

Maintaining a good LinkedIn profile



LinkedIn has become an essential tool in creating and maintaining business relationships.

Your profile is a form of marketing, and a **significant marketing tool for your business**. Anyone can look at it and you should be mindful of making your profile look as professional as possible.

LinkedIn enables you to **connect with people** you have met at seminars, networking events or business appointments and it is increasingly important to maintain a good profile.

Here are the 5 basic steps for setting up your LinkedIn profile:

-  *Photo* – Make sure you have a professional, smart looking, headshot photo of yourself. Make sure the photo represents you accurately (less than 3 years old).
-  *The Summary* – this should be a succinct description of your current role.
-  *Your specialities* – these are short terms that describe the market you operate in and your areas of expertise.
-  *Groups* – Join some groups that are relevant to your expertise. Groups are a great place to start discussions with those you are not yet connected with. This lets you showcase your expertise in a certain field to a group of complete strangers.
-  *Recommendations* – These are possibly the most important element on your profile; providing the credibility you need to ratify all the other information. You can ask for recommendations from senior colleagues, clients you have long standing relationships with and friends.

So, if you are not already there, head over to LinkedIn.com now and get connecting!

These are only the first steps, if you want to maximise your presence on LinkedIn, please call **Oliver Mercer**, Head of Social Media at Chartered Developments on 01392 247200.

New HMRC trial – the single compliance process

After years of tinkering around with the enquiry process, HMRC has announced on their website the **“Single Compliance Process” (SCP)** with 5 distinct stages and 4 levels of intensity, dependent upon the seriousness of the perceived errors. This new process is currently being trialled at 12 HMRC offices.

On the face of it, this process appears to be more beneficial to taxpayers, on the basis that it appears HMRC will only pursue areas which have been identified as potential risks, rather than embarking on a fishing expedition by examining all the client’s books and records.

The proposal is to introduce a **more inclusive process** whereby all of the identified risks are shared with the taxpayer and his professional advisers at the outset. This potentially gets rid of the HMRC tactic of keeping their concerns secret, in the hope that the taxpayer will disclose other errors of which HMRC may be unaware; **this is a welcome change**.

Of course, this presupposes that the Officer won’t query any other areas once he is engaged in the enquiry, hard to believe perhaps as **the main problem here** is that in CCH’s opinion HMRC will be working within the existing legislative framework, which means that any safeguards will only be contained in guidance.

We believe officers won’t be constrained by the new process and turn a blind eye to anything they find out in the course of the enquiry. That being said, it should still be a significant time-saver for clients, agents and HMRC.

Neil Tipping has many years’ tax experience, gained from working in practice as well as for both the Inland Revenue and Customs and Excise. He has worked as a tax consultant on the CCH tax advice line for nearly twenty years. CCH Fee Protection is the chosen provider for CharterGroup members. For more information please contact: Heidi Vincent on 01455 89 7249 or email: heidi.vincent@wolterskluwer.co.uk