

Timely Opportunities

New IRS Program for Employers to Reclassify Workers



The IRS just announced a new program that will allow businesses to reclassify independent contractors as employees at a relatively low tax cost. This happened shortly after the Labor Department announced a new program to team up with states and other federal agencies to crack down on the misclassification of employees as independent contractors. This article explains the basics of both programs.

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Marketing

Write E-Mail Messages With Selling Power



Writing an e-mail message that results in sales is an art and a science. You don't have to be an advertising pro to put together an effective sales message but you do have to follow some fundamental guidelines. Click "Full Article" for seven tips that will make your e-mail pitch a winner and boost your bottom line.

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Human Resources

Help New Employees Reach Their Potential



Ease employees into your company. Think about assigning veteran staffers as coaches to new hires. You'll save time and money in training and turnover costs. And make sure the orientation is spread over time to allow more information at a slower pace. Here are some tips.

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