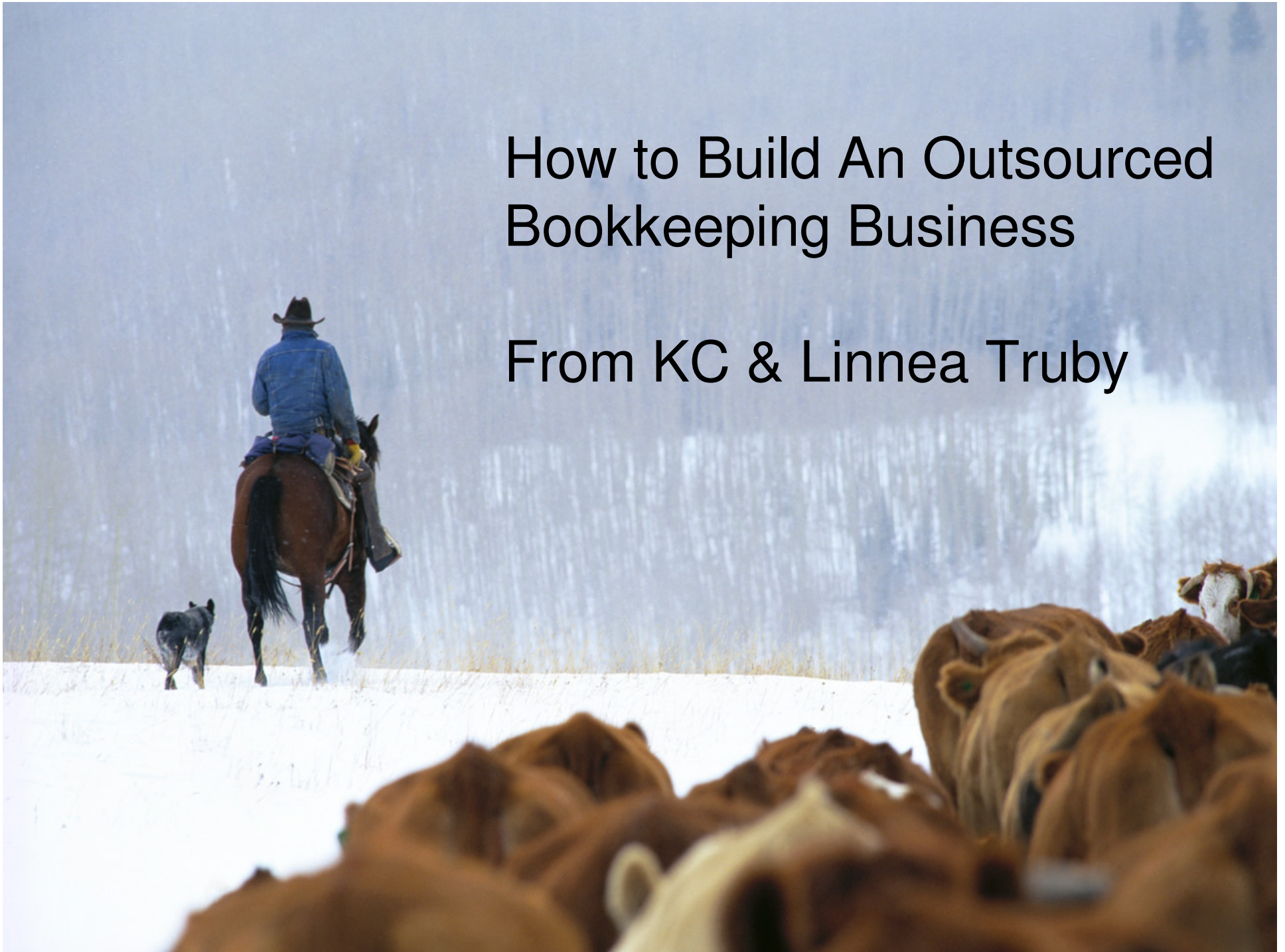


How to Build An Outsourced Bookkeeping Business

From KC & Linnea Truby



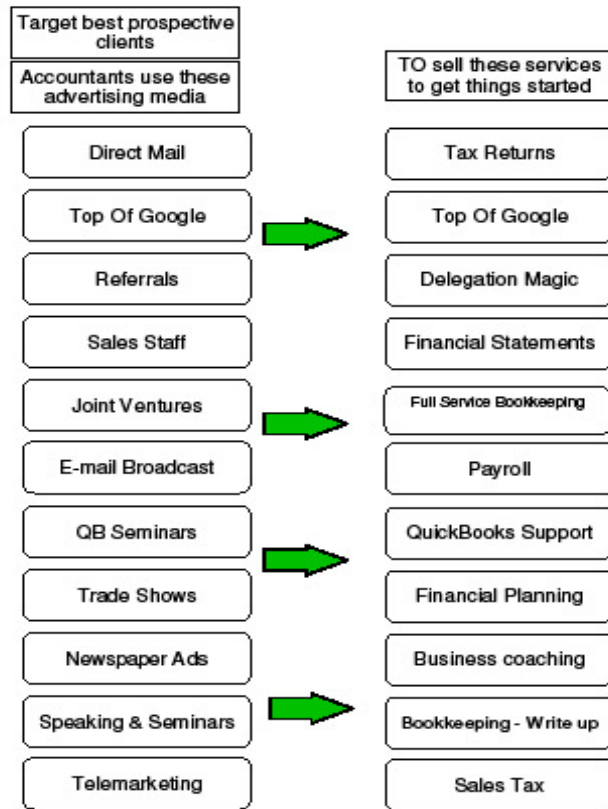
Outsource your bookkeeping

Let me do it

**That QuickBooks Girl
Lin Truby from
5 Minute Books**



The job of the CPA is to 'BUY' 1st time customers so they can be moved to large full value clients buying your best service's like outsourced bookkeeping



Full Service Bookkeeping
The Golden Grail



Create a bottom up labor pool



Paperless Overnight / cut labor

Use dual monitors for best results



Dual 24" monitors cut labor by 2 hours a day



Take your saved time & see more clients



Build the next marketing, production or finance system on your list



Record how you want the work done - then delegate



Remember the E-myth

All businesses need 4 systems

- A Lead generating System
- A Sales conversion system
- A Delivery and fulfillment system
- Administrative processes and systems

The most dangerous number in business is ONE

- In the past we sold one thing “Accounting”
- Generally in one way “Referrals”
- That’s why so few accountants are rich.

- To build a great business you should offer dozens of services and products
- You should use the top dozen marketing campaigns for each of those services and products
- On the next page is a grid that you can use to set up a master marketing plan.
- Do EVERYTHING if you want to get ‘rich.’

3 Critical Tasks That I take on EVERY DAY

1. How many customers did I buy today?
2. How many systems did I write today?
3. How many people did I work with today who will help me reach my goals?

3 Reasons to Outsource

A) Drama



3 Reasons to Outsource

B) 5 numbers



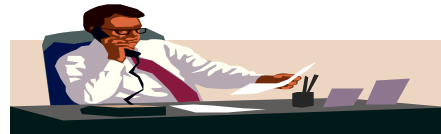
3 Reasons to Outsource

C) cut cost

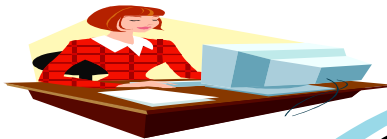


Part 1:

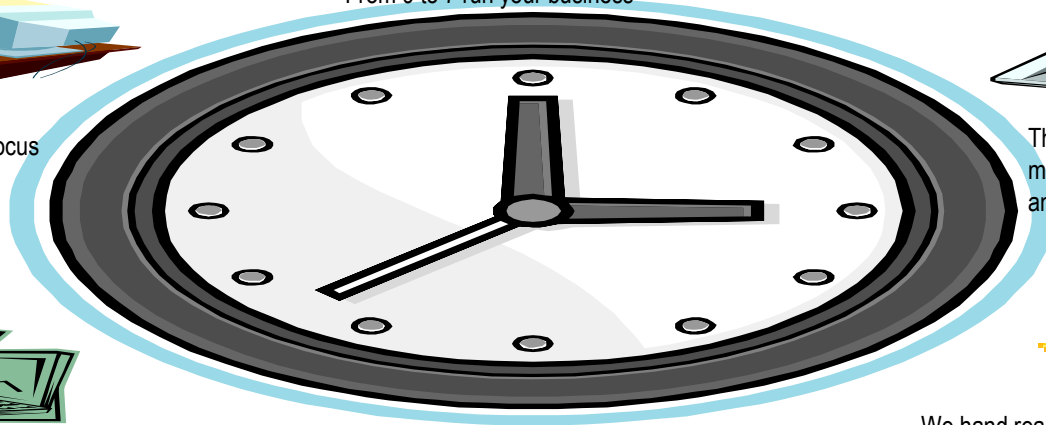
The Paperless Work Flow Bookkeeping as a 'Great Business' tool



From 9 to 7 run your business



We then review the data to find what generates your profits and help you focus on creating more cash flow.



Throw source documents on the fax machine or scanner 1 or 2 times a day and hit send.



A retired CPA or Sr. bookkeeper reviews all transactions, daily.



We hand read, name and index every page for your fast retrieval in our Paperless Work Flow system.



College graduate accountants do the basic data entry. They are QuickBooks Certified Pros.

The *High Speed* business cycle

How we do this...

Every small business has about **100 Critical Functions**
That **MUST** be done right **ALL** the time.



We come to your office for a few hours at a time and quietly work in the back ground to isolate and document your critical events.

Most of the time, this 'knowledge' exists in the minds of the owner and the top few employees, but no where else.

BUILDING LISTS

Chart of Accounts

- Bank
- Accounts Receivable
- Other Current Asset
- Fixed Asset
- Other Asset
- Accounts Payable
- Loan
- Credit Card
- Other Current Liability
- Long Term Liability
- Equity
- Income
- Cost of Goods
- Expense
- Other Income
- Other Expense

Items & Services

- Service
- Non-inventoty Part
- Other Charge
- Subtotal
- Group
- Discount
- Payment
- Assemblies

Fixed Asset Item List

- Price Level List
- Billing Rate Level List
- Payroll Item List
- Class List

Vendor Lists

- 1099 Vendors

Customer List

Employee List

Other Names List

Customer and Profile Lists

- Sales Rep List
- Customer Type List
- Vendor Type List
- Job Type List
- Terms List
- Customer Message List
- Payment Method List
- Ship Via List
- Vehicle List

Templates

- Memorized Transaction List

BANKING

- Record Deposits
- Enter Checks
- Print Checks
- Send Online Checks
- Transfer Funds
- Enter Credit Card Charges
- Reconcile

VENDORS

- Enter Purchase Orders
- Receive Inventory
- Receive Inventory with Bill
- Enter Bill
- Pay Bill
- Enter Sales Tax
- Pay Sales Tax
- Refunds
- Credits

CUSTOMERS

- Enter Sales Order
- Enter Estimates
- Create Invoice from Sales Order
- Create Invoice from Estimate
- Create Invoices
- Create Invoice from Time & Expense
- Progress Invoice by %
- Progress Invoice by \$
- Enter Statement Charges
- Send Statements
- Create Sales Receipts
- Assess Finance Charges
- Issue Refunds
- Issue Credits Memos
- Apply Credit to Invoice

EMPLOYEES - Assisted Payroll

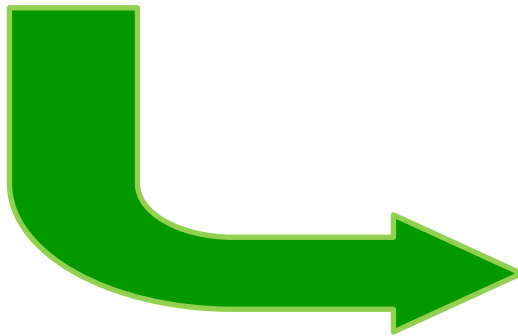
- Enter Time Sheets
- Pay Employees
- Send Payroll Data

GENERAL

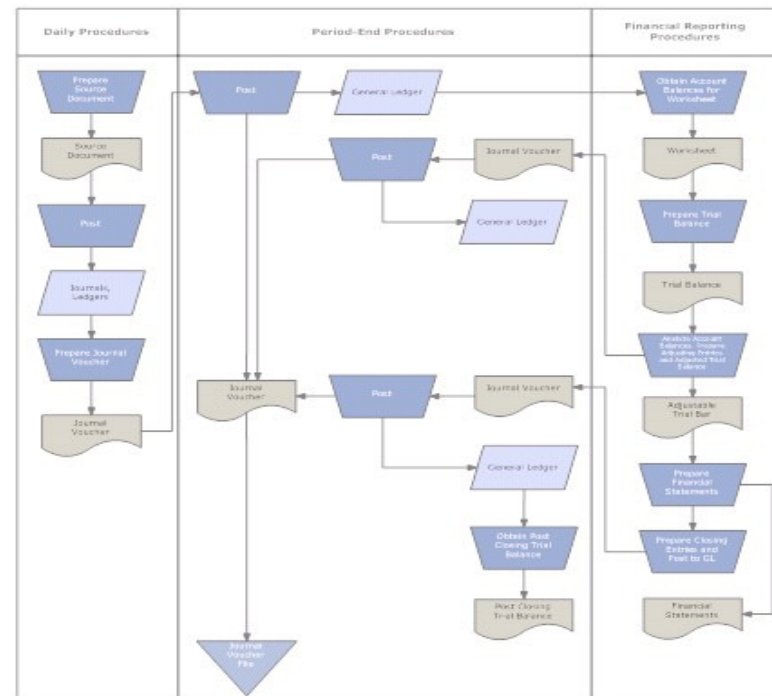
- Enter Budget
- Journal Entries

How we do this...

Every bookkeeping item on the list of 100 Events is broken down into steps and put in a check list, then flow charted over the next few months, as we figure out how you make money today.



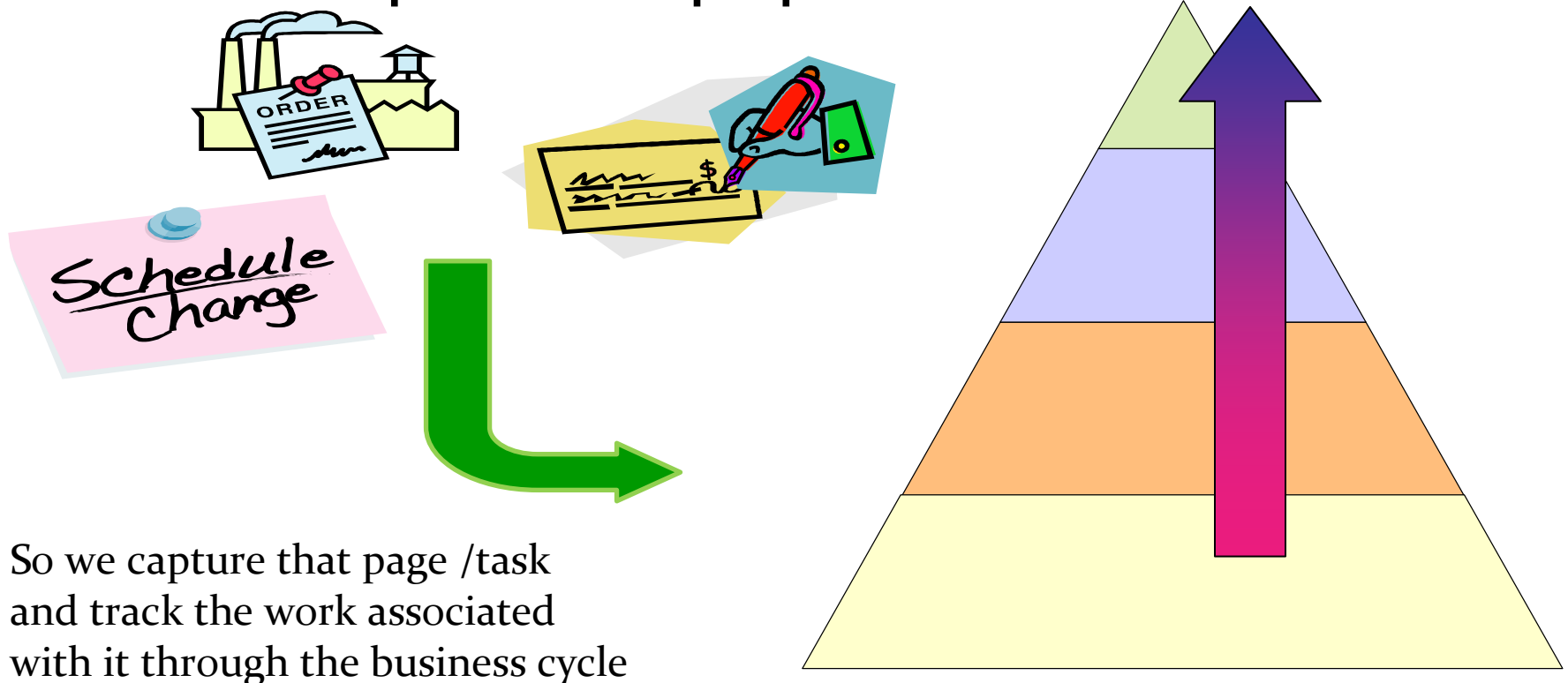
Financial Accounting Process



Secret number one to how it works...

Nothing happens in business that does not generate a piece of paper in 30 seconds. Our secret management tool is...

“That piece of paper IS the task”



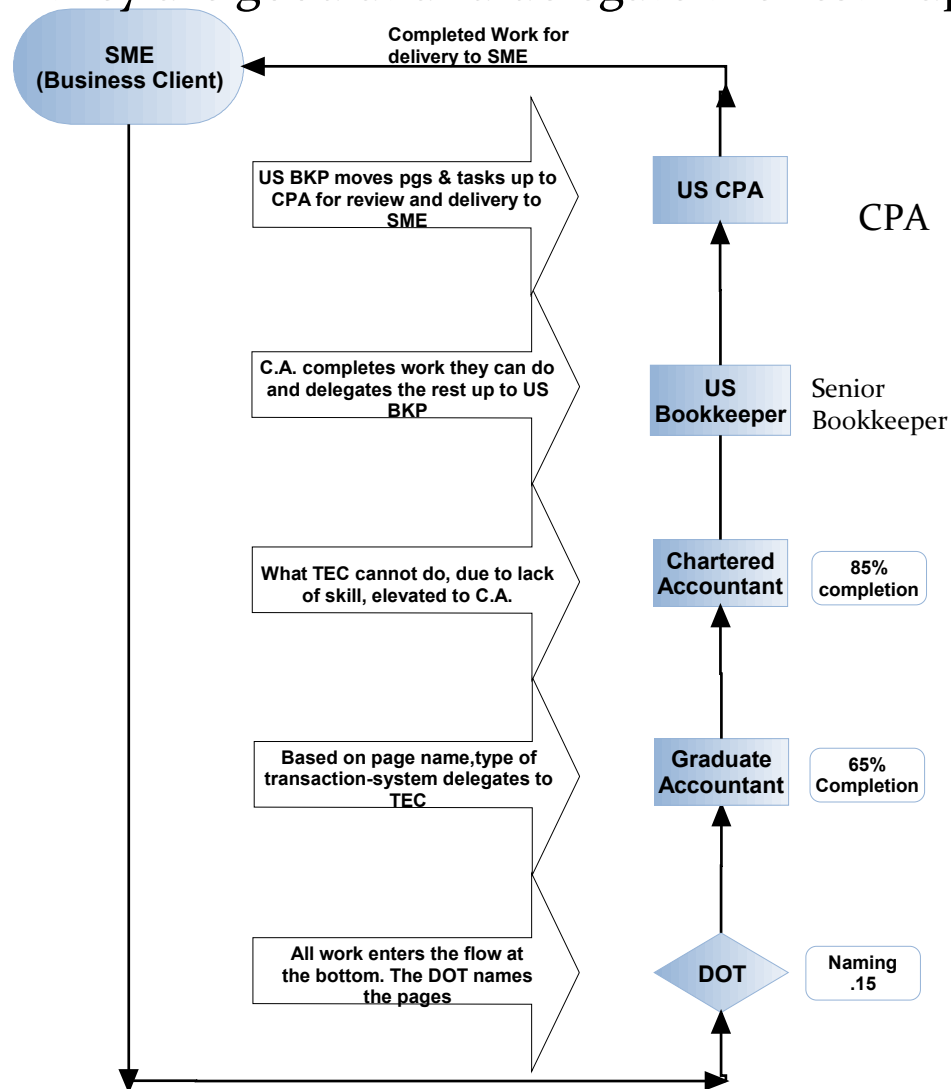
So we capture that page /task and track the work associated with it through the business cycle

How we do this...

We developed and manage a hierarchy of skill. Each person does only the work they are good at and delegate the rest “up” the skill chain.



Your bookkeeping goes into the Work Flow



How we do this...

Your QuickBooks file and documents are posted to secure servers (20 times more secure than your office) with real time back up, virus and hacking protection.



QuickBooks is hosted at Right Networks in Boston



Paperless Work Flow in Allen Town, PA



All of our team members have 2 or more monitors linked to the respective servers.