



WRITER'S LINE



15-Year Anniversary: A Look Back

By Jerry Grohovsky

In January of 1993, this author (and spouse) started JPG as a home-based freelance writing business. We had one client (3M). The lower level of our home was our office. In those days, we were doing all off-site content development and production ourselves. As the client base grew from one, to two, and then six, we then had to make a huge mental adjustment in adopting the word "delegation" to our vocabulary.

About 3-1/2 years into business, one client asked if we could provide someone to help out "on-site" for about six months. As there was a lull in business (I was moving towards "burnout" from 80-hour weeks), I immediately said "yes" and the staffing side of JPG was then born.

Since then, JPG has since matured into a full-service technical publications staffing and consulting company, based out of offices in suburban Saint Paul. When looking back, we are proud of the many accomplishments through the years, including:

- Providing publications services to more than 100 corporate clients in five states.
- Memberships in the STC, AMWA, NFIB, and WBENC.
- First-tier supplier status in such large corporations as 3M, Medtronic, Boston Scientific, Guidant, Cummins Power Generation, etc.
- Maintaining a monthly average of 35-45 publications associates on various projects (from writing, to editing, to instructional design, to graphic design)

It has been a very gratifying business over the past 15 years, where we have had the opportunity to meet and work with some very top-notch professionals, and develop many gratifying friendships along the way. Today, we are even more of a family-owned business than ever (4 Grohovsky names now provide support from our corporate offices). In 2007, JPG participated as a vendor in the STC International Conference. Also, we launched a completely redesigned web site.

From myself, Naomi, and other staff members at JPG, we look forward to another active year in 2008!

Five Steps to Incorporate Your Business

By Lynda Shindley

Have you often thought of incorporating your writing/communication business but believed it was just too time-consuming and costly? Incorporating your business can provide limited liability that may protect you personally from debts and law suits. But that's not the only reason to consider incorporating. Forming a corporation shows clients that you are in business for the long term and that you want to develop a lasting relationship where you will provide a product or service for many years. It shows that you are stable in what you do for a living. The need for contractors is growing, and having an established business is going to become even more important to clients.

Before you start the incorporating process, obtain a copy of *How to Start a Business in Minnesota*, part of the SmartStart Series from Entrepreneur Press. This is an excellent resource with startup information. Also research Web sites such as, the Small Business Administration, <http://www.sba.gov/> and Minnesota Small Business Development Centers, <http://www.mnsbdc.com/>.

Five basic steps to incorporating:

1. Hire a great accountant! Truly—this will save you headaches and allow you to be billable while someone else handles the paperwork.
2. File Articles of Incorporation (you do not need a lawyer) with the Secretary of State (form and instructions <http://www.sos.state.mn.us/>). There is \$135.00 fee, but you can file in person and receive your Charter Number immediately. The official certificate is mailed shortly after.
3. Apply for an Employer Identification Number (EIN) from the IRS at <http://www.irs.gov/businesses/small/article/0,,id=102767,00.html>. You can now do this without filling out Form SS-4. **Note:** If you choose to become an S Corporation, file Form 2553, Election by a Small Business, with the IRS. This registers the type of business so you receive the proper forms and instructions for filing tax information.
4. Register your business with the Minnesota Revenue office; use Form ABR (Application for Business Registration); you will need your new EIN. Your accountant can help because there are questions that may be confusing.
5. Tend to business: Set up a new bank account with your business name, EIN and relevant business information. Create new business cards and other forms of business communication.

Good luck, and above all, have fun with your new corporation!

Writer B.C. by Jerry Grohovsky



© 2008 JPG & Associates, Inc.