

60 Day Bookkeeper

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bookkeep **ANYWHERE**

Why Bookkeeping is the Best WFA Business

Learning Objectives

- What makes bookkeeping a great business
- Are there any “cons” to a bookkeeping business?
- Alternative business options
- Framework for building your business

What makes bookkeeping a great business

- Low Barriers to Entry
- Low Start Up Costs
- High Demand
- Flexible
- No such thing as an “Emergency”
- Easy to Scale

Cons?

- Low Barriers to Entry
- Constantly Changing
- Clients don't always understand the value

Who Is A Good Fit?

- Honest
- Good Communication
- Attention to Detail
- Organized

Alternative Options

- Virtual Assistant
- Social Media Marketing
- Web Design
- Bookkeeping for an employer

My Success Framework

- Purposeful
- Methodical
- Profitable

Purposeful

Having a purpose, meaningful, intentional

- *Who we work with*
- *Why we do what we do*
- *The services we will provide*
- *And what we won't do*
- *Beginning with the end in mind*

Methodical

Done according to a systematic or established form of procedure, absence of chaos

- *How we work*
- *How we communicate*
- *How we scale*
- *Defining the scope and sticking to it!*

Profitable

Yielding a financial gain, beneficial, useful

- *How much we charge*
- *How much we earn*
- *How much we save*
- *How much we give back*
- *Wealth over income (relative to time and energy)*