculate VAT.

One common misconception I often encounter is people confusing expenses with liabilities. Considering everyone's constant pursuit of tax reduction, it's hard to blame them!

It's as if they intentionally blur the line between right and wrong XD.

But don't fall into that trap. Let me clarify the difference between an expense and a liability:

"Mary owes John R5000. Money that is owed but not paid is a liability."

"Mary paid John R10000. Money that is paid is an expense."

It's as simple as that! Never classify money owed to someone as an expense! The taxman will catch onto that faster than a bullet catching a sick warthog!

That's it for today's lesson...

Keep an eye out for my upcoming emails as I'll be sharing more tax lessons soon!

~Rameez