



















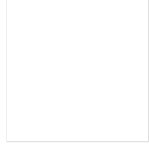




J2 Bookkeeping List Overview - April 1 - 30, 2026





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
HE IS RISEN	Sun, Apr 5 7:34 AM CDT	 Image	  	<p>He is Risen. 🙌</p> <p>This Easter, I'm reminded that the resurrection isn't just a story - it's the ultimate promise of new beginnings.</p> <p>No matter what season your life or business is in - whether you're in the wilderness, carrying a heavy burden, or waiting on a breakthrough - there is hope on the other side.</p> <p>Jesus conquered the grave so we could walk in freedom. That truth changes everything.</p> <p>Wishing you and your family a blessed and joyful Easter from all of us at J2 Bookkeeping. Take to... <a href="#">(read more)</a></p> <p>Threads: He is Risen. 🙌</p> <p>This Easter, I'm reminded that the resurrection isn't just a story - it's the ultimate promise of new beginnings.</p> <p>Jesus conquered the grave so we could walk in freedom. That truth changes everything.</p> <p>Wishing you and your family a blessed and joyful Easter from all of us at J2 Bookkeeping. Take today to rest, reflect, and celebrate the One who made all things new. Happy Resurrection Day 🙌</p>		





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191864	Sun, Apr 5 8:30 AM CDT	Simple Status		<p>I've been doing this for 15+ years, and here's something I've noticed:</p> <p>The business owners who are calmest right now in April? They're not the ones who scrambled to file. They're the ones who kept their books clean all year.</p> <p>Tax season isn't a crisis when your financials are current. It's just... a deadline.</p> <p>If you spent this spring stressed and disorganized, that's not a character flaw - it's a systems problem. And systems problems have solutions.</p> <p>Q2 starts now. It's the perfect reset point... <a href="#">(read more)</a></p>	<i>No media</i>	
Post 51191865	Sun, Apr 5 10:00 AM CDT	 Image		<p>Here's what I wish more business owners understood early on:</p> <p>A bookkeeper isn't just someone who "does your books." We keep track of your income, expenses, and the financial pulse of your business - so you can make real decisions based on real numbers.</p> <p>Most of my clients tell me the same thing after a few months: "I wish I'd hired you sooner."</p> <p>If you've been thinking about it, let's talk. No pressure, no jargon - just a conversation about where your business stands.</p> <p>#SmallBusinessOwner #Book... <a href="#">(read more)</a></p>		





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<p>Post 51191866</p>	<p>Sun, Apr 5 11:00 AM CDT</p>	<p> Image</p>	<p></p>	<p>Real talk - drop a YES or NO in the comments.</p> <p>If you've worked with a bookkeeper, did it change the way you run your business? I hear from clients all the time that having someone handle the numbers gave them back hours every week.</p> <p>And if you haven't hired one yet - what's holding you back? Genuinely curious.</p> <p>#BookkeeperLife #SmallBizTalk #EntrepreneurMindset #AskTheAudience #J2Bookkeeping #NewBraunfelsTexas #BusinessGrowth #FinancialFreedom #WomenInBusiness #BookkeepingServices #SmallBusines... <a href="#">(read more)</a></p>		
<p>Post 51191867</p>	<p>Mon, Apr 6 9:00 AM CDT</p>	<p> Image</p>	<p></p>	<p>"I'll just figure out the books myself."</p> <p>I respect the hustle. But here's what I've seen play out hundreds of times:</p> <p>A business owner spends 8-10 hours a month wrestling with QuickBooks, misses categorizations, forgets to reconcile, and ends up with financials they don't trust. Then they make decisions based on those unreliable numbers.</p> <p>A bookkeeper doesn't just organize your data. They give you insights you can actually act on - where to invest, where to cut, and whether that "good month" wa... <a href="#">(read more)</a></p>		



Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191868</a>	Mon, Apr 6 12:00 PM CDT	 Video		<p>Stop looking at your revenue and thinking you're doing great.</p> <p>Revenue is what comes in. Profit is what's LEFT after you pay for everything. I've had clients making \$500K+ a year who were barely breaking even - and they had no idea until we actually looked at the numbers.</p> <p>Your top line means nothing if your bottom line is zero.</p> <p>Do you know YOUR real profit margin? Not a guess - the actual number. If not, that's the first thing to fix this quarter.</p> <p>#RevenueVsProfit #SmallBusinessTips #Bookkeep... <a href="#">(read more)</a></p>		
<a href="#">Post 51191869</a>	Mon, Apr 6 7:00 PM CDT	 Video		<p>That's the energy for Q2. Pin this one.</p> <p>You don't get there by accident though - you get there by knowing exactly where your money goes every single month. That's what clean books give you. Not just compliance. Clarity.</p> <p>What's your biggest expense eating into your profit right now? Drop it below - sometimes just naming it is step one.</p> <p>#ProfitGoals #BusinessMotivation #BookkeepingMatters #J2Bookkeeping #SmallBusinessTips #EntrepreneurMindset #NewBraunfelsBusiness #ExpenseManagement #MoneyMinds... <a href="#">(read more)</a></p>		





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<p>Post <a href="#">51191870</a></p>	<p>Tue, Apr 7 12:00 PM CDT</p>	<p>Simple Status</p>	<p></p>	<p>Stop looking at your revenue and thinking you're doing great.</p> <p>I've been a bookkeeper and CFO for 15+ years. The #1 mistake? Confusing revenue with profit.</p> <p>Revenue = what comes in Profit = what's LEFT</p> <p>I've had clients making \$500K who were barely breaking even. They had no idea.</p> <p>Your top line means nothing if your bottom line is zero. Know your numbers.</p> <p>#BookkeepingTips #SmallBusiness #RevenueVsProfit #ProfitFirst #BusinessTips #Entrepreneur #J2Bookkeeping #KnowYourNumbers #FinanceTok #Small... <a href="#">(read more)</a></p>	<p><i>No media</i></p>	
<p>Post <a href="#">51191871</a></p>	<p>Tue, Apr 7 1:00 PM CDT</p>	<p>Simple Status</p>	<p></p>	<p>This is the number one thing I wish every business owner understood:</p> <p>Revenue is what comes in. Profit is what's left after expenses. They are NOT the same thing - and confusing the two is how businesses that look successful on paper end up struggling.</p> <p>I've sat across from business owners making \$500K+ in revenue who had no idea they were barely breaking even. Once we got their books straight, everything changed.</p> <p>Which number do you track more closely - revenue or profit? Be honest.</p> <p>#RevenueV... <a href="#">(read more)</a></p>	<p><i>No media</i></p>	



Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191872	Wed, Apr 8 10:00 AM CDT	 Simple Status		<p>I get this question more than you'd think - even from business owners who've been at it for years.</p> <p>A bookkeeper maintains your financial records, prepares reports, processes invoices, manages payroll, and yes - helps with taxes too.</p> <p>But the real value? We translate your numbers into decisions. That's the part that doesn't fit on an infographic.</p> <p>If you've been wondering whether it's time to bring someone in, the answer is usually "it was time six months ago." Happy to chat about what that look... <a href="#">(read more)</a></p>	No media	
Post 51191873	Wed, Apr 8 12:00 PM CDT	 Simple Status		<p>Pop quiz: Can you name the three financial statements every business owner should understand?</p> <ol style="list-style-type: none"> <li>1. Balance Sheet - what you own vs. what you owe</li> <li>2. Income Statement - are you actually profitable?</li> <li>3. Cash Flow Statement - where is the money going?</li> </ol> <p>You don't need an accounting degree. But knowing what these tell you? That's the difference between guessing and growing.</p> <p>Save this one. You'll want it later.</p> <p>#FinancialLiteracy #SmallBusinessFinance #BookkeepingBasics #J2Bookkeeping #BalanceSheet #Ca... <a href="#">(read more)</a></p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191874	Thu, Apr 9 11:00 AM CDT	 Simple Status		<p>Tag a business owner who's living this right now.</p> <p>Business is growing. Revenue is up. You're killing it... except the books are three months behind and you have no idea what your actual profit margin is.</p> <p>Sound familiar? That gap between "busy" and "organized" is exactly where I come in. Let's get your Q2 off to a clean start. Link on my page.</p> <p>#BookkeepingHumor #SmallBusinessStruggles #GrowingPains #J2Bookkeeping #EntrepreneurLife #BusinessGrowth #GetOrganized</p>	No media	
Post 51191875	Thu, Apr 9 2:00 PM CDT	 Simple Status		<p>People think bookkeepers just sit around entering receipts all day.</p> <p>Let me show you what I actually do. I manage the financial health of 40 businesses. Every single day I'm reconciling accounts, catching errors before they become expensive, tracking cash flow, preparing reports that actually mean something, and having conversations like 'hey your margins dropped 8% this month - here's why.'</p> <p>I'm not just keeping score. I'm helping people make better decisions with their money.</p> <p>#BookkeeperLife ... <a href="#">(read more)</a></p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191876	Fri, Apr 10 8:30 AM CDT	 Simple Status		<p>Unpopular opinion: Your business's emergency fund matters more than your growth plan right now.</p> <p>I've watched businesses with strong revenue collapse because they had zero cash reserves when something unexpected hit. And I've seen lean operations survive tough stretches because they had 3 months of expenses set aside.</p> <p>The businesses that made it through 2020? Most of them had cash reserves. The ones that didn't? Many of them had impressive revenue the year before.</p> <p>Revenue is vanity. Profit is ... <a href="#">(read more)</a></p>	No media	
Post 51191877	Fri, Apr 10 10:00 AM CDT	 Simple Status		<p>Calling all freelancers, side-hustlers, and solopreneurs in the San Antonio area:</p> <p>These four things will save you SO much headache. Especially that last one - setting aside 30% for taxes. I know it stings, but future-you will be grateful.</p> <p>Which one of these do you struggle with the most? Be honest - no judgment here. That's literally what I'm here for.</p> <p>#FreelanceTips #SelfEmployed            #SoloEntrepreneur            #BookkeepingForFreelancers            #J2Bookkeeping #SanAntonioBusiness            #SmallBusinessSupport #GigEconomy</p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191878	Fri, Apr 10 11:00 AM CDT	Simple Status		<p>This doesn't just apply to your personal life - your BUSINESS needs an emergency fund too.</p> <p>I've watched businesses with strong revenue collapse because they had zero cash reserves when something unexpected hit. A slow month. Equipment failure. A client that doesn't pay on time.</p> <p>Peace of mind isn't a luxury. It's a business strategy.</p> <p>How many months of expenses does your business have saved? Drop a number below - even if it's zero. No shame, just starting points.</p> <p>#EmergencyFund #CashReserves ... <a href="#">(read more)</a></p>	No media	
Post 51191879	Sat, Apr 11 12:00 PM CDT	Simple Status		<p>If your current bookkeeping system involves a shoebox, a junk drawer, or the phrase 'I'll figure it out later' - this is for you.</p> <p>No judgment. I've seen it all. I've cleaned up books that were 2, 3, even 5 years behind. Every single time the client says 'I was so embarrassed to ask for help.'</p> <p>Here's what I want you to hear: there is nothing you can show me that I haven't seen before. Messy books are not a character flaw. They're just a problem that has a solution.</p> <p>DM me. First conversation is... <a href="#">(read more)</a></p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191880</a>	Sat, Apr 11 5:00 PM CDT	 Simple Status		<p>If your bookkeeping system is a shoebox or a junk drawer - this is for you.</p> <p>No judgment. I've cleaned up books that were 5 YEARS behind. Every time the client says 'I was so embarrassed.'</p> <p>Hear me: there is NOTHING you can show me I haven't seen before. Messy books are not a character flaw. They're just a problem with a solution.</p> <p>DM me. First conversation is free.</p> <p>#BookkeepingTips #NoJudgment            #SmallBusiness #MessyBooks            #Entrepreneur #J2Bookkeeping #FinanceTok            #SmallBusinessTok #HelpsHere #Ge... <a href="#">(read more)</a></p>	<i>No media</i>	
<a href="#">Post 51191881</a>	Sun, Apr 12 9:30 AM CDT	 Simple Status		<p>If you're evaluating bookkeepers, here's what actually matters:</p> <ol style="list-style-type: none"> <li>1. They understand double-entry bookkeeping inside and out</li> <li>2. They communicate effectively - with you AND your accountant</li> <li>3. They're reliable and trustworthy</li> </ol> <p>That second one gets overlooked. Your bookkeeper and your CPA should be a team, not strangers who meet once a year at tax time. When they're in sync, you save money and avoid surprises.</p> <p>I've been that bridge for my clients for 15+ years. It's one of the things I take most se... <a href="#">(read more)</a></p>	<i>No media</i>	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<p>Post 51191882</p>	<p>Sun, Apr 12 12:00 PM CDT</p>	<p>Simple Status</p>		<p>Q2 just started. If you don't have a budget in place for your business, now is the time.</p> <p>I know "budget" can feel like a dirty word - but it's really just a plan for your money. And a plan beats winging it every single time.</p> <p>The key? Make a new one before EACH month begins. Your April budget shouldn't look like your January budget. Your business changes - your budget should too.</p> <p>Need help building one? That's one of my favorite things to do with clients. Send me a message.</p> <p>#BusinessBudget #F... <a href="#">(read more)</a></p>	<p><i>No media</i></p>	
<p>Post 51191883</p>	<p>Sun, Apr 12 6:00 PM CDT</p>	<p>Simple Status</p>		<p>Honest answers only.</p> <p>A. Yes - I've got QuickBooks/software dialed in  B. Sort of - I use a spreadsheet and it mostly works  C. I have a shoebox of receipts and a prayer  D. System? What system?</p> <p>No wrong answers here. But if you're anywhere below A, Q2 is the perfect time to fix that. It's one of the fastest things I help business owners set up - and it changes everything.</p> <p>Drop your letter below.</p> <p>#ExpenseTracking #BookkeepingBasics #SmallBizPoll #J2Bookkeeping #QuickBooks #FinancialOrganization ... <a href="#">(read more)</a></p>	<p><i>No media</i></p>	



Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191884</a>	Mon, Apr 13 12:00 PM CDT	 Simple Status		<p>Let me do some quick math that might change how you think about bookkeeping.</p> <p>You spend 10 hours a month doing your own books. Your time is worth \$100/hour - that's conservative. That's \$1,000/month in opportunity cost. Money you could be making doing what you're actually good at.</p> <p>Most bookkeeping services cost less than that. And we do it better, faster, and catch things you'd miss.</p> <p>You're not saving money by doing it yourself. You're spending more - you're just paying with your time instead ... <a href="#">(read more)</a></p>	<i>No media</i>	
<a href="#">Post 51191885</a>	Mon, Apr 13 5:00 PM CDT	 Simple Status		<p>Let me do some quick math that might change how you think about bookkeeping.</p> <p>If you spend 10 hours a month on your own books, and your time is worth \$100/hour, that's \$1,000/month in opportunity cost.</p> <p>Most professional bookkeeping services cost less than that. And produce better results.</p> <p>You're not saving money by doing it yourself. You're spending more - you just don't see it because you're paying with time instead of dollars.</p> <p>After 15+ years of helping business owners make this switch, the... <a href="#">(read more)</a></p>	<i>No media</i>	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191886	Tue, Apr 14 10:00 AM CDT	 Simple Status		<p>The most expensive resource in your business isn't your software subscription or your office rent.</p> <p>It's your time.</p> <p>Every hour you spend reconciling transactions, categorizing expenses, and chasing down receipts is an hour you're NOT spending on sales, strategy, or the work that actually moves your business forward.</p> <p>A bookkeeper saves you time and money by freeing up your energy to focus on what you do best. That's not a cost - it's leverage.</p> <p>What task in your business eats up the most time t... <a href="#">(read more)</a></p>	No media	
Post 51191887	Tue, Apr 14 12:00 PM CDT	 Simple Status		<p>Read it again. Every. Part.</p> <p>Marketing? You need to know your ROI. Hiring? You need to know if you can afford it. Pricing? You need to know your real costs. Growth? You need to know your margins.</p> <p>Bookkeeping isn't back-office busywork. It's the foundation every other business decision sits on.</p> <p>Which business decision are you making right now that would benefit from clearer financials?</p> <p>#BookkeepingMatters #BusinessFoundation #SmallBusinessGrowth #J2Bookkeeping #FinancialClarity #QuickBooks #Ne... <a href="#">(read more)</a></p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191888	Tue, Apr 14 2:00 PM CDT	 Simple Status		<p>"I don't need to worry about bookkeeping until I'm making a lot of money."</p> <p>This is the myth that costs business owners the most. By the time you're "making a lot of money," you've already missed deductions, mixed personal and business expenses, and created a mess that takes months to untangle.</p> <p>The best time to get your books in order was day one. The second best time? Today.</p> <p>Have you heard any other bookkeeping myths? Drop them below - I'll bust them.</p> <p>#BookkeepingMyths #MythBusting #SmallBus... <a href="#">(read more)</a></p>	No media	
Post 51191889	Thu, Apr 16 12:00 PM CDT	 Simple Status		<p>Q2 just started. Here are 5 things every business owner should do right now.</p> <ol style="list-style-type: none"> <li>1. Reconcile your books through March</li> <li>2. Review your Q1 profit and loss - not revenue, actual profit</li> <li>3. Set a budget for Q2 - your business changed since January</li> <li>4. Check if you owe estimated taxes - June 15 is coming fast</li> <li>5. Schedule a financial check-in - with your bookkeeper, your CPA, or just yourself</li> </ol> <p>Save this and actually do them. Your future self will thank you.</p> <p>#Q2Checklist #SmallBusinessTips #FinancialCheckl... <a href="#">(read more)</a></p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191890	Thu, Apr 16 2:00 PM CDT	 Simple Status		<p>Q2 just started. Do these 5 things right now.</p> <ol style="list-style-type: none"> <li>1. Reconcile books through March</li> <li>2. Review Q1 profit (not revenue - PROFIT)</li> <li>3. Set a Q2 budget</li> <li>4. Check estimated taxes - June 15 is coming</li> <li>5. Schedule a financial check-in</li> </ol> <p>Save this. Do them. Your future self will thank you.</p> <p>#Q2 #SmallBusiness #FinanceTok            #BusinessTips #BookkeepingTips            #Entrepreneur #Checklist #J2Bookkeeping            #EstimatedTaxes #KnowYourNumbers</p>	No media	
Post 51191891	Fri, Apr 17 10:00 AM CDT	 Simple Status		<p>This is one of the most common questions I get. And the answer is always YES.</p> <p>Whether you're a few months behind or a few years behind - we can get it sorted. I've cleaned up books that hadn't been touched in years. No judgment, no lectures. Just rolling up our sleeves and getting your finances back on track.</p> <p>If this is you, don't let the shame keep you stuck. The hardest part is reaching out. Everything after that is my job.</p> <p>DM me or visit my page to get started.</p> <p>#CatchUpBookkeeping #Behind... <a href="#">(read more)</a></p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191892</a>	Sat, Apr 18 8:30 AM CDT	 Simple Status		<p>While most of the accounting world is focused on today's deadline, I want to talk about tomorrow.</p> <p>Specifically - Q2 estimated taxes. If you're self-employed or run a business, your next estimated payment is due June 15. That's 60 days away.</p> <p>Here's what I see happen every quarter: Business owners forget, scramble, overpay or underpay, and the cycle repeats.</p> <p>Three things you can do right now to break that pattern:</p> <ol style="list-style-type: none"> <li>1. Set a calendar reminder for June 1 to review your Q2 numbers</li> <li>2. Make sure your... <a href="#">(read more)</a></li> </ol>	<i>No media</i>	
<a href="#">Post 51191893</a>	Sat, Apr 18 11:00 AM CDT	 Simple Status		<p>Read that again.</p> <p>"I can't afford a bookkeeper." But can you afford NOT to have one?</p> <p>The hours on spreadsheets. The missed deductions. The decisions made without clear financials. It adds up fast.</p> <p>A good bookkeeper doesn't cost you money. A good bookkeeper MAKES you money.</p> <p>Tag someone who needs to hear this.</p> <p>#BookkeepingValue #SmallBusinessInvesting #CostEfficient #J2Bookkeeping #ScaleYourBusiness #QuickBooksProAdvisor #NewBraunfelsTexas #Entrepreneur #BusinessMindset #WorthTheInvestment #Sm... <a href="#">(read more)</a></p>	<i>No media</i>	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191894	Sat, Apr 18 2:00 PM CDT	Simple Status		<p>Can you name the 3 financial statements every business owner should understand?</p> <ol style="list-style-type: none"> <li>1. Balance Sheet - what you own vs. what you owe</li> <li>2. Income Statement (P&amp;L) - are you actually profitable?</li> <li>3. Cash Flow Statement - where is the money going?</li> </ol> <p>You don't need an accounting degree. But knowing what these tell you? That's the difference between guessing and growing.</p> <p>Save this.</p> <p>#FinancialStatements #BalanceSheet #IncomeStatement #CashFlow #J2Bookkeeping #SmallBusinessEducation #FinancialLiteracy #KnowY... <a href="#">(read more)</a></p>	No media	
Post 51191895	Sun, Apr 19 10:00 AM CDT	Simple Status		<p>April 16th energy. We made it through another one.</p> <p>Now let's make sure NEXT April doesn't feel like this. If your paperwork mountain looked anything like this, it might be time to get a system in place - or get someone in your corner who lives for this stuff.</p> <p>The best time to get your books in order is right after tax season, while the pain is still fresh. DM me or hit the link on my page.</p> <p>#TaxSeasonSurvivor #BookkeepingHumor #SmallBusinessStruggles #J2Bookkeeping #PaperworkMountain #GetOrgan... <a href="#">(read more)</a></p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191897	Sun, Apr 19 12:00 PM CDT	 Simple Status		<p>5 signs you need to hire a bookkeeper:</p> <ol style="list-style-type: none"> <li>1. You're mixing personal and business expenses</li> <li>2. You dread opening your bank statements</li> <li>3. Tax season feels like a crisis every year</li> <li>4. You have no idea what your actual profit margin is</li> <li>5. You're spending more time on paperwork than on your actual business</li> </ol> <p>If you checked off even two of these - it's time to get some help. And that's not a sales pitch, it's just math. Your time is worth more than fighting with spreadsheets.</p> <p>Let's talk about what gettin... <a href="#">(read more)</a></p>	<i>No media</i>	
Post 51191898	Mon, Apr 20 9:00 AM CDT	 Simple Status		<p>This is the #1 question I get from business owners who've never worked with a bookkeeper.</p> <p>The honest answer: it depends. On your industry, transaction volume, complexity, and what level of reporting you need.</p> <p>But here's the question I always ask back: How much is your time worth?</p> <p>If you're spending 10+ hours a month on bookkeeping and your billable rate is \$100/hr, that's \$1,000/month in opportunity cost. Most bookkeeping services cost less than that - and produce better results.</p> <p>The math us... <a href="#">(read more)</a></p>	<i>No media</i>	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191899</a>	Mon, Apr 20 7:00 PM CDT	 Simple Status		<p>Accurate. Calculator and all.</p> <p>Real talk though - this is what it feels like during March and April every year. Juggling 40 clients, making sure everyone's books are clean, every number is right, every report is accurate.</p> <p>People ask me if I ever get tired of it. Honestly? No. I love the puzzle. Every client's financials tell a story, and I get to help write the next chapter.</p> <p>Happy post-tax-season to all my fellow number crunchers out there. We did the thing.</p> <p>#BookkeeperLife #NumberCruncher #J...  <a href="#">(read more)</a></p>	<i>No media</i>	
<a href="#">Post 51191900</a>	Tue, Apr 21 12:00 PM CDT	 Simple Status		<p>The real cost of doing your own bookkeeping:</p> <p>10 hours a month on your books  x \$100/hour (your time)  = \$1,000/month in opportunity cost</p> <p>Most professional bookkeeping? Less than that. Better results. Fewer mistakes. And you get your time back.</p> <p>You're not saving money doing it yourself. You're just paying with time instead of dollars.</p> <p>#DIYBookkeeping #OpportunityCost #SmallBusinessMath #J2Bookkeeping #TimelsMoney #BookkeepingCost #NewBraunfelsTexas #OutsourceSmart #SmallBizTips #EntrepreneurFin...  <a href="#">(read more)</a></p>	<i>No media</i>	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191901	Tue, Apr 21 1:00 PM CDT	 Simple Status		<p>"I don't think I need a bookkeeper."</p> <p>If you're a business owner, self-employed, a freelancer, manage investments, or have multiple income sources - you probably do.</p> <p>Bookkeeping isn't just for big companies with accounting departments. It's for anyone who wants an accurate picture of where they stand financially, at all times.</p> <p>Which one on this list sounds most like you? Drop it in the comments.</p> <p>#WhoNeedsBookkeeping            #SmallBusinessOwner #SelfEmployed            #FreelancerLife #J2Bookkeeping            #Bookkeeping... <a href="#">(read more)</a></p>	No media	
Post 51191902	Wed, Apr 22 10:00 AM CDT	 Simple Status		<p>If you can't read your own financials, you're running your business in a language you don't speak.</p> <p>I'm not talking about being able to do the bookkeeping yourself. I'm talking about being able to look at your P&amp;L and know - immediately - whether last month was a good month or a warning sign.</p> <p>That financial literacy is what separates businesses that react from businesses that plan. And it's something every business owner can develop with the right support.</p> <p>As a Fractional CFO, teaching my clie... <a href="#">(read more)</a></p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191903</a>	Wed, Apr 22 12:00 PM CDT	 Simple Status		<p>Saving you a trip to Google. Here are 5 things the experts agree on:</p> <p>The one that trips up the most people? Reconciling regularly. It's not the most exciting task, but it's the one that catches errors before they become expensive problems.</p> <p>Which of these 5 do you already do? Which one needs work? Let me know below.</p> <p>#BookkeepingExperts #FinancialTips #SmallBusinessAdvice #J2Bookkeeping #Reconciliation #BudgetTips #SeparateAccounts #NewBraunfelsTX #QuickBooks #ExpenseTracking #AccountingTips #B... <a href="#">(read more)</a></p>	<i>No media</i>	
<a href="#">Post 51191904</a>	Thu, Apr 23 12:00 PM CDT	 Simple Status		<p>What does a bookkeeper ACTUALLY do?</p> <ul style="list-style-type: none"> <li>- Reconcile bank and credit card accounts</li> <li>- Categorize every transaction</li> <li>- Prepare profit &amp; loss statements and balance sheets</li> <li>- Track cash flow</li> <li>- Catch errors before they cost you money</li> <li>- Give you insights to make better decisions</li> </ul> <p>More than data entry. Real financial clarity.</p> <p>#BookkeeperLife #WhatWeActuallyDo #SmallBusiness #FinanceTok #J2Bookkeeping #BookkeepingTips #Entrepreneur #BusinessTips #KnowYourNumbers #FinancialClarity</p>	<i>No media</i>	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191905	Thu, Apr 23 2:00 PM CDT	 Simple Status		<p>What does a bookkeeper actually do for your business? Most people don't know the full picture.</p> <p>We reconcile your bank and credit card accounts. We categorize every single transaction accurately. We prepare your profit and loss statements and balance sheets. We track your cash flow so you always know where you stand. We catch errors and discrepancies before they become expensive problems. And we provide insights that help you make better business decisions.</p> <p>It's more than data entry. It's real ... <a href="#">(read more)</a></p>	<i>No media</i>	
Post 51191906	Fri, Apr 24 8:30 AM CDT	 Simple Status		<p>Q1 is in the books (literally). Here's a quick gut check for business owners heading into Q2:</p> <ul style="list-style-type: none"> <li>- Do you know your actual profit margin right now? Not revenue - profit.</li> <li>- Are your books reconciled through March?</li> <li>- Do you have a cash flow forecast for the next 90 days?</li> </ul> <p>If you answered "no" to any of those, you're not behind - you're normal. But now's the time to fix it, while you've got a full quarter ahead of you.</p> <p>As a Fractional CFO, this is the exact conversation I have with clients every qua... <a href="#">(read more)</a></p>	<i>No media</i>	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191907	Fri, Apr 24 10:00 AM CDT	 Simple Status		<p>Heading into the second half of April - here are 5 things that will set you up for a smoother rest of the year.</p> <p>That last bullet: "Outsource your bookkeeping when it becomes too hard to handle." I know, I know - I'm biased. But after 15 years of cleaning up DIY bookkeeping... trust me on this one.</p> <p>Your time is worth more than fighting with spreadsheets. What could you do with 5-10 extra hours a month?</p> <p>#Q2Goals #SmallBusinessTips #BookkeepingHelp #J2Bookkeeping #OutsourceYourBooks #SanAntonioE... <a href="#">(read more)</a></p>	No media	
Post 51191908	Sat, Apr 25 11:00 AM CDT	 Simple Status		<p>I'll go first: QuickBooks Online is my go-to. Been certified for years and it's what I set up most of my clients on.</p> <p>But the tool is only as good as the person using it. The real technique? Consistency. 15 minutes a day is better than 8 hours once a month trying to remember what that charge from February was.</p> <p>What are you using? QuickBooks? Wave? A spreadsheet? The back of an envelope? Share your setup below - no judgment.</p> <p>#BookkeepingTools #QuickBooks #SmallBizTech #J2Bookkeeping #Accounting... <a href="#">(read more)</a></p>	No media	





Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191909	Sat, Apr 25 2:00 PM CDT	 Simple Status		<p>You know you need a CFO but you can't justify a \$150K salary. Here's the thing - you don't have to.</p> <p>A Fractional CFO gives you everything a full-time CFO would - financial strategy, forecasting, budgeting, cash flow management - but at a fraction of the cost.</p> <p>I've been a full-time CFO for two corporations. Now I bring that same level of strategic thinking to small businesses. The businesses that hire me aren't the ones struggling. They're the ones growing and wanting to make sure they grow sma... <a href="#">(read more)</a></p>	<i>No media</i>	
Post 51191910	Sun, Apr 26 9:00 AM CDT	 Simple Status		<p>"How much should I budget for bookkeeping?"</p> <p>It's a fair question with an honest answer: it depends on the size and complexity of your business.</p> <p>But I'd reframe it: How much are you currently losing by NOT having professional bookkeeping?</p> <p>Missed deductions. Miscategorized expenses. Late filing penalties. Decisions made on inaccurate data. Time spent doing something that's not your core competency.</p> <p>When my clients see their first clean set of financials, the reaction is almost always the same:... <a href="#">(read more)</a></p>	<i>No media</i>	

Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191911</a>	Sun, Apr 26 12:00 PM CDT	 Simple Status		<p>Judgment-free zone. Yes, no, thought about it, didn't know I needed one - all valid answers.</p> <p>Drop your answer below and tell me why or why not. I'm genuinely curious what holds business owners back - or what finally made them pull the trigger.</p> <p>If you said yes - was it worth it?</p> <p>#BookkeeperChat #SmallBizPoll            #HonestConversation #J2Bookkeeping            #EntrepreneurLife #NewBraunfelsBusiness            #FinancialHealth #QuickBooks</p>	<i>No media</i>	
<a href="#">Post 51191912</a>	Mon, Apr 27 12:00 PM CDT	 Simple Status		<p>I need you to stop taking tax advice from random people on the internet.</p> <p>Every week I see another viral post telling business owners to write off their entire vacation or turn their kids into employees for some tax hack.</p> <p>Some of this stuff will get you audited.</p> <p>Your tax situation is unique to YOUR business. What works for a creator making \$200K is completely different from what works for a plumber making \$200K. There are no universal tax hacks. There's just good planning with someone who know... <a href="#">(read more)</a></p>	<i>No media</i>	

Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191913</a>	Mon, Apr 27 5:00 PM CDT	 Simple Status		<p>Please stop taking tax advice from TikTok.</p> <p>'Write off your vacation!' - no.            'Turn your kids into employees!' - it's complicated.</p> <p>Some of this will get you AUDITED.</p> <p>Your tax situation is unique to YOUR business. There are no universal tax hacks. Just good planning with someone who knows your numbers.</p> <p>Work with a real professional.</p> <p>#TaxTok #TaxAdvice #StopIt #SmallBusiness #IRS #J2Bookkeeping #FinanceTok #TaxMyths #Entrepreneur #BookkeepingTips</p>	<i>No media</i>	
<a href="#">Post 51191914</a>	Mon, Apr 27 7:00 PM CDT	 Simple Status		<p>Starting a business is exciting. The finances part? Not always.</p> <p>But here's the thing - the businesses that take time to understand their numbers from the start are the ones that are still here in 5 years. That's not an opinion. It's a pattern I've seen over and over in 15+ years.</p> <p>You don't have to love bookkeeping. You just have to respect what it tells you.</p> <p>If you're in your first year of business - or your first year of taking your finances seriously - I'm rooting for you. And I'm here if y... <a href="#">(read more)</a></p>	<i>No media</i>	

Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
Post 51191915	Tue, Apr 28 10:00 AM CDT	 Simple Status		<p>Since we're heading into Q2, here's a good moment to think about what you actually need from a bookkeeper - not just what you think the job title means.</p> <p>The basics: reconciling accounts, categorizing transactions, preparing financial statements.</p> <p>But the real value? Communication. A good bookkeeper translates your numbers into plain English. They tell you what's working, what's not, and what you should be paying attention to next month.</p> <p>After 15+ years serving 40 clients across every industry ... <a href="#">(read more)</a></p>	No media	
Post 51191916	Tue, Apr 28 2:00 PM CDT	 Simple Status		<p>Friday mood: Digging out from the April avalanche.</p> <p>But seriously - if this was your reality this month, let's make sure it's not your reality in Q2. A simple monthly bookkeeping routine can turn this chaos into "oh, that's already done."</p> <p>It's not about working harder. It's about having the right systems. And that's exactly what I help my clients build.</p> <p>Enjoy your weekend, business owners. You earned it.</p> <p>#FridayMood #BookkeepingHumor #PaperworkProblems #J2Bookkeeping #SmallBusinessLife #GetOr... <a href="#">(read more)</a></p>	No media	

Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191917</a>	Wed, Apr 29 12:00 PM CDT	 Simple Status		<p>These are personal finance tips, but every single one applies to your business too:</p> <p>Budget and stick to it. Track every dollar. Keep business expenses separate. Watch for recurring charges you don't use anymore.</p> <p>The businesses I see thriving aren't always the ones making the most. They're the ones spending the smartest.</p> <p>What's one expense you cut recently that you don't miss at all? Share below.</p> <p>#SaveMoney #SmallBusinessSavings #BudgetTips #J2Bookkeeping #FinancialTips #MoneyManagement #NewB... <a href="#">(read more)</a></p>	<i>No media</i>	
<a href="#">Post 51191918</a>	Wed, Apr 29 3:00 PM CDT	 Simple Status		<p>Here's the one question I ask every new client, and it stops them in their tracks every time:</p> <p>If you had to sell your business tomorrow, could you hand someone a clean set of financials that show exactly what the business is worth?</p> <p>Most business owners can't. And that's a problem whether you're selling or not. Because if you don't know what your business is worth, you don't really know what you're building.</p> <p>Clean books aren't just about taxes and compliance. They're about knowing the value of... <a href="#">(read more)</a></p>	<i>No media</i>	

Subject	Date Scheduled	Format	Channels	Copy	Media	Notes
<a href="#">Post 51191919</a>	Thu, Apr 30 12:00 PM CDT	 Simple Status		<p>Here's the one question I ask every new client and it stops them every time:</p> <p>If you had to sell your business tomorrow - could you hand someone a clean set of financials that show exactly what it's worth?</p> <p>Most business owners can't. And that's a problem whether you're selling or not.</p> <p>If YOU don't know what your business is worth, you don't really know what you're building.</p> <p>Clean books aren't about taxes. They're about knowing your value.</p> <p>#BusinessValue #CleanBooks            #J2Bookkeeping #SmallBusin... <a href="#">(read more)</a></p>	<i>No media</i>	
<a href="#">Post 51191920</a>	Thu, Apr 30 2:00 PM CDT	 Simple Status		<p>Your Q2 financial checklist - save this:</p> <ul style="list-style-type: none"> <li>Reconcile your books through March</li> <li>Review your Q1 profit &amp; loss</li> <li>Set a Q2 budget</li> <li>Check if you owe estimated taxes (June 15 deadline!)</li> <li>Schedule a financial check-in</li> </ul> <p>Don't skip these. The business owners who do these every quarter are the ones who sleep better at night. And they're the ones who aren't panicking next April.</p> <p>Need help checking these boxes? That's literally what I do. DM me or visit my page.</p> <p>#Q2Checklist #FinancialPlanning            #SmallBusinessTip... <a href="#">(read more)</a></p>	<i>No media</i>	