

Think of a month, know what it means, I got this Money was tight. I couldn't make enough. I was looking for another job.

I was a controller at a trucking company. I got shut down. I had a person in my home who was exceptionally medically challenged.

Two people, actually. I just was so overwhelmed. I got laid off twice, once in March and once in August.

And in August 2021, I told myself, I'm done. And it was the same thing over and over again. It was, you know, go to work, do a good job, and then see the people that I reported to get promoted and get more money and get more vacation time and everything else.

And I'm sitting there going, wait a minute, something's not right here. Like many others, I lost my job in May and had absolutely no hope of replacing my salary. I was the breadwinner, so I was in a massive panic.

I was afraid of losing our house. As we came out of COVID, our business was shut down like the rest of the world. So we had outgo, but no income.

I just decided to stop, shut it all down, move on. And so we took a total loss on that business. I had to start over again.

So I had nothing coming in. I was actually bleeding out. Before the bookkeeping business, I was working 45 hours to 50 hours a week.

And then on most weekends, I would be in the office working. Being a single mom with three children and working that many hours was very, very not fun. I was a director of a private country club when I got laid off.

And, you know, I was doing 10, 12 hours a day. Evenings, weekends, holidays, you name it. Christmas, Thanksgiving, all of it.

So I was laid off and got to think about what was important to me. Started thinking about, you know, what's my next step going to be? And so the idea of being my own boss for the first time ever was very appealing to me. And something I'd never done in my life.

It was like 10, 12, 14 hours a day, six days a week, sometimes seven. I was working at a bank as a part-time banker. I am a mom of four little ones.

I had a little one that was sick and I was juggling banking life and home life as a mom. And I was looking for something I could do remotely from home. So I ended up in a unwanted divorce.

First of all, I'm a mother of four. My youngest daughter was expecting her first. And I was hitting 50 years old and no longer had a home.

Didn't have income and was very broken and scared and hurt. My life was work. I had a family.

I had a son. And going back to that lifestyle became very quickly apparent to me that it was not going to align with the life I wanted to live. I kind of felt like the walls were closing in around me.

So the main thing was that, well, I needed to bring in some sort of income for my family because my cousin's business took a big hit. So I felt like, well, I needed to do something for my family as well. And I started looking into the ways to where I can maybe train myself to do something different or look into different opportunities.

I reached out to a girlfriend who had been a bookkeeper before, but I didn't really know what a bookkeeper was or what she really did. And she was like, yeah, I used to do this, this and this. And I was like, yeah, that's something I could do.

And I was like, man, I should really do that. You can really do that. Do bookkeeping from home and have your own business.

I was like, I'm blown away. So today is my first day as a full time bookkeeper, not working my 40 hour job. I work for myself now.

That year in 21, I did about \$75,000. In 22, I did just under \$225,000. I'm close to \$8,000 a month.

Just under \$5,500 a month. Over six figures. I'm going to be at \$6,500 by the time I build on March 1st.

We were doing \$15,000 to \$35,000 the end of last year. I gross over \$100,000 a year now. For recurring on a monthly basis, I'm just about at \$5,000 a month.

I have 21 clients and I just recently passed six figures. I love the flexibility of what I do. There's times where I decide I'm going to work at night because it's easier for me once the kids go down to bed.

I've reached the 100k club. I've got a successful business. About 25 clients where I am my own boss.

I make my own time. So it's like the harder, the more effort I put into my day, the faster I can get done with my day. And then I have time with my family.

I doubled my income in that first year. I own my own time. It doesn't mean I don't have to work.

And I don't have to work hard or I don't have to work smart. But I get to choose and you can't put a price on that. My oldest daughter, she didn't get to see me.

We didn't get to build that mother-daughter relationship. And I was working three jobs at a time. She was my caretaker of her siblings.

And then the last year, I've been more present. This last summer, we spent a lot of time camping and beach days and just having the full freedom. I mean, I quit that 9 to 5 in April.

So starting May 1st, I was free. I just love the freedom. And I just love that it helps support my family.

I can help bring in extra money. And I just kind of feel like I'm in control. We work from home.

So we have the freedom to come and go. We just got back from 30 days in Taiwan and the Philippines. So you really can't, it's difficult to do that, I would say, with brick-and-mortar type businesses.

My children are very, very proud of me. Because of this, I don't have more than a 7th grade education. I got taken out of school when I was in 7th grade and I never had a chance to go back.

I just closed 2023 at \$330,000. I needed it for my daughters. I wanted to show them that you can do anything.

You set your mind, no matter where you come from. The stress level is way down. When you're building a business, you work a lot.

But the feeling is different. You enjoy it. You have fun.

But that feeling of I'm in control is something else. I'm back in the saddle. I've got my joy back.

My confidence back. I'm my own boss. I can wake up when I want.

I don't have anybody I have to answer to except for myself. And it's the most amazing feeling in the whole world. I was like, wow, I'm making money.

Instead of spending money, I'm making money and bringing it home. So, of course, it's lowered stress levels for me. I never imagined that I would be working 20 hours a week making over \$100,000 a year.

That's just, like, who? Is that me? Was that me that did that? I was in a complete panic. And this career has shown me that I don't ever have to worry about that again. That is life-changing.

I get to live and stay where I wanted to stay. I didn't have to move, you know, into another location that I didn't want to. And my next goal is to start building next year and pay cash for my home.

I get to make my own schedule. Life is great. But where I'm at now, I'm just blessed.

One of the things that I'm most proud of is my award that I received. It's the 50K Club Award. I got that \$50,000 one.

My \$75,000 award. Hi, I did the thing. I have my 100K.

And it's real. The accounting world is a different world. It's a different ballgame.

But anybody can do it. I didn't know what QuickBooks Online was, the basics of accounting. I was like, what? So, I was able to learn everything just piece by piece and build upon it.

You don't have to know accounting. You don't have to know bookkeeping. You don't have to know math.

You don't need to have a degree. You don't need to be a master's in bookkeeping to start. Anybody can do it.

I can do it. Anybody can do it. If you're willing to put in the work, you can learn it.

If I can do this, anyone can do this. If I can learn it, anyone can learn it. I promise.

One of the things I was most concerned about was getting clients. There's a lot of people looking for bookkeeping. Every small business in America, in the world, needs a bookkeeper.

They come from every walk, every direction you turn. There's clients. There's clients on LinkedIn.

There's clients on Facebook. There's clients on Google, Yelp, CPA's office, the guy walking down the street, the person that owns the restaurant that you buy sandwiches from. There is a need for a bookkeeper everywhere, and I have gotten them from every corner of the earth, I swear.

And the reality is, there are like tens of millions of businesses in America, and every single one of them needs good bookkeeping. Once you start getting clients, then as you grow, you're going to start getting referrals. People like what you're doing, they're going to help you find more clients.

Start helping people find you. I would say, if you're thinking about going to this business, doing bookkeeping, I say go for it. Make it happen.

Your chances of success are very high. Bookkeeping is in very high demand. There's businesses being opened and started every year.

Every month there's new businesses, so there's a high demand for these services. I would definitely say take the chance. You don't have to be in the background in that field.

It's like, what if it's not going to work? How am I going to pay my bills? But you'll just have to put your heart to it. Anybody willing to do the work, the chance of success is practically 100%. So for the ones that are wanting to go into it, you're going to be successful.

You have to. There's a demand for us. It's greater than me.

Don't be afraid to invest in yourself. You are your most valuable asset. Start today.

Yes, you can do this. Repeat after me. Why not me? Why not now? You have seen all the proof.

You've heard from all of the people who have been through the exact same training that you are going through. Anybody can do this as long as you show up and you put in the work. And guess what? You guys have showed up.

Welcome to day five of the Keyboard Rich Challenge. Welcome back, Keyboard Rich family. Welcome back, bookkeepers.

Looking forward to getting into day five, learning more about, hey, now that our marketing is working, what do we say to those prospects on the phone to get them to become paying clients? OK, what do we say to them? We're going to talk about the three questions that you need to be asking all of your clients. We're also going to talk about how to price your services. So how much to charge and how to charge.

And then we're going to tackle some other topics. Like we're going to talk about how we're embracing artificial intelligence and how it's making our jobs easier. And also how to run your business a little bit more passively.

OK, if you want to grow bigger but not work more than full time or limit the hours you want to work, we're going to talk about all of those topics. It's going to be really exciting. Hope you're excited for day five.

So welcome back. And great job on your homework yesterday. OK, I looked at everybody's homework in terms of which marketing strategies going to be the right one for you to get started with.

And a lot of you said both. And you know what? I would recommend doing both. You can kind of do both of those marketing strategies at the same time.

OK, so who here out there is excited about day five and learning what we have? OK, I'm seeing in the chat. You guys are really excited. You're pumped up for this.

But some of you are also saying you're bummed out, a little bummed out. This is the last day. And I got to admit, I'm a little bummed out, too.

OK, so I really enjoy going through the week and walking you through this process and just getting you set up and started giving you what you need to be successful. So what I've done is I've created a bonus day six for tomorrow. OK, let's keep the party going and let's do a bonus day six tomorrow.

OK, so tomorrow, Saturday at nine a.m. Pacific time. Come on back. And what we're going to do on day six on the bonus day, I'm going to answer all the questions that you have.

Again, I don't want you leaving this week with lingering questions about what to do or how stuff works, because that stuff is going to cause you to just stop dead in your tracks. Do not let that happen. So join us for day six.

We can come and get all your questions answered for those of you who are on VIP. It's going to be kind of like that where you guys got to ask me all of your questions and I answered them and we just keep you moving towards your goal. So that's what we're going to do tomorrow.

Bonus day six Saturday and nine a.m. Pacific time. So same time. OK, same time.

All right. Also, later on today, you guys have been doing work, so I want to reward you for that work. OK, I like to have fun.

You guys do too. And we're going to give away the prizes. OK, we're going to give away those prizes.

You guys have been doing the action tasks and the homework and we're totaling up the points and we're going to give prizes away. So that's going to be really exciting as well. And also a lot of you have been talking about my mentorship program.

We talked about it on the breakout session yesterday. And, you know, they're there. I'm going to talk a little bit later about how you can get lifetime access to my mentorship program so that we can continue working together beyond this week.

So we help you to get to your goal as quickly as humanly possible. OK, so stay tuned for for information on how to get lifetime access to that. OK, so let's get into today's content.

OK, I like to call this one. If you hate selling, do this instead. OK, if you hate selling, do this instead.

We are not. This is not a salesy process that we have to go through when we've got our marketing working for us and we've got to talk to those prospective clients. OK, so if you felt like, hey, I'm going to have to be good at sales.

OK, you know, and I'm going to walk you through exactly how that works. So let me go ahead and share the old screen here and we will jump right into it. All right, there we go.

It is important to know that there are two types of products and services out there. OK, there are those that need to be sold. And then there are those that sell themselves.

OK, examples. OK, let's say you have a lemonade stand. OK, you got some kids, you know, they want to set up a lemonade stand.

They're little entrepreneurs just like us. And they set up a lemonade stand in Chicago in the middle of winter. They're probably going to have to sell really hard.

OK, if it's the middle of winter in Chicago, they're probably going to have to sell that product. OK, they're really gonna have to push it. Well, what if you take that lemonade stand, you pick it up and you move it to Florida in the middle of August? It's hot, it's sweltering.

Now the lemonade sells itself. OK, because you've got the right product at the right place at the right time. OK, so it sells itself.

Think about when the last time you've gone to the doctor's office. OK, now it happens frequently that we go to the doctor's office and they keep us waiting. OK, we sit in the waiting room.

Then when we get into the exam room, we wait some more. You know, maybe the staff is even a little short with us. We see the doctor, we leave.

What do we do? Well, we pay our money and we come back the next time. OK, doctors have a service that they don't have to sell. They basically open their business and people come.

So it's a service that they don't have to sell. What if a car dealership treated you the same way? They made you wait for hours. They were maybe a little short or rude to you.

Well, you know what? You'd probably get up and go somewhere else. OK, and that's why when we talk about, you know, sleazy salespeople, car salesmen are kind of brought up with all due respect to car salesmen. Not all of them are like that, but, you know, the old saying, you know, like a used car salesman.

You know, that's where that comes from. Those are things that you really have to sell. OK, and that's the big distinction here between bookkeeping and other types of products and services.

When you have a quality bookkeeping service, we talked earlier in the week about how the work we do isn't just, you know, putting numbers in boxes. The output of our work, the results of our work is valuable information that business owners use to make more money in their business. In other words, when a business owner hires us, they are buying money.

OK, what does that mean? Well, if let's say I charge my client five hundred dollars a month. OK, over the course of the year, that's six thousand dollars that my clients paying me to do their bookkeeping. Well, that work that I do and the output of that work helps them make way more than five thousand dollars a year.

OK, they may make another 50 or 100 thousand dollars a year because I'm doing good bookkeeping and I'm giving them the information and the advice that they need to make more money in their business. OK, so they're buying money, they're paying me five grand, but they're getting 50 grand in return. They are buying money.

So when you're a good bookkeeper and you're doing right by your clients, you don't have to sell. This service sells itself. OK, you don't have to convince somebody to buy money.

OK, and that's the big difference here. And then it's also important to keep in mind that when you're bookkeeping, clients are the ones reaching out to you anyway. So you don't need to sell.

OK, they're reaching out to you. Yesterday we talked about all of those marketing strategies that you want to be using. The top two marketing strategies that you want to be using that get clients to reach out to you.

OK, so they're already reaching out to you anyway. We're not like, you know, cold calling. All right, we're not knocking on doors.

So if you're on the phone because your marketing is working with someone who needs bookkeeping, it takes very little effort. OK, to make them a paying client. I kind of phrase it like once they're on the phone.

Just don't screw it up. OK, because by the time they're on the phone, your chances of closing that deal are about 80 percent. OK, they're very, very high.

OK, don't screw it up. Just say the right things. And we're going to talk about exactly what to say.

OK, and besides prospects, when they're on the phone with you, they don't want high pressure sales tactics. OK, again, going back to the car salesman, you know, we're not like, hey, what do I got to do to get you into this bookkeeping service today? OK, they don't want high pressure. They want a partner.

OK, they want to know that you care and that you're going to help them reach their goals. OK, that's what they want. OK, so we don't have to push.

If you ever if you thought like, oh, gosh, I'm going to have to push. I don't know, like I'm not good at selling myself. Relax.

OK, relax. It's a service that sells itself. OK, and I realized.

This was the case on my very first consultation call. OK, so I had my marketing out there. This client came to me from the pro advisor profile.

OK, they reached out and we scheduled the phone call and I was excited, man. I was like, OK, I'm going to I'm going to close this deal. I'm going to I'm going to really knock this out of the park.

OK, so I spent a lot of time preparing and kind of rehearsing what I was going to say. And, you know, I was going to make sure I said all the right things. All right.

So I wanted this client. That's my first one. Right.

So I am, you know, it comes time for the phone call. I pick up the phone. I dial the number.

He picks up the phone. And I freeze. I just totally froze.

Anybody else out there ever gotten like stage fright or performance anxiety or whatever, whatever you want to call it? I just locked up. I had all of these things rehearsed that I was going to say, and I just completely locked up. It was all I could do to force out the words.

Hi, I'm Bill, the bookkeeper. I called myself Bill, the bookkeeper, which I've never called myself before. Right.

It's got a nice ring to it now. But that's all that came out. And there was like a couple of seconds of silence.

And thankfully, this person I was talking to just started talking and telling me about their business. OK, so we started talking and talking. I was like, oh, my gosh, thank goodness.

OK, so he starts, you know, he's talking and then he kind of stops. And now it's my turn to talk again. And I'm like, I'm still just blank.

I'm flush in the face. I'm sweating bullets. I don't know what to say.

And the only thing I could think of doing was to like I just he had said something about his business. And I asked him a question about that, about something he had just said. And then he answered that question, started talking some more, and then he'd stop.

And again, I'm just like stuck here. I don't know what to say. I don't like I thought I knew what to say.

And then I forgot. And then I was like, well, now it doesn't make sense to say what I was going to say. It would like it's because it's totally unrelated to what we're talking about.

So I just kind of asked him another question about what he had just told me about. And we went back and forth. And that's how the conversation went.

I just kept asking questions about stuff that he just told me, getting to know more about him. And at some point in the conversation, he stops and he says, you know, Bill. I've talked to a couple of bookkeepers now and nobody's asked me this many questions.

And I was like, well, this one I'm sunk. OK, well, this one's it's practice. OK, I'm not going to get this client.

This was I guess it was practice and I'll learn and move forward. And I said, oh, really? And he goes, yeah, nobody has nobody that I've spoken to has taken the time to really get to know me and my business and what I'm looking for and the problems that I'm facing. And I'm like, like inside, I'm like, I was just trying not to sound stupid.

Like I was I was over here fumbling. OK, and I was just doing all I could to keep the conversation going. But what ended up happening was.

I was showing him that I cared about his business. I was asking problems about him. I wasn't selling myself.

I wasn't talking about how great I am. Remember yesterday we talked about who the conversation should be focused on the client. OK, so like I tripped into this and found this out by accident.

And then what I came to find out as I sort of progressed with my business is and a lot of us have probably heard this. But in when you're having like these kind of conversations with potential clients, we shouldn't be doing most of the talking. The client should be doing most of the talking because.

From the client's perspective, who's the most important person on this call? They are. They care about you far less than they care about themselves and their business. Remember yesterday I talked about how they're selfish.

They care about themselves. So I was asking questions of the prospect and letting him focus on himself and his problems in his business. I ended up getting that client.

OK, three hundred dollars a month. My very first client. OK, we'll talk later about how to how much to charge.

And three hundred dollars a month is the lowest fee that you'll want to be charging your clients. But I got that very first client. Three hundred dollars a month.

And he had no idea that I was just bumbling my way through it. OK, so, hey, if I can do it, I mean, you can't screw it up more than I did. OK, so if you can ask a few simple questions, you're going to be in great shape.

OK, so moral of the story is, if you're worried that you won't know what to say or have the right answers. Questions are going to be your secret weapon in connecting with prospects and getting them to hire you. OK, it's all about the questions.

It's not about, you know, talking about yourself or pushing or convincing. I hear that word sometimes convincing. We're not convincing anybody of anything.

We're asking the right questions to understand the particular challenges that a client's facing. And we're presenting ourselves as the solution to that. OK, that's all we're doing.

OK, I've shown you a few pictures throughout the week. Asked you who these people are. Who knows who this is? Who knows who this is? You gotta love that hair, right? Well, if you've read my book, this person's name is Voltaire.

OK, he's a French writer and philosopher who lived in the 1700s. So a lot of us probably heard Voltaire. And he's got this quote that says, famous quote, judge a man by his questions rather than his answers.

OK, right? Like the person that's always talking, always providing answers. The more thoughtful one, the one that appears more thoughtful is not the one giving the answers. It's the ones asking the really smart questions.

Right? Think about it. I could talk to a business owner until I'm blue in the face, convincing them that, hey, I'm like bookkeeping. You know, my bookkeeping service is great and you should work with me and all those different things.

But what if, what if I was smart enough to develop a series of questions that I could ask the prospect? And that series of questions would lead that person to making the conclusion that I'm the right bookkeeper for him themselves. Think about it. When you say something, the prospect hears it.

When the prospect says it themselves, because they're answering your questions, they believe it. So the key here is to just ask really great questions, leading questions that get the clients to the point where they come to the conclusion themselves that this is the right decision. So don't tell them, get them to arrive at the conclusion themselves.

OK, so questions are going to be your superpower. All right. And think about it.

When you go to the doctor, when you go to the doctor, let's say your shoulder hurts. OK, you're going to the doctor. You're sitting in the exam room after you've waited for a while.

And the doctor comes in. What does he do? You know, he asks you what's wrong and you say, oh, my shoulder hurts. What does he do? Does he just write you a prescription or does he just say, oh, let's amputate? Like, no, he probably doesn't do that.

He does what? He asks you questions. OK, he asks you lots of questions. What were you doing? Does it hurt when you do this? He moves you around.

He touches you. What do we call that? We call that medical care. Medical care.

OK, we show that we care. Anybody here ever, thank goodness I'm out of the dating world. Anybody ever here go on a date or just had a conversation with someone who just talked about themselves the entire time? Anybody ever been in a situation like that? I've been in a few.

When you're talking to someone who just talks about themselves all the time, never bothers to ask you a question, do you feel like they care? No, they don't. They don't even bother with asking anything about you. They don't care.

They just blab on and on about themselves. You leave that interaction feeling like that person is not somebody that clearly cares about me or is interested in me at all. OK, so not only are questions going to help us get our prospects to come to the conclusion themselves that this is a great idea, but we are doing something on a subconscious level by asking these questions like doctors do, like people in our life do.

OK, we show that we care. We're going to show that we care, and that's what clients are looking for. Remember earlier in the week, we're like, hey, clients aren't concerned about the experience that you have.

They want somebody who knows bookkeeping, but they want somebody who cares. And I've worked with thousands of bookkeepers, and none of them are asking the right questions. OK, it's all about themselves.

We're going to go through the examples here in just a minute. But you guys can all do this. And here's proof.

OK, let's say you're at the house. OK, and your spouse comes home or your relative comes home or a friend comes home.

Or since you care about this person, do you say, hey, what's going on? What happened at work? We show that we care, but we're going to ask questions. Let's understand what's happening here. Oh, gosh, you know, my, my boss got on me about about that project.

I was working on. What do you what do you do? Oh, that's too bad and then go off and do what you, you know, whatever, whatever it was that you were doing before. Or do you say.

What do you mean? I mean, I thought that project you worked on was like. I thought you knocked it out of the park. What was he upset about? You keep asking questions when you care about somebody, you just ask questions in your normal life.

Do that on consultation calls as well with prospects. Okay, I like to give the analogy that, hey, when you're talking to prospects on the phone, act like this is somebody that you really care about, because then you will naturally be inclined to ask the questions to show that you care. You'll be curious about their business, and you'll just naturally think of all of the questions that you would want to ask to get a clearer picture of what they're going through.

Okay. So questions. It's all about questions.

That is going to be your superpower. That is going to be another tool in your tool belt that differentiates you from every other bookkeeper out there. That's why the person I talked to my very 1st client, talk to multiple bookkeepers that ended up going with me.

Okay. And I was brand new. Okay, so let's get into it.

Let's talk about the top 3 questions that you're going to want to ask on every single consultation. Okay. So there's lots of questions, but these are 3 that you'll ask on everyone.

And and these are the important ones. Okay. So the 1st 1, tell me about your business and what you're looking for help with.

Okay, now, if you're paying close attention, you're probably like, Bill, I don't see a question mark at the end of that. And yes, this is not a question. It's more of a statement, but it delivers the same result.

It gets the prospect talking about themselves. Okay. And this is so important.

This is basically the 1st question that you want to ask at the top of the call. Okay. So it's the 1st 1. You can memorize this word forward.

Tell me about your business and what you're looking for help with does 2 things. Okay. It does 2 things.

Number 1, it gets them talking about their business. Okay. We've got to understand their business.

It's not just about, you know, they need a bookkeeper. Like, we need to understand what their business is, what they do, how long they've been in business. We want the context that we're going to need for later on in the call to determine, is this a client that we can work with and how much can we help this client? Okay.

So that's number 1. Number 2, the 2nd thing this thing does, we say what you're looking for help with. What are you looking for help with? Okay. Remember, we just talked about questions, getting to the root of the real problems that they're having in their business, specifically, what do they need? Okay.

I'm going to give you an example of how this plays out and how you can ask more and more increasingly specific questions so that you can get to those really specific problems and challenges that business that the prospect is facing in a minute. But let's find out exactly what they're looking for help with. Not every client's going to call you saying, I need bookkeeping.

In fact, that's like, I mean, they all need bookkeeping, but they're going to have more specific problems. Why are they looking for a bookkeeper? Do they have a messy set of books? Do they currently, like, does their CPA, is their CPA telling them that, you know, they're doing things improperly or that their other bookkeeper is doing things improperly? And what are those things? Let's find specifically what they need help with. Okay.

Because then we can offer a solution. We can offer a solution to a problem that we're not aware of. Okay.

What is the specific problem they're having? It's always more than just I need a bookkeeper. Okay. So that's the first one.

Okay. That's the first one. The second most important question that you're going to want to ask on all of your consultations is how did you find me? And what encouraged you to reach out? This one's important.

And this is one that I've, I mean, I work with bookkeepers that have been bookkeeping for decades and they don't ask this question. And it is so powerful, so simple, yet so powerful. How'd you find me? Okay.

Where'd you find me? And what encouraged you to reach out? So this does two things as well. When they tell you where they found you, you're able to get some information from that. Okay.

Number one, it tells you what marketing is working out there. You can understand which one of your marketing strategies is working. If you find all of your clients coming from, you know, one particular marketing strategy, hey, focus your efforts there because that's working for you.

So it really lets you understand like where they found you. And then the other thing that you learn from asking how they found you was you'll know what they've seen. Okay.

Like what marketing messaging that they've seen. Have they seen my pro advisor profile? Because I know what I wrote there, but now because they've seen that, I can have a different conversation with them as opposed to someone who just got referred to me by one of my current clients who hasn't seen anything. So it will give me context for the conversation.

What do they know about me? What don't they know about me? Okay. So then the second part of this question is just gold. All right.

This is absolute gold. What encouraged you to reach out? Okay. There was a reason that they reached out to us.

There was something that they saw. Typically, they'll see our pro advisor profile, or maybe we sent them a particular message on LinkedIn. They saw something that encouraged them to reach out.

Let's find out what that was, what that thing that really piqued their interest was that really encouraged them to want to reach out. Okay. Because then we can focus on that.

If that's what got them excited to get on the phone with us, let's focus on that during this conversation. Okay. But the real value of asking what encouraged you to reach out is this.

As human beings, we're all programmed with the need to justify our decisions. Okay. We all have this need and desire to justify our decisions.

We make a decision, and this is like a scientific thing. Okay. We make a decision.

And even in the face of factual data, that decision or that viewpoint is incorrect. We will still defend it for the most part. That's a uniquely human thing.

Okay. So they made the decision to reach out to you. And when we ask them, hey, what encouraged you to reach out? It is programmed inside of them to want to justify that that was a good decision.

Okay. Let's find out what they saw that really excited them and prompted them to reach out and work with us. But let's get them to subconsciously justify that position.

In other words, let's get them to sell themselves. That's what happens. That's what happens when you ask this.

It gets them to sell themselves already. Okay. So as you move throughout the phone call, they've already justified this.

And the entire call is just building up more and more evidence that, hey, this was a good decision. Okay. So that's super powerful.

You've got to ask that every single call. Okay. Number three.

Okay. Yeah. I can definitely help you with X, Y, Z, whatever problems or challenges they were having in their business that you determined from question number one.

And I'll send over a proposal later today. What does your schedule look like tomorrow afternoon for a call to review? Okay. So there's a few things happening here.

Okay. Number one, we are making the decision on whether or not this is a good fit. If you've got your marketing working properly, and that's why it's so important to have all of the effective marketing strategies done and done properly, because when they are, that results in a constant flow of clients coming to you.

And then you can pick and choose who you work with on this call. This is not about them interviewing you. As you can see, you are the one asking all of the questions.

I mean, they can ask questions, but you are in charge of this call. You are asking the questions. You are interviewing the client even more than the client's interviewing you.

The last thing you want is to work with a client. That's not right for you. That's the last thing you want.

Trust me. For those of you out there, I know we've got some more experienced people in here. Not every client's a good fit.

I think Amber talked yesterday a little bit about this. Okay. So you do not want to work with everybody.

And when your marketing is dialed in, you get to pick and choose. So if you feel like this is a client that's right for you, cool. I can help you with that.

I'll send you over a proposal later today. What we do here is we just tell them, hey, we're getting on this right away. I'm going to work up the numbers, and I'm going to send that over to you right away.

We're not going to sleep on this. Just like we talked about yesterday, you want to get back to somebody quickly. If they reach out to you from ProAdvisor, you drop everything.

You get right back to them. Same thing here. Do not say, hey, I'll get back to you next week, tomorrow.

No. I'm going to get this over to you right away. Let's keep it moving.

They are hot. They are ready to make a decision right now. Let's not let them cool off.

So it shows them that we're going to be on this right away. And then the second thing, what does your schedule look like tomorrow afternoon for a call to review? We schedule a time on the calendar to review the proposal. What you don't want to happen is say, hey, I'll send you over a proposal.

And you just email it. And guess what? There's a decent chance that they might ghost you. They might ghost you.

If you just send over a proposal, we may never hear back. It happens all the time. Don't let that happen.

If you say, hey, tomorrow, 2 p.m., how's that work for you to review things? And they're like, cool. That sounds good. You send them a calendar invitation.

Get that on the calendar. Because now what you've done is you've minimized the chances of them ghosting you. Now it's on their calendar.

Sure, they might not pick up the phone, but you have minimized the chances of them not getting back to you as small as possible. The last thing you want is for you to send a proposal that maybe the numbers don't look good to them. Maybe there's something else about your proposal that isn't lining up with their expectations.

And instead of getting on a phone call to discuss, they just look at another thing that a bookkeeper sent them, or they just forget about it altogether. That happens all the time. They're like, oh, I need to get my bookkeeping done.

And then something else happens. And two months later, you hear from somebody. But you don't want them to make an assumption based on the proposal that they see.

Oh, the numbers aren't right. Or we're just way off base here. And then guess what? We don't have an opportunity to talk about it.

We don't have an opportunity to talk about it. So here's what we can do to really ease this entire piece of the process. And it's going to depend on how comfortable you are with your consultations.

On the first consultation that you have, if you're brand new to this, you are going to want to say, OK, cool. Let me take a look at your books. Most people already have QuickBooks.

Let me take a look at your books. And I'll send you over a proposal. Let's talk tomorrow at 2 to review.

That's how you're going to want to do it. OK? And then what a client can do is they will give you access to their QuickBooks account when at all possible. Here's a pro tip.

Get them to do it right then and there. OK? If you're on the consultation call and things are going well, and you're at this point, you're like, OK, cool. So here's what I'm going to do.

I'm going to take a look at your books. I'm going to kind of see what condition they're in, what your current bookkeeping processes look like, so I can work up a proposal for you. OK? Are you in front of your computer right now? Oh, you are.

OK, cool. Go up to the gear, any QuickBooks, go up to the gear menu, hit manage users, add me as a, like walk them through that process right then and there. OK? Because what's going to happen if we say, OK, add me as a user and, you know, I'll take a look and give you a proposal? Well, they might hang up the phone with you and the, you know, the phone might start ringing and then it's some fire that they need to put out and they forget to give you access.

The pro tip is don't let that happen. If you can get them to give you access to their QuickBooks account on the call, you're one step ahead. OK? You're removing that possibility of them falling through the cracks.

OK? So you'll get access to the books, you'll review the books, you'll work up the proposal, you'll send it over, and then you'll have that phone call tomorrow at 2 p.m. to discuss it. OK? When you're new, that's typically how it goes. OK? As you have more and more consultations, what you will end up doing, and I really encourage you to get there sooner rather than later, but, you know, take your time.

I did it that way on my first one. But what you'll want to do is once you start talking to a client, you'll be able to ask them, based on the answers to the questions that you're asking them, you will determine kind of like, what size of a client is this? And we're going to talk

more about pricing and different sizes of clients here in a little bit. But what size is this client? And you'll be able to give a range.

You'll be able to say like, OK, based on what they're telling me, the answers to my questions, and then other questions about, you know, the scope of the work to be done, you know, this is probably like \$800 to \$1,100 a month, kind of in that range. What you're going to want to do is you're going to want to, if you can determine that on the phone call, you're going to want to give them that range. You're going to want to give them that range.

Right? And why would we do that? Well, how much money do we get paid to make proposals? Exactly \$0. OK? We get paid \$0 to make a proposal. So what happens if we have this great conversation? We're like, OK, this is all great.

I'm going to put together a proposal, and then you go off and spend, you know, take your time creating a proposal, reviewing the books, thinking how much it's going to cost, sending it over. And that proposal is like you guys are on completely different pages, whether it be price or the services that you're providing or all that stuff. You spend a ton of time creating a proposal that doesn't work for anybody.

Time is your most precious resource. Do not spend time creating a proposal that doesn't work for anyone. Like, give them that range.

Again, when you're just starting out, like I did, when you're just starting out, you're going to have to do that because you need to think through how much you're going to charge. You know, you want some time. If you're anything like me, you're just happy to get off the darn phone call.

So you can breathe. I mean, I was under so much pressure. Elephant felt like it was sitting on my chest.

Get off the phone call. I'll figure this out later. OK? So that's how you'll start.

But as you develop, you'll be more comfortable saying, yeah, this is about eight to eleven hundred dollars a month. You know, does that work for you? Does that work for you? And if the answer is yes. Great.

OK. If the answer is no. Well, that's great, too.

Why would I say that's great? Well, because maybe your expectations and the client's expectations aren't in the same spot. But we're on the call now and we have a chance to talk about it. If we didn't talk about it, we said all of a sudden your proposal and I go out and create a proposal for a thousand dollars a month and send it over.

And it's something that is way out of bounds. I may never hear back from this person ever again. I may never hear back from them ever again.

I get ghosted and I'm left wondering what's wrong. Was my price wrong? Would I say something wrong? Was one of the services that I listed, was that wrong? If you bring that range up on that first consultation, you have an opportunity to talk about it. If they're like,

you know what? I've talked to a couple of different bookkeepers, you know, and they're charging a lot less.

What gives? We can have that conversation with them. We can have that conversation with them right then and there. And then we ideally will get on the same page and we'll be able to move forward.

OK, so that's something that will come with time. OK, that's something that will come with time after your first few consultations call consultation calls and you price a few different types of clients, you'll feel more comfortable putting people into those buckets. I'm going to talk a little bit about buckets, small, medium and large and giving them a range.

Like you just give them a range, \$800 to \$1,100 a month. Once I take a look at your books, I'll narrow down that number. I'll get more specific with that number.

Does that work for you? And then we can handle it there. OK, that's something that you're going to progress to. And it's super powerful and saves everybody a lot of time.

And you just end up getting way more clients by doing that. OK, so let me give you an example of what this looks like. And this is based on an actual consultation call that I have.

But it's an example of me walking through some of these things. But most specifically, I want to spend time with question number one. OK, the what you're looking for help with.

OK, the what you're looking for help with is where you should spend most of the consultation call. OK, a lot of people, a lot of the bookkeepers that I've been working with that have been doing this a long time, they ask them, they ask their prospects a couple of questions about their business and then they just rush through to the end to try to, you know, let's get through this and let's see if I can sign this client up. And that is an absolute mistake for a number of different reasons that I'll talk about.

OK, when a doctor is, you know, checking out your shoulder, the most, the majority of the time during that visit is him diagnosing the problem, trying to find out what specifically is wrong before he provides a solution. And we need to be doing the exact same thing. Let's spend most of our time finding out what specific problems the client is having before we prescribe a solution.

OK, that way our solution is laser focused on the problem, just like the doctor isn't going to take a chance of, you know, one type of treatment over another before they really know specifically what's happening. OK, so let me give you an example of this. The longer you stay in this diagnosis phase of the phone call, the easier everything else becomes.

OK, the easier everything else becomes. So I had a call with a construction company, OK, is the owner of a construction company. OK, and so I called him up and I started asking him about his business and I said, cool, so what are you looking for help with? What can I help you with? And he says, well, I need a bookkeeper.

OK. Shockingly, the vast majority of bookkeepers out there would be like, OK, cool, well, I'm a bookkeeper. Let's start talking about how much work there is to be done.

How many bank accounts and credit card accounts do you have? How many transactions do you have? Do you do payroll? You know, let's start gathering information about how like how much this is going to cost you. So I know how much to charge you. That's where most people go.

Those questions are important because, you know, those questions about, you know, what their books look like and how, you know, do you need help with paying bills? Like how many transactions? Those are important questions to determine the scope of the engagement and how much you're going to charge. But that stuff is, man, that stuff is just of little importance when we know that the diagnosis phase of the phone call is the most important and where all the magic happens. OK, so don't be like other bookkeepers.

Don't be like, OK, cool, I'm a bookkeeper. How many transactions do you have? Dig deeper, just like you do when you've got a loved one or someone you care about that had a bad day and you keep asking more and more specific questions. Do that.

OK, well, what's got you looking for a bookkeeper? I said. And he goes, well, I've got a bookkeeper now and she's just not very good. OK, most bookkeepers, what do they say? Well, hey, I make sure, you know, I make sure my clients are I provide top notch service to all my clients.

How many bank accounts do you have? How many credit card accounts do you have? How many transactions do you have? OK, but we're not going to do that. We're we know that questions are our superpower. Dig deeper, dig deeper.

When you say she's not very good, what do you mean by that? OK, that's what I asked. OK. And they he said, well, I'm not getting the reports I need and I'm not getting them on time.

What would most bookkeepers do? Well, I make sure I give my clients exactly what they need and I give them, you know, I make sure they have reports in a timely fashion. How many credit card accounts do you have and how many transactions yet? Have we really gotten to the root of the problem? We're getting more specific. We're getting more specific, but we really haven't gotten to the root of the problem yet.

OK, there's more information that we can discover here. So what question did I ask? I said, well, can you give me an example of some of the information that you're not getting, some reports that you're not getting from her? And he said, yeah, well, you know, I do construction, so I, you know, build new homes and I do remodels. I do different types of jobs.

I have no idea how profitable I am on any of these different jobs. I just kind of get my P&L every month. But I don't know if like maybe I'm making, you know, lots of money on new home builds, but I'm not really making much money at all in remodels.

OK, now we're getting really specific, right? We're getting really specific about the types of information he's not getting. All right. And so again, most bookkeepers be like, OK, cool.

So what we can do is we can set up, you know, you know, it's called class tracking. We can set up class tracking. We can track each of those different lines of businesses for you.

How many bank accounts do you have? How many transactions do you have? We can continue to get more specific. In fact, you can ask more and more specific questions. Typically, you know when you've got as specific as you can get when you get to like numbers, dollar amounts, things like that.

OK, you can get to a point where you can say what I said, which was like, OK, cool. What's your what are your profit margins right now? OK, you know, you'll know that by looking at your profit and loss, you know, your profit margins. And, you know, he said it's like 20 percent, you know, industry industry average is like 32 percent for construction and companies.

I should be making 32 percent profit. I'm only making 20 percent profit. OK.

All right. Well, so how much revenue did you make last year? Well, I made a million dollars. OK, so I made a million dollars in profit.

Let's talk about profit. How much profit did you make last year? A million dollars in profit. Well, now that I know their profit and that profit was only 20 percent and it should be 32 percent.

What we've done is we've outlined the fact that I don't have the math handy, but what's that like \$100,000, \$200,000 that they should have in their pocket? And we've discovered this because we've just asked more and more specific questions. OK, whereas most bookkeepers would have been like, oh, you're looking for a bookkeeper. Cool.

Tell me about your business and how many transactions you have. We continue to diagnose and we got deeper and deeper and deeper. Does the fact that he doesn't have a bookkeeper that he doesn't have a good bookkeeper keep him up at night? No.

Remember, clients don't pay us for the work we do. They pay us for the good things that happen as a result of the work we do. So the flip side of that is.

Clients don't stay up at night because they don't have a good bookkeeper or a bookkeeper at all. They stay up at night because they should have another 100, 150, 200, whatever the math works out to be, a thousand dollars in their pocket. They are not making as much profit as they should be because they don't have the information that they need to decide not to do remodels or to decide, hey, maybe I need to change how much I charge for my remodeling jobs.

They don't have that data. So they're losing significant amounts of money. That's what keeps them up at night.

And guess what? The other bookkeepers that they're talking to, if they are, don't bother asking any of these questions. What have you done by asking these questions? You've done three things, three really important things. Number one, you show that you care.

Just like I did on my first consultation, they're going to say, nobody ever took the time to ask me these questions. That shows that you care. Number one.

Okay. Number two, you've basically made it a situation where they're going to be buying money, right? If you say, hey, it's going to be a thousand bucks a month. That's what \$12,000 a year.

They're going to pay you 12,000 a year to fix this 100, 150, \$200,000 a year problem. I give you 12,000. You give me \$200,000 back.

Yes, please. Okay. So they're buying money.

And then what's ends up happening as a result. The third thing that happens is that once you do get to the end of the call, where you're coming up with the range you're making it very easy for them to say yes to that. Okay.

For a lot of different reasons. Number one, they're buying money. Number two, you showed that you care.

And the other reason is that now you're able to handle any of the objections that they might throw at you. Okay. What do I mean by that? Well, a lot of times, if you haven't done this work properly, if you just rushed through the call to try to get to the end and get to a price and try to sign them up as a because you're too desperate or eager, you haven't spent the time it takes.

They're going to say, Hey, that sounds too expensive. Let me think about it. They're going to say things like that, that are going to completely stall the process.

I don't want that to happen to you. I want you to smoothly and effortlessly turn this person into a client. I want you to ask the right question, spend a ton of time, like know what questions to ask, and then spend a ton of time in this diagnosis phase.

Because then when you get to the end of the call, where you tell them the price, the chances of them saying it's too expensive are slim to none. Let me ask you guys out there, how many of you would pay \$12,000 to buy a suitcase that has \$100,000 in it? Every one of us would. And that's what they're going to be doing as well.

So they're going to say yes. So you are going to be minimizing the chances of them saying it's too expensive. But if they do say it's expensive, here's what you do.

Okay, here's what you do. And so they'll say something like, Well, I spoke to a couple other bookkeepers and they're doing it for half the price. They talked about doing it for half the price.

And I would say something like this. I'm curious, did they take the time to ask you some of the questions that we've discussed today? Did they ask you like, what information are you not getting? What's your profit? Did you ask all those detailed questions? Did they take the time to ask you any of that stuff? The answer is no, they never do. Okay, most bookkeepers are just like, Hey, you need a bookkeeper, great, let's move on.

But meanwhile, we're better than that. We're different than that. They started with needing a bookkeeper.

And we ended up knowing that, Hey, you don't really need a bookkeeper. You need to fix this \$100,000, \$200,000 a year problem in your business. That's the power.

Oh, I think I need a bookkeeper. Goes to recognizing that they have \$100,000, \$200,000 flying out the window that they should have in their pocket. Do you know how fast their heart rate will get when you lay that out there for them? It becomes real in their mind.

And again, I didn't tell them this. I didn't tell them any of this. I asked them questions, leading questions that allowed them to get to that conclusion on their own.

They told me what reports they weren't getting. They told me about their profit margins and their numbers. I just did some simple math and said, wait a minute, because you don't have these reports, it's costing you, like you should have an extra \$100,000, \$200,000 in your pocket.

You will feel it on the phone call. You will feel it on the phone, this like aha moment. And their heart will start racing when they realize what they've left on the table.

That gives you the power. So at the end of the call, when they say, I've talked to a couple of other bookkeepers and I kind of got prices about half as much, did they take the time to ask you those questions? No, they didn't. So I mean, my concern would be that, hey, once we fix this problem in your business and you've resolved your pricing and all those things, I'm guessing you want to grow your business as well.

We've talked about some of the goals you've had in your business. You probably want to grow as well. And I would assume that you're going to have other challenges that you're going to face as well.

Yes. I'd be concerned that if somebody didn't take the time to understand the fact that you had \$100,000 a year problem in your business, that they probably wouldn't be proactive in helping you avoid some of the future problems that might end up coming up. The way I help my clients is I take a very proactive approach to helping them grow their business.

OK, so we don't just stumble upon problems and then not really know how to fix them. OK, we see these things coming and we help you through them.

Now, what have you done? You've basically distinguished yourself from every other bookkeeper. You basically said, well, they didn't ask. They didn't take the time.

They didn't care enough about you to discover what your real problem was. They just wanted to get, you know, wanted to, I don't know, finish the call and get you on as a new client. I took the time to actually understand what the real problem here was.

Like, we need to fix an issue with these, with the information that you're getting. Nobody else took the time to do that. So you see, like, when you, but you can't say that at the end of the call.

Hey, did anybody even really care enough to take the time to ask these questions? And if they don't, I'd be concerned about their ability to help you with the future problems that you're going to encounter in your business. You can't say that unless you've had that conversation with them. That is how you will end up.

If you do this properly, that is how you'll end up going. Like, look, put me in front of a business owner with a problem. I'll close the deal every single time, every single time.

Just put me in front of a business owner and I'll close the deal. Okay. So that's how powerful this is.

That's how powerful this is. So as you can see, what ends up happening here, I call these consultations, but they're really just conversations because what are you doing? You're asking questions. Okay.

You're driving the conversation. You're asking these questions and you're guiding them along this journey. Where they end up coming to the conclusion themselves that this is a good idea.

So we call them consultations, but they're really just conversations. So if you're worried that you're going to be sitting there getting interviewed and getting grilled, it doesn't happen. It doesn't happen.

These are conversations that with prospects and business owners that are just concerned about their business and want help. Pretty cool, right? Who here feels like that's a powerful way to handle a conversation with someone? Who here is feeling like I can do this. I can ask questions.

You guys can do this and it's powerful. It is powerful. That's how it works.

All right. Now, how much do we charge? Okay. We've gotten them to say like, this sounds great.

And we got to give them a, uh, we got to give them some numbers. Okay. So how do we do that? Okay.

Well, we know that we can earn \$76 per hour, but we don't want to charge hourly. We're not going to charge hourly. Okay.

Why? Why won't we charge hourly? Well, because we get penalized for working quickly and finding ways of being efficient. And the client gets penalized if we work slowly and inefficiently. Think about that.

Okay. Remember clients pay us based on the output of the work, the value, how much we're able to help their business. Okay.

If we get better at what we do, if we get faster, remember we talked to Heidi and she talked about how she got faster. The, you know, she started, she was slow and she got faster as she went along. What if you get, you know, faster, you find ways of being more efficient.

You find different apps or tools that can, you know, help us do the work more quickly. Should we get penalized for that? If we're, if a client is still getting all of that value and we're helping them grow their business to the same degree, should we get penalized just because we were more efficient? No, but think about the flip side. We talked about there being

plenty of lousy bookkeepers out there that don't take the time to do things properly or quickly or efficiently.

Should the client get penalized if the bookkeeper is working slowly and inefficiently, not finding ways of being efficient, not finding and staying up to date on the latest tools that they can use to be quicker at what they're doing, or if they're just slow. In other words, they're milking the clock. Should the client get penalized for that? No.

So hourly, when you're charging hourly, it puts you and your client at odds. You're not on the same page. Okay, you're not on the same page.

Now, why do I talk about \$76 an hour? Well, because for the simple fact that when people ask how much can a bookkeeper make, you can point to an actual third party study that was done. Okay, this is just proof. So if you're pricing your services properly, you should be realizing hourly rates way above, like twice as much as \$76 an hour.

But \$76 an hour is the number I can point to that's like, look, this is what the data says. Okay, don't shoot Bill. I'm just the messenger.

Okay, it's not Bill coming up with \$76 an hour. This is a study that says this is how much you can make. Okay, so I like to refer to that so you have something real and tangible.

Okay, so if we don't charge hourly, how do we price our jobs, our bookkeeping engagements? Well, it's called flat rate value pricing. Okay, flat rate, the same amount every month. That puts us and the client on the same page, because if we're getting a flat rate, the client knows exactly how much they're going to be charged every single month.

And if we're charging a flat rate, guess what? If we find ways of being more efficient, we don't get penalized for that. Okay, the client doesn't get penalized for us being slow. Okay, so it's flat rate pricing based on the value we're creating for our clients.

Okay, again, it's not about the, I mean, we got to do the work. We got to do the keyboard stuff, but it's really about the output, the information that they're getting to help them with their business. So we're going to give you some general guidelines on how to price these different clients.

Okay, you'll have clients in, I like to call them three different buckets. Okay, you've got your small clients. Those are clients that are \$300 a month to \$1,000 a month that you're going to charge them.

Okay, small clients. Okay, then you've got \$1,000 to \$2,000. These are medium-sized clients.

Okay, and then the larger clients will be anywhere from \$2,000 to \$3,000 a month. Ibrahim talked about his clients and how much they're paying him on the top end here. So that's going to be the range.

Okay, but \$300 a month is about as low as you're going to want to go. Okay, and then when it comes to \$3,000 a month, that's typically like the top end because what happens is beyond that, if it's a bigger business, I mean \$3,000 a month is \$36,000 a year. At some

point, like it starts to make sense for them to hire a full-time person because that's probably a bigger business with like a full-time need.

Okay, so \$300 a month to \$3,000 a month, small, medium, large. Let's take a look at what each type of client might look like within each of these buckets. Okay, so that small client, the \$300 to \$1,000 a month client, that client will have anywhere between one and three bank and credit card accounts.

Okay, so they might have a checking account, a savings account, and a MasterCard like Laura's Lamination did. Not Laura's Lamination, Craig's. Craig's Design and Landscaping.

Okay, then in terms of the numbers of transactions within those bank and credit card accounts, you know, anywhere between 50 and 300 transactions. Okay, and then they may have payroll, but typically the smaller clients, they'll be using payroll inside of QuickBooks. Okay, so as you know, QuickBooks, it will handle payroll as well, and then everything's right there.

Okay, so this is what a small client might look like. In fact, this is what my first client looked like. They had a bank account and a credit card account, so two accounts there.

I think they had about 50 to 100 transactions, and they had I think one employee in addition to the owner, and that was all done in QuickBooks. Easy peasy, \$300 a month. Okay, so how does that differ when we get a little bit bigger client? A medium-sized client, \$1,000 to \$2,000 a month.

Well, that client's going to look like this. Okay, they might have more bank and credit card accounts, maybe three to five bank and credit card accounts. They may have, well, they will have more transactions, you know, somewhere in the range of 300 to 600 transactions every single month.

Okay, now they may have payroll, and that payroll might not be in QuickBooks. Maybe it'll be in, like you've heard of companies like ADP and Paychex, other types of payroll providers. When they use those payroll providers, we can still work with them, but now since the payroll is being done outside of QuickBooks, we have to get that payroll data into QuickBooks every pay period.

Okay, and there are ways of automating that. Okay, again, there's ways of automating everything. Okay, but that'll have to be done.

Okay, we might be doing accounts receivable. Okay, invoices. We might be sending invoices to their customers for them.

Okay, they may have bills. We may be helping them manage their bills. Again, there's ways of automating the bills and getting them into QuickBooks, and then there are really great ways of paying those bills online.

So we're not writing checks. We're not doing any of that stuff. So we can get them set up with accounts payable.

Okay, bills. And then integrations. Okay, what do I mean by integrations? Well, integrations mean sometimes they'll use a tool that is a financial tool that isn't in QuickBooks, and we need to connect it to QuickBooks.

Here's a great example. Okay, if you've got a restaurant client, you ever been to a restaurant and you go to pay and they've got like the little iPad there. Okay, the little iPad.

That's like, it's now the modern day cash register. Okay, that is called a POS system, a point of sale system. And obviously that POS system contains all of the sales data.

Sales, sales tax, tips, all of that information's in that POS system. Well, we need to get that data into QuickBooks. And what we can do is we can integrate those two tools.

Okay, we can integrate QuickBooks with their POS system. So that guess what? We don't have to do any manual entry, but we've got to set those things up. Okay, so for a medium-sized client, they may have integrations.

There are other integrations out there that extend the functionality of QuickBooks quite a bit. Okay, there's expense tracking, time tracking. I mean, the list goes on and on.

Okay, of things that you can integrate with QuickBooks to really make it powerful. Okay, so that's what a medium-sized client will look like. The large-sized client, what's that going to look like? Okay, well, now we've got more bank and credit card accounts, over five.

We've got more than 600 transactions total. Okay, this is total transactions between the bank and credit card accounts. They've got payroll.

They've got accounts receivable. They've got accounts payable. They've got some integrations that you might want to set up.

Then maybe they also have inventory. Okay, inventory. We've looked at, in the sample company, under the gear menu, we can track inventory.

Okay, you've got a retail client that's buying and selling, you know, like a pet store I've used as the example before. You know, they're buying wholesale the dog food and the dog collars, and then they're reselling it. They've got to track that inventory.

Sales tax. Many of your clients that have inventory will also need to be tracking and collecting sales tax from customers and then sending it to the state, and we can help with that. QuickBooks automates a lot of this process, but it has to be done.

Okay, projects. Projects. Going back to my construction example, you know, if you're a home builder and you're building new homes and you do like five or six new home builds every year, you can track each one of those, each one of those projects.

And now not only can you see your P&L on an overall level for your business, but you can see kind of like your profitability on each home that you build. As you can imagine, if you're a construction company owner, you're going to want to know that information. Okay, understand what types of homes that you're building are the most profitable.

Understand that, hey, maybe we need to change our pricing as we're going here because prices are going up and like you can see it on a project level. Okay, so you can be doing things like that in QuickBooks as well. Okay, so this is generally what it looks like.

Small, medium, and large. Your average client's going to pay you anywhere between \$750 and \$1,000 a month. Okay, so if you remember the Dream Life Calculator on day one, that's based on the \$75, \$76 an hour.

And that average client, you know, will take you like 10 hours to do the work. Okay, so it's about \$750 a month, 10 hours for the entire month. Okay, but again, what ends up happening if you're pricing properly, you really should be realizing twice that.

Okay, what happens in reality is that since we're pricing based on a flat rate, if you take that flat rate and you divide it by the hours it takes you, it can take you 10 when you get started. But as you get more efficient, it really should only take you five hours to complete that average size client. So as you can see, you really should be realizing hourly rates of around \$150 an hour when you take the flat rate and divide it by the number of hours you're working on that client.

Okay, that's how you get to six figures and you're not working. I mean, we heard from Heidi, like everybody we've heard from this week is making this, you know, these incredible incomes, but they're not working. They're working like 20, 30 hours a week.

That's super, like that's how it's done. We've heard how important it is to like have the right clients, but then price them properly. Okay, so that's what you should be doing.

Once you're up and you've got your skills going and you're, you know, efficient, you really should be, you know, on a flat rate basis making that much as an effective hourly rate. Okay, that's how that works. Now let's give you some pricing tips.

Okay, I want to give you some pricing tips because like knowing how much to charge is great, but how to charge. Okay, let's make sure we're charging properly. Well, collect the payment information from your client.

When you sign up a new client, you need to have them sign an engagement letter. We all know about that. That keeps you protected.

Sign that engagement letter. And then number two, you got to get that payment information from them. So if they're going to pay you, and again, we talked on Wednesday about setting up your free QuickBooks account.

They're going to pay you through QuickBooks. Okay, they're going to pay you through QuickBooks and we need to charge their credit card or bank ACH information. So we've got to get that information.

Okay, so collect the payment information from them. And then what we're going to do is we're going to charge clients automatically on the first of every month. Okay, so we don't do the work and then send an invoice hoping to get paid at some later date.

We charge them before we even do the work. That's how we work. Okay, so we are not in the business of financing someone else's bookkeeping work.

In other words, like we're not, I mean, whether we do the work ourselves, or maybe we have staff that does the work throughout the month. Hey, our staff has to get paid, but yeah, we haven't been paid yet. We're not, that's like you're giving that client a loan and they'll pay you back later because you're paying your clients or your employees, or you're doing the work yourself.

You're out of pocket. No, you're going to do what lawyers and all other professionals do, charge before the service is provided. First of the month, you're going to charge them automatically.

You're not going to send them an invoice. You're just going to charge them inside your QBOA account. Okay, you can set this up in your QBOA account to charge them automatically on the first of every month.

So hey, on the first of the month, your phone will just start dinging and all your client payments will be coming in and it goes directly into your bank account. Okay, so no more sending invoices and hoping to get paid. Okay, no more of that.

So let me show you just really quickly how that's going to work in your free QuickBooks account. Remember, your free QuickBooks account is everything you need and you can set it up to collect payments from your clients. Okay, that's how you're going to want to do that.

So once you've set up the payments, we talked about that on Wednesday. Okay, you go to the gear menu and account settings and you add the payments. You know, QuickBooks will be your merchant account.

Then what you do is you create a sales receipt. So you click on the new menu and it's not an invoice that we're going to charge our clients for. An invoice is like, hey, I'd like pay me later.

A sales receipt is pay me now. Okay, pay me now. So create a sales receipt.

This is an opportunity that you can just watch. Okay, did I click in the wrong spot? Sales receipt. Okay, here we go.

It's acting a little low today, but select your client. Maybe we're doing bookkeeping for Amy's Bird Sanctuary. Okay, and you know, you just charge them on whatever date.

Again, whenever you're watching this recording, that's the date you'll see here. Um, and then you go down here under payment method. Once you've got your payment method, like your payments account set up, you're going to have the option to select that your QuickBooks payment, a QuickBooks credit card or QuickBooks bank account.

You'll select that. And then what you'll do is you'll go ahead and you'll enter their information that they've given you. Okay, you have them fill out a bank or credit card authorization form with their information.

You will add that here. Okay, add that information. And then you just charge them for monthly bookkeeping.

Okay, if you don't have it set up, you know, you will have it set up in your free QuickBooks accounts, but you put charge them for monthly bookkeeping and it'll be, you know, hey, 750 bucks a month. That's it. Okay, and now with a sales receipt, when you've connected it to QuickBooks payments with a sales receipt, when you save it, it will actually charge their credit card.

It'll charge your credit card. So that'll happen already. Or their bank account information, if that's how they're getting paid.

Okay, with QuickBooks, anytime you accept credit card payments, like QuickBooks takes like 2.9% processing fee. It's not a big deal. Don't worry about it.

But you can also take bank information and that's like 1% if they give you their routing and bank account information. Okay, so they can give you that. We've now charged them.

Now what we want to do is we don't want to have to do this every month. We're not doing this on the 1st of every month, right? We're working efficiently. Okay, what we want to do is we want to set this up to happen on the 1st of every month.

And what you can do is down here at the bottom, click make recurring. Make recurring. You go ahead and click that.

And this will give you the option to have this sales receipt get created, which will then charge your client on the 1st of every month. So down here under the interval, you know, you want it monthly on the 1st of every month, every single month. You know, maybe we want to start next month and then we never want it to end.

Okay, because we're just going to work with this client all the time until they tell us, you know, hey, like we're changing our prices. So we're raising the client's fee. We'll have to go in here and charge them more or they, you know, go out of business or we decide to move on from them from a client or whatever the situation might be that we disengage.

On average, clients stay with us between 5 and 7 years. So that's way down the line. But whenever that happens, then you come in here and stop your recurring sales receipt.

And then right behind my picture, you can kind of see the green button. There's a green button behind there and it says save template. And once you click that save template, it will charge your client on the 1st of every month.

Okay, it's that easy. It is that easy. Okay, so that's how it works.

That's how you're going to get paid. Who's excited about getting paid? Who's excited about setting your QuickBooks account up so that it charges your clients every single month and you don't have to do anything about it just goes right into your bank account. Are you excited about that? So now you guys know and you have the power to, you know, do good work, get clients and then get charged or charge your clients, get paid what you are worth, get paid based on the value you're able to provide.

Okay, that's how it works. Now, so what I'd like to get into, we talked a little bit about, you know, some of the other topics we're going to discuss today. So I want to get into those topics.

Okay, some of you have reached out and said, hey, this all sounds great. But like, what if I want to grow beyond, you know, just, I mean, if you're working by yourself and you do the math, you're typically what I see happen is you can handle about \$150,000, \$160,000 in revenue a year by yourself working full time. Okay, but there are only so many hours in the day.

What if I want to grow beyond that? What if I want to grow beyond that? Or some people say, what if I want to take a more passive role in my business? What if I want to take a more passive role in my business and have somebody else do the day-to-day bookkeeping work? And maybe I can work on business development, marketing, getting more clients, communicating with clients, but somebody else is doing the day-to-day work. Some people have asked about that. You can absolutely do those things.

Bookkeeping can be outsourced. Business owners are outsourcing it to us, right? So guess what? We can outsource it to someone else as well. In other words, you can have staff, you can have assistants.

We heard from a couple of people this week that are doing some pretty incredible revenue numbers in their business. And they've got staff, they've got assistants. And you can get assistants or bookkeepers to help you do some of the day-to-day work for your clients, or in some cases, all of it, both domestically here in the country and overseas.

Okay, you can do that. So you can find people here locally. I mean, I've got people that work in my business here locally.

They're, well, when I say locally, in the United States, they're remote. Okay, they don't even, they're not here in my office. Okay, so I've got them.

Now, if you're going to bring someone on domestically, you know, don't pay anything less than \$25, \$30 an hour. Okay, and now you might be saying, Bill, I thought you said you could get \$76 an hour. Yeah, you can as a business owner.

But for some reason, there are people out there, bookkeepers out there that are under the misconception, and whether they're bookkeepers or anybody else, under the misconception that having a job provides more security than being a business owner. And I mean, I think if you're on this, if you've made it this far, I think you realize that job security is a myth. Okay, if you just pay attention to the news at all, you can get let, people just get let go for no reason at any time, whether the economy's up or down.

There is no such thing as job security. The new job security is being your own boss, being the one in control. But for some reason, you know, people are conditioned to be like, I'd rather just do my job.

I don't want to have to look for clients. And it's like, when clients are so easy to find, why would you work at a job doing the same work that you would be doing if you were a

business owner? I don't know why you would do that. Okay, it boggles my mind, but they are out there.

So those are people that are just, they're not getting it. And they're okay working 20 hours a week. Or for \$20, \$25, \$30 an hour.

Okay, so you can get those people. Okay, they can be low domestic. You can also outsource offshore.

Okay, you can offshore things. Okay, like Philippines, India, you can find people to do the work for like \$7, \$10 an hour. And for them and their economy, that's how it works.

Okay, so you absolutely can make this a more passive type of opportunity if you want. Okay, you can absolutely do that. That's how you do it.

You outsource. The other thing that people like to ask about, we've had a couple of conversations this week about it, is artificial intelligence. Okay, artificial intelligence is here.

It's coming. You embrace it. What do you do? Do you just say, hey, like there's new technology.

I'm going to go somewhere where new technology is not going to affect my business. Well, guess what? AI is affecting everything. 100% of things out there.

And so what do you do if you're a bookkeeper or if you're doing anything else? You adapt. You adapt and you embrace it. AI is making what we do a lot simpler.

Okay, when we talk about like rules, that's not really artificial intelligence, but we're starting to talk about automation. When you talk about like QuickBooks can read bills and create them in QuickBooks and determine what expense account to put them in, we're starting to use some artificial intelligence. We embrace those things that handle a lot of the more mundane day-to-day data entry type stuff so that what we can focus on then is what clients really pay us for, which is to give them information, help them interpret the financial statements to make better decisions for their business.

We can focus on doing that, that higher value stuff. So you embrace artificial intelligence. It's coming.

It's here in a lot of respects. Is it going to wipe out bookkeeping? No, everybody needs a bookkeeper. Everybody needs to set up these, have these systems set up and maintained.

But will it change what we'll do on a day-to-day basis in five years? Sure, but we just evolve just like the old school bookkeepers used to do it on pen and paper, you know, ledgers. For those of you who remember pen and paper, just like that happened. And then the computer came along to automate everything.

We just learned and we adapted. So that's how that works. You embrace it.

Okay. It's making a lot of what we do very easy. Okay.

And that's basically how it works. That's how this entire thing works from learning QuickBooks, learning bookkeeping, getting certified, doing the work, checking to make sure that the work you do is accurate, getting clients, what to say to clients, how to price. That is how it works.

We've walked you through the entire process. Okay. And so now what are we going to do? Well, we're going to have a little bit of fun.

Who wants to have a little bit of fun? A little bit of fun. We're going to give away some prizes here in a little bit. Okay.

We're going to give away the prizes. So stick around for prizes. You don't have to be present to win prizes, but, you know, I'd like to see you here so I can give you your prize.

Okay. So, but what we're going to do is, because I see some people asking in the, in the chat, I've seen some comments. Some people weren't able to attend the breakout session that we had yesterday, where we talked about how we can continue working together after this week.

You have options. Okay. You have options.

You've come so far and I know you're not giving up. I've already heard from you that you are not giving up, which is awesome. Do not stop.

But you have options on how to move forward. And so really quickly, what I want to do is just kind of go through one of the options that you have. I'll talk about other options here a little later in terms of what your next step is, how best to move forward.

Okay. So I'm going to go through that real quick. Then we'll do some prizes.

Okay. So, but first a quick recap of the things that we cover. Okay.

Well, day one, we covered what you need to get your business started so that you have everything you need to get a business started by the end of the week. You all have a business now. Okay.

We went through how to do some bookkeeping, how to check to make sure that the work we're doing is accurate so we can be confident. Okay. Yesterday, we talked about how to market to get all the clients you want, even if you were brand new.

And then today we talked about what to say to prospects, that three question script that you're going to want to use to get them to become paying clients. Okay. And then finally, we finished off with some guidelines on how to price your services.

So, you know, you're charging a fair rate for the value that you're bringing. So who here thinks they can be successful with the stuff I've covered? All right. You can be, it's just bookkeeping.

It's just offering that service to clients. Okay. But how many of you feel like this? Okay.

How many of you feel like this? Like you're kind of drinking from a fire hose. Okay. And I get it.

You know, I tried to give you as much as I could over five days, like an hour and a half a day, seven and a half hours. I tried to give you as much as I could. I just tried to teach, but I don't want you to leave overwhelmed.

That wasn't the point. I just wanted you to see what's possible. I wanted you to have what you needed to move forward and then just have the belief that you can do this.

But what we were able to cover this week really does only scratch the surface. Okay. It's about 1% maybe of what it takes to create a successful business.

Okay. But what you have, that categorization work, that reconciliation work that you have, you'll be doing that work with every client you have out there. Okay.

QuickBooks does more. We know that, but you start simple and work your way up from there. Okay.

QuickBooks does a lot. I'd hate, you know, I'd hate to see you have a client that wants to work with you. We've had people already in the challenge say that they've gotten a client or gotten a prospect.

Next week, I'd hate to see a client drop in your lap that needs more than just categorizations and reconciliations. And you'd have to say no to that client. Okay.

I don't want you to do that. Okay. So what do you do? Because QuickBooks does a lot.

You know, how to do the actual monthly work. We might know how to use QuickBooks, but now when we're sitting in front of a client, what's the process? What do we do first, second, and third? What's, you know, when we're in QuickBooks and doing this work, what's happening behind the scenes? Okay. There's accounting and bookkeeping principles that are happening, debits and credits that are happening behind the scenes.

We have to have a solid understanding of that. You know, there's getting certified. We all know how important getting certified is.

We all know that there are more than two marketing strategies that you want to be using. If you want to get to where you want to be really quickly, use all of them. We know we need to write our full marketing messages and all of the messages that we will be sending to people on LinkedIn and other platforms.

You know, we know that like I've given some general guidelines on how to price your services, but what specifically are we going to charge for every different unique type of client, whether it be monthly bookkeeping or cleanups, when we're cleaning up a messy set of books or what have you. Okay. And then finally, how to have that entire conversation with potential clients.

I've given you some really good guidelines. Three questions that I hope you wrote down because you're going to want to ask those on every consult.

Okay, we do not have as many people here on day five as we had on day one. Not everybody was willing to do the work. I wanted to help you do the most difficult thing was getting started.

You've done that. But now you've got the second most difficult thing that you'll ever face, which is not stopping. Okay, keep moving forward.

Okay, how many people are committed to moving forward regardless? Okay, I wanted to give you the belief that you can do this, that you can have the life you want, that life you calculated on day one. So that right now at this moment, you feel like a freight train and you are plowing ahead and you will break through any obstacle. If that's you, you're in good shape and you'll have all the success you want.

Okay, so because there's a lot more to creating a successful bookkeeping business, I wanted to get you started. I want to get you out there and going and you can do that. But if you want more, okay, if you want the entire, you know, the entire path to get from where you are now to a successful bookkeeping business that gives you income and freedom and flexibility, all of those things.

And you want to do it quickly. And you want to do it without guesswork and, you know, falling on your face like I had to do. And you can say goodbye to whatever situation you're in now that isn't serving you and getting you to the ideal life that you calculated on day one of the challenge.

I've created my booming bookkeeping mentorship program. Okay, and it's everything you need to create businesses like so many of the people that you've heard from already. This is just a, I mean, this is a tiny fraction.

We give around 50 of these awards out every month. These 50K, 100K, 75K awards. Okay, and I've worked with over 8,000 people and helping them just get to where they want to be more quickly and to have the support and the care and the accountability to get them, to get there quickly.

Okay, lots of people in my program are making over six figures. Not everybody wants to grow that big, but you grow the business to the level that you want to. And these awards are cool because I like to, you know, I like to, as you've seen through this week, I like to, you know, reward people for the work they do.

They represent income, but they also represent freedom that these, that people now are able to experience. Okay, so really quickly, in terms of my mentorship program and what that looks like, okay, and what you get. The first thing that you get when you join my mentorship program, which is one of the options you have in moving forward beyond this week, is you get on-demand training videos that walk you through every single step of the process.

Okay, so I'm going to pull over onto my screen here, what the inside of my course platform looks like. So you get login information to my course platform. And this is over 250 video lessons, okay, that are separated by module.

So there's over 250 videos. I think it's 100 hours worth of content, but they're bite-sized. Okay, so you don't have to watch 100 hours worth of content.

You don't have to do that. They're about an average of eight minutes in length. Okay, eight minutes in length, so you can do them whenever you have time.

Okay, but module number one, it's like an orientation module, how to walk through the course, how to have success in the program. What's the best, most efficient path through it? Okay, module number two, that's going to be setting up your business. We go deeper into some of the stuff we covered on day one.

Talk about insurance and EIN numbers and other legal issues, working remotely, tax advantages that you have now that you're a business owner. You've got all kinds of tax opportunities to lower the amount of taxes that you pay. So we go into those things, okay.

And then module number three, that's what's happening behind the scenes in QuickBooks. When we create something in QuickBooks, create a transaction in QuickBooks, we are able to understand what's happening with the financial statements and the debits and credits behind the scenes. If you haven't heard of the words debits and credits, well, you probably heard of the words debits and credits, but in the context of accounting, they mean something a little bit differently.

So you'll have a solid understanding of exactly what's happening. Okay, module number four is QuickBooks mastery. We know that QuickBooks does a lot.

So you will learn QuickBooks inside and out. So that if you do get a huge client this week or next week that wants to pay you \$2,000 a month, you don't have to say no to them. You'll know how to do that work.

Okay, module number five is we get you past all three of those QuickBooks certifications. We'll talk more about that later. Okay, we guarantee that you pass the certifications.

Module number six, monthly bookkeeping service delivery. So this is kind of what I was referring to earlier in the week when I talked about, hey, like learning how to use QuickBooks is great. And that's, you know, that free training inside of your QuickBooks account doesn't even do a good job of doing that, which is why I'm like, hey, that's not going to prepare you to work for clients.

Once you're sitting in front of a client, what do you do on day one, day two, day three? At the end of the month, what do you do? What does the actual work look like with a living and breathing client? When do you run payroll? How do you know when to run payroll? Like knowing how to do it is great, but when and under what circumstances and like what part of the month does that happen in? When do we do our reconciliation? So how we actually do a month's worth of work for clients. Module number seven is arguably the biggest part of the program. It's all of those marketing strategies that you want to be using to get clients quickly.

Okay, we covered the top two, but, you know, if you want it, I mean, who's got time to waste? I mean, if you want to get to where you want to be as quickly as possible, get all of

those marketing strategies up and running. Okay, like our ProAdvisor lesson is like over an hour. Our LinkedIn lesson is about two hours and 40 minutes.

The videos are generally eight hours on average, but some of the marketing stuff is just there's that much to it. Okay, we make sure that you're able to not just use those marketing strategies, but they've got to be effective. Okay, module number eight is how much you're going to charge your clients.

Okay, exactly how much. So you'll learn exactly how to price monthly bookkeeping, every unique type of client you might encounter, how to price cleanups. When a client has a messy set of books, you're never going to be worried about being trapped in an engagement where you're not being paid what you should be paid.

Or you don't have to worry about charging too much. Okay, and losing clients. Module number nine is about closing the deal.

So that's a little bit about what kind of what we spoke about earlier today in terms of all of those questions that you're going to ask, how to guide that entire conversation. Okay, so that they transition into a paying client. So if you enjoyed how we discussed the specific types of questions that you can ask.

And then at the end, when we talked about, well, I talked to a couple of bookkeepers that, you know, were half the price and you loved hearing the responses. And it felt like, well, Bill knows exactly what to say. In any of the, all of these situations, you'll get all those things.

Okay, module number 10 are the, we support you with weekly coaching calls. And so we record those and put those here. We'll talk more about that.

Okay, page number two, you also get access to some bonuses. We'll talk about those later. And then cleanup training.

Okay, we'll talk more about cleanup training as well. Okay, but we've got 250 videos that walk you through every step of the process. Okay, and you move through those at your own pace.

They are self-paced. Okay, and those videos are a \$29.97 value. Okay, so value, value is what you get, not what you pay.

So value is \$29.97. Then you get, you know, three personal coaches. So you never get stuck. What kind of a mentor would I be if I just threw a bunch of videos at you and said, good luck? Okay, like we did this week for those of you in VIP, you got the training, but then you got it, you came in and you had questions and we answered all of your questions.

So you just never get stuck. So in addition to me, you get three personal coaches that help you with everything. And when I say everything, I mean everything.

So learning QuickBooks, learning bookkeeping, setting up your business, getting certified, writing your marketing. We help you write your marketing. We help you, what else? Questions with pricing your clients.

But the real star of the show here and one of the biggest pieces of value here is that when you get a client, we will help you do the work. Like it happens all the time where somebody just joins, they get a big client and they're like, what do I do? I don't want you to say no to that client. Bring that client on so you can get that monthly revenue.

We'll help you do the work. Our coaches will help you do the work as long as it takes for you to feel comfortable doing it on your own. How can you go wrong with that kind of help? And I should say that your coaches, in addition to me, you've got another CPA.

So you've got two CPAs. You've got an accountant who has worked with a senior accountant that's worked with publicly traded companies like Ford. You know, so these are people that have a robust amount of experience that will be able to help you tackle any issue that you face.

Okay. So your coaches, that's a \$29.97 value. Okay.

And then you get access to weekly coaching calls. Okay. So we all hop on Zoom.

For those of you in VIP, it was much like that. Okay. We get on Zoom.

It's a typically small group calls and we have multiple calls throughout the week where you come on and you just ask me your questions and you get them answered. And so you don't like stop, like you just keep moving. I don't want you guys to like struggle with things at all.

I want you guys just to reach out. So we get on Zoom. We share screens.

We, you know, just whether it be QuickBooks, bookkeeping, getting clients, client work, we answer it all. Okay. So you just come on the coaching calls and we help you out.

And those coaching calls are a \$19.97 value, total value \$7,991. Okay. And then you get unlimited email support.

So whether you have a coaching call that you're on or you don't have time for a coaching call, shoot us an email. And we are able to do some pretty complex things through email, believe it or not. Okay.

So we have helped people through complex cleanup jobs. You send us screenshots, reports, screen recordings. Okay.

We can exchange screen recordings. Sometimes you'll ask us, show us what's happening in a client's books. And we'll send you back a screen recording, walking you through how to fix it.

And that's like your own little personal training video that you can keep and hold on to. Okay. So you just email us whenever you have an issue.

Okay. And we get back to you same day. Okay.

So that's a \$19.97 value, having access to unlimited email. And then you get access to the private Facebook student community. So you are experiencing this right now in the Keyboard Rich Challenge group.

It's a great supportive group of people. And you go further, farther if you're doing it with other people, like-minded people. And this Facebook group is something that when I created it, I was like, well, you know, they've got the videos and they've got the coaching calls.

And I'll throw in a Facebook group and, you know, we can all talk to each other. And it has become for a lot of people, their favorite part of the mentorship program, because everybody's so supportive. All of your coaches are in there.

But like all of our members are in there too, answering new people's questions. And we've got people that have tons of tax experience, industry-specific experience. Okay.

So you get a restaurant client. We've got restaurant client experts. Okay.

So you're able to get like the help you need. It's almost instantaneous answers to your questions. We also, you know, celebrate everyone's successes.

And when people are struggling, we help them through it. So it's a really great group of people. In that Facebook group, access to that is a 997 value.

Okay. Then the next thing you get is guaranteed QuickBooks certification. So we have developed proprietary materials that ensure that you pass all three exams.

Remember, you've got to pass all three to get 500 points in order to get your pro advisor profile up, which is one of the best ways of marketing your business. Okay. You've got to pass all three.

The basic, I like to say it's a five to six level of difficulty out of 10, but advanced in payroll, forget about it. That's 10 out of 10. And if you don't pass within three tries, you get locked out.

You get locked out and you got to wait 60 days. 60 days is a long time. And I see people get locked out time after time after time before they come to me for help passing the exams.

Don't let that happen to you. Don't delay the progress to get to where you want to be any longer than you have to. Okay.

So we'll give you exactly what you need to pass the training inside your free QuickBooks account. If you've looked at it, it's pretty, it is extremely, it does not prepare you for the exams. Okay.

It just won't do it. So we ensure that you pass the first time so you can get your profile up and start getting clients. And that's a 997 value.

I used to sell that by itself. I don't anymore just because like people would pass and then they'd have questions about actually doing work for clients. Being certified doesn't equip you to work with clients.

Okay. But it does open up that marketing opportunity. So that's a 997 value total value, 11,982.

Then you get access to another proprietary tool that we developed, which is our pricing calculator. So during the consultation call, you will ask questions of your prospect about how much work there is to be done. You will take that information, plug it into our pricing calculator, and it will give you a flat monthly fee.

So you don't have to worry about charging too much or even worse charging too little. Okay. You know exactly how much to charge every single type of client.

You might see every unique type of client, whether it be monthly bookkeeping, cleanups, all that stuff. And then you can run it by us support. Hey, does this sound right for this type of a client? And we can help you with that.

Okay. So access to that pricing calculator is a \$997 value. You also then get, as you saw in the modules, the cleanup training.

Okay. So cleanups are very challenging. Okay.

They're that's when a client has a messy set of books. Sometimes you'll look at a set of books and you'll be like, I think this person tried to screw them up this bad. That's how bad they're screwed up.

Okay. So they are very challenging. But number one, you learn a lot when you do a cleanup.

You learn so much. And then number two, they can be very lucrative. Okay.

So you, I mean, you can charge two, three, four, I've seen 5,000 for cleaning up a year's worth of books. We've had people charge 14,000, 21,000 to clean up multiple years. And that's in addition to the monthly bookkeeping that you get.

So that's a nice shot in the arm. So not only do we teach you how to perform those cleanups, but we help you with them. Okay.

Remember, you've got your coaches that will help you through it as well. Okay. So you get access to that cleanup training.

So you can handle any set of books, no matter what condition they're in. That is a \$997 value, total value \$13,976. Okay.

Then the consultation call outline will help walk you through all the questions that you need to ask a client to have that entire conversation so that you are as prepared as I appeared to be today when I walked you through it. Okay. So you know exactly what to say and what questions to ask to get that client, to get that prospect to become a paying client.

Okay. So you just walk through it and you just check the boxes and ask the questions. Okay.

And that consultation call outlines a \$997 value. And then you get all the checklists and templates that you've need. I've seen in the group, there's been a lot of talk about an engagement letter.

You have to have an engagement letter. It is a contract between you and your client, how it's going to work, how much you're going to charge so that you are covered if a dispute ever comes up. What's my responsibility? What is not my responsibility? Like you got to be covered.

Okay. And it's got to be reviewed by a lawyer. Ours is you just use it.

Okay. So save yourself a couple hundred dollars and just use ours. Because that's how much an attorney would charge you to look over this.

Do not get something you see online. That's not even for bookkeeping. And even if it is, it hasn't been looked at by a lawyer.

Okay. Don't risk liability. Don't risk problems with a client.

So you get the engagement letter template. You get a proposal template. You know how you have to get credit card and ACH authorization, the payment information so you can charge your clients.

You get those templates. You get onboarding checklist. So when you sign up a new client, what are all the things you need? Okay.

You got all those things. Just check the boxes. When you're doing the monthly work for clients, what are all the things you need to do every month? Just check the boxes.

So nothing gets missed. Okay. So you get all the checklists and templates that will help you run your business really efficiently.

Okay. And that's a \$997 value. And then you get one full year of access to everything.

And when I say everything, I think, I mean, everything that you see here, the support, the coaches, me, you know, like the checklist, the templates, the student group, all of it. One full year of access. Okay.

And that's a \$997 value. Okay. Total value, \$16,967.

That's what you get. Okay. You get that.

Okay. Now, if all this did was, if all my mentorship program did was help you build a bookkeeping business that allowed you to make 50K, 75K or over 100K per year, would it be worth it? Would it be worth \$17,000? I mean, you're buying money, right? Like, just like we talked about earlier today, you're spending 17 and you're getting back 50, 75 or a hundred every single year. I think we can agree that would be a good return on your investment.

Okay. You can't find that anywhere, even in the stock market or Bitcoin. All right.

If all this did was, if all my mentorship program did was make you a QuickBooks expert able to confidently handle any client's books, would it be worth it? If you had the power, this valuable skill to handle any set of books that you saw and and you could charge what you, you know, the, the, the \$76 an hour at a minimum for that. Would it be worth it if you had

that skill? Yeah. If all this did was teach you exactly how to market yourself to get all the clients you want, would it be worth it? Would it be worth \$17,000 to basically have an, like, I like to call it an ATM, knowing exactly how to get as many clients as you want.

You need a client. You got a client. Would it be worth it? So you can see why it's a good deal financially at \$17,000, but, you know, the return on the investment is there, but think about what this does for your life.

Okay. So at some point, like the money's great. In fact, a lot of people who do this, when I started out, I was like, yeah, I want to make a certain amount of money, but I don't need to make a million dollars.

Like at some point, the freedom and the time I get to spend with my family and doing the things I enjoy is even more important. Okay. But \$17,000 is like, that's, that's the values there.

But when I, when it came to like what the investment's going to be to participate in something like this, I had two choices when I decided where to put that. And the first option was I could make it as cheap as possible to sell as many as possible. Okay.

But then I have to skimp out on the value. Okay. I could not give you everything you need to be successful.

I couldn't give you coaches. I couldn't give you updated training. I update the training all the time with new marketing strategies and quick, you know, when QuickBooks changes, I wouldn't be able to do any of those things.

Right. I couldn't, couldn't afford to. But I hope you've seen throughout this week.

I care about you guys. I want you to have everything that you need. And we have a full staff of support people that are there to help you reach your goals again, because we care about you.

So you've seen the A team who you haven't met yet is Carrie and Tim and Tom, you know, all of our accounting and marketing coaches. Okay. We all care about your success.

So I didn't want to go as cheap as possible. We could sell a lot more, but guess what? There's only so many people we can help with the time that we have. Okay.

I just wouldn't be able to give you everything you need to get to where you want to be. Okay. The second option I had was I could just charge some more so I could devote more time and resources, more support staff to help guarantee your success.

Okay. This isn't about hoping that something works. This is just it working.

Okay. This works. It is just bookkeeping.

It is learning bookkeeping and then getting clients. Okay. So that's the option I went with.

And that's the option I think you want to make sure that you have everything you need to be successful. So again, quick recap. My mentorship program includes the online training videos that teach you every single step of the process.

Three personal coaches that you have access to. So you never get stuck in addition to me. Okay.

Then you get the weekly zoom coaching calls. We have multiple calls throughout the week. You've got unlimited email support.

So you can email us with any of the questions you have. You've got the private Facebook group where you can collaborate and communicate and learn from everybody else that's been on this journey as well. You get guaranteed QuickBooks certification.

So you get past it without getting locked out and you can get your profile up. Then you get access to the pricing calculator. So you never have to guess how much to charge a client.

You get the cleanup training. So you can handle those complex, yet lucrative and great learning opportunities, cleanup engagements that'll come your way. Over 50% of the clients that come to you for monthly bookkeeping will need a cleanup as well.

Okay. You get the consultation call outline. So you know exactly what to say during those calls.

You get all the checklists and templates, including the engagement letter and that's been reviewed by an attorney and you get one full year of access to everything. Okay. But, okay.

We've talked about the value, but you've made this your week. Okay. You've made this your week and we're going to give away prizes a little later.

I want to reward you for doing the work. You were all still, well, not everybody's still here, but those of you who are here, you made it this far. I want to reward you for doing the work.

I want to do something special because you've put in the work. That's just what I do. Okay.

That's what I do. And I want to encourage and incentivize and reward that work that you've done. If my mentorship program is an option where you're like, look, I've loved this week and I believe that since Bill's helped over 8,000 people, he knows exactly how to do it.

He can get me there quickly and I know I'm going to have the support I need and the accountability I need. Then I would encourage you to consider joining my mentorship program. And if you wanted to do that, you can get started today for just one payment of \$49.97 or three payments of \$19.97. Okay.

So there's a payment plan there. Okay. So one payment of \$49.97 or three payments of \$19.97. Again, if this makes sense for you, all you got to do is save your spot with a \$997 deposit at [keyboardrich.com](http://keyboardrich.com) slash yes.

Anna, if you want to drop that link in the chat, that would be helpful so that you can click on that. You go there and make your deposit \$997. Okay.

Then you go to a DocuSign that just, it's an agreement that just talks about what you're going to get and how it all works. And then once you electronically sign that, you go to a page to make the balance of your payment. Okay.

So if you're doing the one payment, you would pay \$4,000 and you'd be done. You're in. You get your login information.

If you're doing the three payments, you would make the balance of that first payment. So you would pay \$1,000 since you've already paid the \$997. And then if you choose that payment plan, the second payment of \$19.97 would be charged automatically in 30 days.

And the final payment would be charged automatically 30 days after that. Okay. But you get your login information after you make the balance of that first payment.

Okay. The payment plan is about \$1,000 more expensive. Okay.

And that's to account for, you know, interest and the fact that we've got to administer these payment plans and, you know, oh, my card number changed or I lost my card. Like there's some administrative work that goes into managing that. So it is about \$1,000 cheaper if you do the, if you pay in full.

Okay. \$49.97. Keep in mind, as we've heard from multiple people this week, and as we've heard from the training, one client, getting one client more than pays for the cost of the course. And again, if a client drops in your lab this week or next week, that's money that like, hey, let's like, we can help you do the work.

Okay. You join the mentorship program. We'll help you do the work.

Don't turn that client away. I don't want to see you turn the client away. Okay.

So that's what you're going to want to do. Save your spot. Sunday at midnight Pacific time.

Enrollment will close. Okay. I cannot leave it open indefinitely.

This is not meant to rush you, but I cannot work with an unlimited number of people. We've got a support team that can support enough people that we typically bring in on a regular basis. But if we kept it open forever, we wouldn't be able to help everybody.

Okay. So Sunday at midnight, you'll need to get your deposit in. You have until next Friday to make the balance of your payment.

But keep in mind that you don't get your login information to the mentorship program. So you don't get started until you do make the balance of your payment. So make that right away.

Okay. And you just get started. We have people already in the program, since we talked about it yesterday, getting certified already.

I did a coaching call yesterday at 4 p.m. Pacific, and I saw some of you on the coaching call. So your first coaching call, which is really cool. Okay.

So that's how it works. And then Monday at 10 a.m. Pacific time, we will have a welcome party. It'll be your opportunity.

It's not mandatory, but it'll be your opportunity to meet your support team. You'll meet the A team. You'll meet Carrie and Tim and Tom, and I'll be there wearing a black t-shirt.

Okay. I'll be there wearing a black t-shirt. So keyboardrich.com slash yes.

Now you have two choices. I had two choices. Now you have two choices, because I know you're not going to just give up this week.

You're all here because you recognize that this is your thing. And now you have this superpower. You've been given this gift, just like I was given this gift from the bookkeeper at the gym, where I didn't know a thing about bookkeeping.

Okay. You said, hey, this is my week. Why not me? Why not now? This is your path to change your life.

So you have options. Okay. The first option is you can go through all the trial and error and try to figure everything out on your own.

Okay. You can absolutely do that, but you're going to have questions. You know that.

I'm not telling you anything you don't already know. Okay. But some of the questions that you will encounter that you'll have to find solutions to.

What do I need to onboard a new client? What are all those things I need from a new client to onboard them? Okay. What if I don't know how to categorize something? What if I don't know where it goes? What niche should I choose? Like, should I work with clients in a specific industry? If so, which industry? Okay. How do I get reviews if I don't have clients? We talked yesterday about how you have to get reviews to rank the top of multiple different platforms.

And there is a legitimate way of getting all the reviews you need, even if you don't have clients, even if you're brand new. You got to rank at the top. Don't be invisible.

All right. What if I can't pass the QuickBooks exam? What if I get locked out? I've seen people get locked out six, nine, 12 months before they come to me. Don't let that happen.

Don't delay the progress that you could be making. Okay. What if my client asks me a question I don't know? That will happen.

In fact, it will happen whether you're part of my mentorship program or not. But at least with my mentorship program, you just come to us and we'll help you answer it. Okay.

What do I give the client every month? What I give them at the end of the month when I'm done with my work. What should be in my engagement letter? Don't guess. We'll just give you one.

Okay. How do I get paid by clients? We went over a little bit about how to get paid, but what are the exact steps to do that, to accept those payments? How do I clean up a client's books? How do I walk through those cleanup jobs that I'm going to have to perform for over 50% of my clients? How do I write all of my profiles and messages? Again, we want to talk about benefits and keep the focus on the client. But how do I write that full profile? How do I write all those valuable messages that we need to be sending out on LinkedIn? What if a client asks for a resume? What do I say? Okay.

What if I have to talk to a client CPA? The first time I had to talk to a client CPA, I was not doing well. Okay. It was a frightening experience.

What do you say? Okay. What happens if you have to talk to a client CPA? Exactly how much do you charge clients? Every single type of client you might find. Okay.

Exactly to the dollar. What if a client is paying for personal stuff out of their business account and vice versa? We're paying for business stuff out of their personal account. What do I do? Is it okay? If so, how do I categorize things? How do I handle 1099s for my client? We've all heard of 1099s.

That'll be part of what you do. Those need to be filed with the IRS. How do we do that? Okay.

We'll show you how to do that. How do I raise a client's fees? Okay. So like you will from time to time, if you're doing it right.

Okay. You can do this wrong if you want to, but if you're doing it right, you will be raising rates periodically. How do you communicate that to clients and do that so that there's just no issues? How do I fire a bad client? Clients are people.

And we've all known people in our lives that relationships have turned sour for whatever reason. We just don't want to work with them anymore. How do we handle that? How do we fire a bad client? Okay.

I don't know what I don't know. There's a lot of stuff out there. Okay.

Just ask us. And then countless other predicaments that you're going to run into. Okay.

And again, I'm not telling you anything you don't know. And you can go out and Google this stuff. You know, you're going to get millions of results, you know, lots of it conflicting.

So you don't know really what to do. And what if a client has a deadline and they're waiting on you to figure this stuff out? You know, what if they have a deadline? What if what you found on Google or YouTube wasn't specific to your client's situation? You thought it was, but it was a little different. And a mistake has been made.

Okay. What if a client gets upset and they start throwing around that refund word? Remember, we charge our clients in advance on the first of the month. Let's not talk about the R word.

Okay. The refund word. How much time is it going to take you to figure out all this stuff? Six months, a year or more.

You're just going to give up. You know, all of us have people that are counting on us to figure this stuff out, whether it's other people or ourselves. Okay.

Keep in mind, you could be making money the whole time you're trying to figure this stuff out. That's why I created my mentorship program. It is the fastest way.

It is the easiest way. And it is the cheapest way. When you factor in, even factoring in the investment, factor in the fact that you could start getting clients within a month, two months, whatever it is, as opposed to the next six, nine, 12 months, it's the cheapest way to get to where you want to be.

Okay. So your second option is then just to work with someone who's helped thousands of others do the exact same thing you want to do and get it done within the next month or two. That's it. Okay, choose what's right for you. But recognize that time is your most valuable resource. We can always make more money, but we can't make more time.

So that's why I want to get you where you wanna be quickly. You've learned a lot of tips and tricks this week that I learned from falling on my face and trying things and what worked and what didn't. And I've just streamlined the whole process.

And now, you could participate in the same program that people holding those awards are holding and we can get you one of those awards. Okay, so again, my mentorship program includes the videos and the three coaches in addition to me, and the Zoom coaching calls, and the unlimited email support, and the private Facebook student community, and the guaranteed QuickBooks certification, the pricing calculator, the cleanup training, the consultation call outline, the checklists and templates, and one full year of access for one payment of \$49.97 or three payments of \$19.97. Okay, so if you feel like this is right for you and you want me to take your hand and just walk you through this process, do it quickly, all you gotta do is save your spot with a \$997 deposit at [keyboardrich.com](http://keyboardrich.com) slash yes. And if you wanna drop that into the chat one more time, quick notes, make sure that this is right for you.

Okay, do not join my program if you don't feel like, if you're like, eh, I'm not really sure. Don't, no hard feelings, okay? Because the deposit is non-refundable. So make sure that this is right for you.

Make sure that I'm your guy. Okay, if I've proven to you this week that hey, Bill's gonna bend over backwards and I mean, you saw how long I went on VIP. If you're a part of VIP, that Bill's gonna bend over backwards to make sure I'm successful, then this could be right for you, okay? But the deposit's non-refundable, so make sure it's right for you.

And then also don't join unless you're willing to do three things. You gotta follow the program, you gotta put in the work, and most importantly, you gotta lean on me as a mentor. That's what we're here for.

That's what I created this for. I mean, I didn't create this just for the good of my health. Like, I get people in, I get them successful, and then their success is my success as well.

It reflects on me, okay? But you gotta lean on me, okay? If you're not willing to do the work, if you're not willing to do all these things, don't bother with this. Go find something else to do, okay? But for those of you who feel like, look, bookkeeping seems like it's something I can do, it's accessible, it's like a free QuickBooks account, I can get clients and I can have support, this makes sense, this could be right, okay? So that's what you're gonna wanna do, keyboardrich.com slash yes. Put down your deposit by Sunday at midnight Pacific time because we will close enrollment, okay? But the first 50 people who register get lifetime access to everything.

So instead of a year's worth of access, lifetime access, okay? So the coaching calls, me, the videos, the checklists, the templates, you get access to everything for life. We work together for as long as it takes to get you to where you wanna be, okay? So you don't have to feel rushed, all right? Now, this is what I said yesterday, the first 50 people who register get lifetime access to everything. What happened was a bunch of people reached out and said, Bill, this is an investment, I wanna make the right move and I wanna talk to my spouse, I need to check into financial arrangements, I need to do something, but I don't wanna miss out on that lifetime access.

And so you guys reached out and so what I'll do is this, if you enroll and put down your deposit by Sunday at midnight, by Sunday at midnight, you'll get lifetime, everybody will get lifetime access. Okay, I will do that because I want you to make a good decision, this is not about rushing you, talk to who you need to talk to, make sure it's right for you. Again, don't move forward.

Don't waste my time and don't waste, and more importantly, don't waste your time. This is not right, don't move forward, okay? You don't have to do this, but for those of you who are like, I'm all in, I wanna get there, this is my thing, jump in before Sunday night at midnight and put down your deposit, okay? So now the real question is, are you gonna continue the incredible progress you've made toward your ideal life this week or are you gonna hit the brakes and risk losing it all? Okay, doing it on your own? I've seen most people attempt it on their own and those are people I never hear back from again. They're just people that, you know, things come up, things get hard, you'll run into, whether you're in the mentorship program or not, you'll run into roadblocks, you'll run into speed bumps.

Difference is we're here to help you through it and we'll solve your problem in seconds as opposed to like you getting frustrated, okay? So don't hit the brakes, okay? Join a group of people who can help you to just get to where you wanna be, okay? And that's how you do it, okay? That's everything you get. You go to keyboardrich.com slash yes, you make your deposit payment, do that by Sunday at midnight before we close and you will get lifetime access and then you'll go to a DocuSign where you'll electronically sign and then you go to the page to make the balance of your payment. You have until next Friday to make the

balance of your payment because I know some people have to move some money around, things like that, but you don't get your login information until you do make the balance of your payment, okay? And then on Monday at 10 a.m. Pacific time, we'll have a welcome party and you can come on and meet your coaches and meet the A-team and we just get, actually you get started when you get your login information, but it's a welcome party.

So you don't have to be there. We'll send out the recording if you can't be there of the welcome party for those of you who are in. Quick note, for those of you who are signing up that are part of VIP, okay? When you enroll, you should get an email with your login information, but if you don't, that's because you are VIP and you already had access to our learning platform, okay? You already had access to our learning platform.

So log back in to where you would typically see your VIP recordings of the challenge and you should see the course listed there because it's so quick note there, okay? So that's how you do it. I will answer a few questions about the mentorship program here in a little bit, but what I wanted to do now is I wanted to bring somebody on. Again, I've introduced you to a few people that I enjoy having them share their story so that you guys can learn about their journey and about their process.

And the next person I'd like to bring on is somebody who is one of you, okay? She's been on the same journey that you've been on this week. She's gone through the challenge and then she made the decision yesterday to participate in the mentorship program. I'd love to bring Carmel on.

Her name's Carmel. And so that you can hear from her about her situation, what her journey looks like, because again, we do this together. We do this together and we support each other through this.

So I want to introduce you to Carmel. Carmel, how are you? Well, going properly here. How are you? Good morning, Mel.

Good morning, everyone. I'm doing great. Thank you for inviting me to join.

Well, thank you for joining us. I know it's not, you know, we kind of put you on the spot a little bit and we said, hey, you jumped into the mentorship program. Love to hear a little bit about you, get to know you a little bit, introduce yourself to your fellow challengers and then walk us through, you know, where you're at and, you know, kind of what you're looking to achieve.

So a little bit about me. Those of you got to see my introduction video. I mean, I'm a, my name is Carmel, originally South African, been in the States for several years, now American citizen.

I have worked in the corporate world for a long time doing various things. You know, but there's always been a hankering wanting to do my own. I understand business and I understand the fact that there's benefits of having your own, but there's also fear of what do you win, where and how.

I, you know, dad was an entrepreneur growing up. And so I know there's pitfalls you have to watch out for. You know, he has had businesses, lost businesses, you know, and so there's good things and bad things go with it.

One thing that I do know is that it takes time to learn these lessons. And that was one of the reasons after I did my research and I probably didn't sleep much on Monday night or Tuesday night and even Wednesday night because I did scour the internet to make sure that this program is for real, first of all, because I said, there's some scams out there. This recently, I bought, I thought I was buying some containers and I got scammed for some money.

Anyway, long story short. So I wanted to make sure what you're saying is true and it wasn't. It said, I looked for multiple sources and I checked that.

And that confirmed everything you told us is true. It also confirmed the things that I have from experiences, which is nice. And then lastly, the only thing I had to overcome was my fear because this is, and as I stand here, I got goosebumps because I gotta do this.

So to add to this is I was fired in the beginning of April. This is different circumstances, not anything I did particularly wrong. It's just one of those things that happen in life.

And so I am sitting here, I've had interviews. I still have interviews on Monday, but I called my husband after we had a discussion. He says, I gotta make a choice.

It's gonna cost us, this is a lot of money and there's a risk involved with it. But the only thing that I need to do is I gotta do the work. You have the processes, you have the systems and you have the safety net.

And if I do the work, then I know I can do it. That was the reason I said yes. So I don't know who else is in the boat like me, but that's where we're at.

Still very scared, but I believe I can do it. You know, I appreciate you putting your trust in me. I have had, I don't take it lightly.

I have had thousands of thousands, over 8,000 people do it. So like on some level, it's like, you know, we're used to this, but I don't take that lightly. You know, you've made a decision to put your trust in me and we do the same thing.

We reciprocate, you know, we meet each other halfway and if you're willing to do the work, we will support you through this. There is no, you'll learn QuickBooks and you'll learn bookkeeping and then there is no situation with a client you'll ever run into that we won't be able to help you solve. True, and I think the other part of that is, you know, that I have a choice, right? So I'm making this decision as an informed decision, which I think is important and I did.

Secondly is, if I, this is a proven system that you guys have used in the process and I spent some time looking at what you put together on the platform last night and I was blown away. Something about just going through the stuff you've been put together for us on taxes or looking at the training you've done, the overview, a lot of the questions people had

specifically about the basics and how do you do this and that and if accounting, you've covered all that. So it does give us a solid thing to work from.

What I also loved on that platform is you give us the recordings for all decisions you've had for several years and that in itself was like, okay, well, geez, this is means, this is a lot and if I spend the time and the effort to do the work, to learn, to educate myself and be uncomfortable for a little while, then I can do this too. So that is definitely it and I appreciate you reciprocating the trust but I also know that this is on me too and that's the balls of my court right now. I gotta do the work, get certified and get that done and if I do that, then there is a safety to catch me and answer those questions and I pray and hope that I can do this for myself, first of all, because I think it's important to do it for me and then secondly, for my family because I am a mom of two boys and they're young.

I'm a foster mom. They are now nine and 11 but I've only been a mom for two years. So it's very new and one of the things that was very, that kind of like, you know, that made this real was a little while back, I was working as a proposal manager so I work long hours, weekends, nights.

It's been a week. There was one week, and I work from home, the one week I think I saw my family for five hours at all. We live in the same house.

So there is, and then I missed one of my boys. He couldn't read in third grade and then he made up and he got, you know, AB honors role and I couldn't make it to the presentation of it because I had to attend a meeting. That really bothered me because I can never get those first backs.

I can never get that time back. I can work. And so that was, and that was another reason why I feel like if I can control my schedule, I can be there for them.

This was a gift given to us and I would like to reciprocate that to them to show up when they need us. Yeah, they're foster children? Yes. Bless your heart for doing that.

That's cool. And yeah, I mean, before I was, I'm getting a little misty here, but because I have kids now, right? I have kids and before I had kids, I didn't get it. I didn't get it, right? I'm a guy.

I didn't get it. I didn't get what it was like to walk my kids to school in the morning. Big deal, okay, big deal.

But now I value those mornings that I get to walk my kids to school and things like that. So somebody on VIP, I think earlier this week talked about working 80, 90 hours and like working these hours. And then you've got to ask, like a child, you have to ask your boss for permission to go to doctor's appointments and things like that.

I had booked the time off. It was on the calendar weeks in advance. Oh gosh.

So it happens and it's a question about priorities and I'm choosing my priorities to do my family first and everything else. And yes, this is a means to provide for them and that's where I want to be, not the other way around. Very cool.

They deserve the best of me. Yeah, yeah. That's awesome and that's inspiring.

And I can tell you this, we'll do our part, okay? We will make sure that you learn QuickBooks, you have the support to do good work, but that you can also get clients. I mean, again, people find getting clients is hard. We'll show you exactly how to get clients so you can start getting paid.

And then your confidence will grow and those feelings that are normal that you have about being nervous and a little fearful because it is a big step, you'll look back and you're like, well, hopefully you'll feel as proud of yourself as some of the other people that you've heard from this week feel about themselves. Yeah, I'm looking forward to that day. I'll leave one thing.

I read something earlier in the week about my confidence and it said confidence is nothing different than action and intention. So the intention is there with having your support and everything else and I got to take the action. So I'm hoping by doing this that I can gain the confidence in results of payoffs.

Well, you will. I've said it, I think I've said it once before, there's no reason why this program works for some people and doesn't work for other people. It all comes down to you.

So if you're willing to do that, we'll meet you there. Before you go, a lot of people are watching right now and they're considering whether or not this is right for them. And obviously everybody needs to make the decision that's right for them.

But what would you tell people who are considering what their next step should be? I think ask, look at your why, like everybody else has said, because there's gonna be times and anything we do is you're gonna have to overcome. If you make it or you don't make it, you're gonna have to be able to live with the decision you don't, but look at the why. And I did, and I looked at and I did the numbers.

I worked it out. And even if I get, let's say we pay the amount now and I looked at breaking it down, I need to have several, I think I worked out as about six clients and that's just one time payment. And I can, you know, for \$300 and then, you know, then I'm quite there.

And, you know, that's first month, but if I do it repeatedly, you know, that cost is covered quickly. What is not said is this is support for whenever I need it, not just this one here forever. I cannot tell you how much that means.

I did not look at how much it would cost me to get an attorney to do the contracts. And I know just to get a consultation with attorney because I just recently asked that, you're gonna put down, you know, a retainer of several thousand dollars. So this has paid for itself through, you know, just by getting the paperwork you've given me to start the business, to have the access, to the knowledge and the skills and the support.

So absolutely go for it. Do your homework, but- Do your homework, yeah. Yeah, do your homework, do what's right for you.

And I'm excited because for you, because I know what is in store for you. I know what's in store for you. I know you're a little nervous, but you know, we'll get you there.

And I know what's gonna happen. So Carmel, thank you for coming on and sharing your story a little bit today. And hopefully, you know, other people can kind of, you know, think through this and figure out the path that's right for them.

But I really do appreciate it and your time. Thank you very much, Bill. Thank you, team.

And I look forward to having some of my fellow team members with me there. I know they signed up, so yay. All right, sounds good, Carmel.

We'll talk to you soon. We'll see you soon on the coaching calls. Yes, we will.

Okay, bye-bye now. Bye, everyone. All right, cool, very cool.

So that's Carmel. She's somebody who is a fellow challenger and who's decided to take the next step, okay? And if you feel like the next step is right for you, well, do two things. Do three things.

Determine your why. Who's counting on you? Why is this important to you to make a change? Why not you? Why not now? That's number one. Number two, do your research.

Come on, you know, think through everything. Look at all this stuff. Is this stuff gonna get you to where you wanna be? Do you feel like it's gonna get you to where you wanna be? Rewatch the challenge if you have to rewatch the challenge.

Okay, be confident in your decision because it doesn't serve anyone if you jump into the program and don't do the work or any of those things. So make sure it's right for you. And then number three, before tomorrow night at midnight, not tomorrow night, Sunday night at midnight, put down your deposit.

Okay, 997, go to [keyboardrich.com](http://keyboardrich.com) slash yes, and you put down your deposit of 997. You go to a DocuSign, and then you make the balance of your payment, okay? If you have any issues going through that process, if you have any problems with the DocuSign or going through that process, email VIP at [boomingbookkeeping.com](http://boomingbookkeeping.com), okay? VIP at [boomingbookkeeping.com](http://boomingbookkeeping.com), and we will get you taken care of, okay? I know some people wanna split things on two credit cards. Email VIP, okay? I know some people are like waiting on their 0% credit card to come.

Email VIP, okay? So that's what you'll wanna do. And then before we do prizes, what I'd like to do is bring on one last person who I think you're gonna really enjoy because not only has this person had a lot of success, but he's had a lot of success doing one of the things that we talked about today, which is outsourcing some of the work, okay? So he can make more and work less. So I'd like to introduce you to Jimmy.

Hey, Jimmy. Hi, how you doing, Bill? Yeah, the lazy one. That's me.

What'd you say, the lazy one? Yeah. With the outsourcing, you know, work smart, not hard. Very cool, very cool.

Thanks for taking the time today to join us. And actually, we'll ask Jimmy a couple of questions. We have a couple of questions for Jimmy later.

We'll open it up for questions. But tell us a little bit about yourself and what life looked like before you encountered the world of bookkeeping. Well, let's see.

So I was a paramedic and then I was a nurse for 10 years. And I did that for about 10 years. I worked in the ER and the ICU.

And after my back started giving out, I got a little sick. I started working in the insurance field, selling health insurance, which was because I was still trying to help people. You know, I wanted to help people, but I needed to support a family.

I had, you know, three small kids, that kind of thing. And I was just getting burnout, working nights for 10 years as a nurse. So I went into that.

And while I was still helping people, sometimes the, it was, how do I describe it? I guess, what did I say one time? I said that it was pretty much like a soul-sucking job. It was just kind of, I was very mentally drained at the end of every day. You know, and some of the days were very long.

I was working for somebody else. Now, you know, like I said, my employer was, he was a real good guy, but yeah, I just didn't want to do it. And I remembered from a long time ago that I, you know, kind of wanted to try one of those kid things.

Hey, CPA sounds neat. So I thought about doing bookkeeping and, you know, and accounting. And so I was looking around and I stumbled across a couple of courses.

And I think we had talked about that one time. And yours seemed to be over and above better back then, even in what, 2019, I think it was, that I started. And, oh, as a side note, just so people know, I did start in 2019.

I just used support last, yesterday, on a strange thing I had going on with a new client. So I'm still using the course, you know, I'm still using the mentorship, the course, the, you know, that kind of thing. So it doesn't stop, you know, I've been doing this.

I am doing very well. But, so anyhow, I got into the bookkeeping and now the boss that I used to work for, he's one of my clients now. And I don't work for him any longer, but I do take care of his books and, you know, and help him with that.

So that worked out really well for me. You know, we were very amicable and yeah. Things worked out well for me, but yeah, I'm still able to help people with the bookkeeping.

And I think that's one of the biggest things that I need is being able to help people because some of the books that you get, they're just, you know, messed up. And I mean, you know, it just seems like when you help them and they know how much money they're spending on stuff, sometimes they don't realize it. They're like, oh man, thank you.

I needed this, you know? And I think that means more to me than practically anything is still being able to help people. Well, so you've got a background of helping people, whether it be

nursing or now like you're helping small business owners, would it be fair to say that's one of your favorite parts about bookkeeping? I think so. That and, you know, being able to do it on my time, you know, with my schedule.

There are days that, you know, I get in the groove and I wanna work, you know, 12, 14 hours a day. And then there's days that I wanna play video games or go someplace with the family or take a cruise, you know, which happened, you know, the beginning of the month I went on a cruise. So I just got back from that.

So, yeah. And so this works a lot better for me than working for somebody else would as far as going on. So tell us where you're at now.

I mean, because you were, you know, I think you were making a decent income at your previous position. Yeah, I replaced my \$100,000 a year income. And now you're gonna have to create a new award, I think, because I'm getting close to the 250,000.

And of course, I couldn't do that alone. But so I outsource a lot of my bookkeeping also because I'm lazy, like I said. No, I, you know, it gives me more time, more flexibility to work with things.

We just got a new German Shepherd puppy that, you know, I like to be hands-on with training and stuff like that. So it gives me a lot more time, a lot more flexibility that way to do the outsourcing, so. Okay, cool.

Okay, so let's break it down here because we'll open up for questions here in a little bit. But 250K, well, you're approaching 250K. I'm getting there, yeah.

I'm not there yet, but I'm getting there. And I'm hoping to get there by the end of this year, beginning next year. What does it look like in terms of how many clients and how much work you're, like how many hours you're working? Oh, I try to limit my work to no more than 20 hours a week.

You know. 20 a week. I, yeah, I don't want to do any more than 20.

I try to do as least as I can. I have three or four clients that I work on personally. My old boss is one because it doesn't take that long.

It's pretty, you know, pretty simple. My first client I work on personally, she's a friend. And then I think there's another two clients that I'm working on because I want to do the cleanup on one of them because I'm enjoying it.

So other than that though, after I go run through the books and everything, then I turn it over to one of my contractors. And then we have, you know, weekly meetings over something called Slack, which is like a Discord or, you know, people might have, you know, it's a chat type program that you can use. You can do screen shares with.

So I'm totally able to work with them well and, you know. Okay. And they don't cost as much as a bookkeeper here, of course.

Okay, so let's get into that a little bit. So again, approaching 250K, you'll get there by the end of the year, which is awesome. Keeping in mind, I want everybody to understand that you don't have to grow a six-figure business or a 250K business.

Just go where you want to be and then just stop. If you get to 60 and 60 is where you want to be, then just stop, okay? But you're doing that, you're about 20 hours a week. It sounds like you got about 10 clients or so.

Would that be fair? Oh no, probably maybe 17, 18 maybe. 17, 18, okay. Yeah.

17, 18 clients and then, I mean, to earn that kind of revenue and only work 20 hours, you've got an outsourced team. Where is that team at? Right now I'm using India. India, okay.

Because they, I mean, they have very good training standards there. You know, they have the, and the universities and one of my people is a forensic accountant. And one of my people is, I don't know what it's called.

It's some sort of a, it's a CBA equivalent in India. Some sort of a charter going on there. And then I have two people that are in accounting school over there.

And so they do the, like the bookkeeping data. Okay. You know, reconciling things.

So, you know, I have four people and I pay them different rates, but yeah. Yeah. So yeah, we talked earlier today about how like India, Philippines, if you want to go offshore and then you can also hire domestically.

So that's awesome. Anna, if you want to open up the chat. Well, my daughter works for me too.

So that's, you know, my daughter works part-time for me too. So, you know, she's learning how to do reconciliations and how to do categorizations and just, you know, some of the basic stuff right now, so. Cool.

So is this kind of a legacy business? Yeah, I think it will end up being, I thought about selling after a while, but you know, it just kind of depends on how it goes. That's cool. That's cool.

If you have some time to answer a few questions, I'd love to open up the chat. Anna, if you want to open up. Yeah.

Okay, Anna, if you want to open up the chat, you can go ahead and do that and feel free to type your questions into the chat and we'll ask Jimmy here. But in the meantime, what does life look like now? Before you set a soul-sucking position, working a lot of hours, what does life look like now? I mean, you're taking cruises, but what does it look like? Well, yeah. And oh, you know, I really need to thank you for putting this program together.

You know, it is life-changing. So I just really need to thank you for that. You've made it a whole lot easier for me and my family and I don't think I could have done this on my own.

So with you having the structure there and I was looking over the course of stuff again, I mean, it's like 2.0 now. I mean, it's just so much more there. It's awesome.

It's really cool. And I keep going back to little parts of it from time to time myself when I get rusty on something. So I love having that resource there.

But no, I appreciate, thank you for that. I appreciate you saying that. That means a lot to me.

And yeah, we make it available and then it's all up to you, but you've taken it and you've run with it. What does your family think about what you've accomplished? I mean, this is no small feat. Oh, they love it.

How do I describe it? I guess, what did I say one time? I said that it was pretty much like a soul-sucking job. It was just kind of, I was very mentally drained at the end of every day, you know, and some of the days were very long. I was working for somebody else.

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That means a lot to me. And yeah, we make it available and then it's all up to you, but you've taken it and you've run with it. What does your family think about what you've accomplished? I mean, this is no small feat.

Oh, they love it. My wife likes that I'm available to go do some things occasionally as a family where usually it was just her and the girls would take off and go by themselves. Now I can go too, if I want, but you know.

Oh no, I have to work today. No, but you know, and being able to say, okay, we wanna go do this this day instead of having to ask for the time off or that kind of thing, I can just, you know, go, you know. I don't meet with most clients.

I have a couple of clients that I meet with sometimes and I'm able to do that and not have to work around things or it's just the freedom to do what you want and having money as a tool to be able to do what you want is two of the biggest things. And, you know, I'm not doing this. I never started out to do this to get rich.

I just wanted to have the freedom to do this because, well, I have a couple of chronic issues too. And, you know, sometimes I'm not all the way up to par and if you're working a regular job, an employer doesn't always understand that. But, you know, if you work for yourself, you know, and you call in sick, the boss probably doesn't mind.

So. That helps, that helps. Yeah, I mean, that's, boy, medical issues and just family and, you know, not having to ask for time off and having that freedom is huge.

What would you say specifically about my program was, you know, most instrumental in helping you get to where you wanna be? Marketing, your, on how to get clients is, I think, the most up to date that is out there. One of the programs actually said, you know, go out and shake hands and, you know, introduce yourself to, you know, which is, I guess, one way to do it. But, you know, being able to do other things through LinkedIn and Facebook and to do, you know, Google My Business and ProAdvisor advertising and all that stuff, bringing that all in, let you see a hundred people at a time, a thousand people at a time versus one person at a time.

And I'm not saying face-to-face networking is out, you know, I hand out business cards, you know, every once in a while when I go out too, but I think I've gotten 99.9% of my business from Google My Business, from ProAdvisor and stuff like that, you know, and a little webpage, I think it's like three pages or something like that I have up, just so that I have a web presence for this and that, you know, but yeah, no. So I think that your marketing strategies and, you know, your getting clients is one of the best parts of the course by far, you know, far and away. I mean, accounting is a skill that can be learned, you know, there's some resources out there that you probably mentioned, you know, to assist for more expensive stuff, you know, accounting coach, that kind of thing, but as far as putting everything together and turning it into a business, this course makes that happen, so.

Appreciate that, thank you, Jimmy. We do have a couple of questions here, so let's get into it. How long did it take you to get your first client from when you started marketing? Oh, okay, from when I started marketing, so doing stuff consistently because for a couple of months during the beginning of the course, life happened and I didn't really work it very well, and so I think I remember I emailed you and I was like, hey, this isn't working, and you're like, well, have you done this, this, and this? I'm like, uh, no.

So once I started doing it consistently, I think it was four weeks, maybe. Well, I had one client sooner than that. It was a small client, you know, like 150 bucks a month or something like that, just doing a little bit of reconciliation, and then they start coming in spurts, and you get like two or three at a time.

I think it was four weeks, maybe six on the outside before I got my first client, and I was still doing the course at that time, so a small state of panic, I remember, set in at that time, but able to get through it and work with some questions and stuff, and lucky it was just kind of a straightforward cleanup, and then just monthly bookings, and I still have that client, so. Cool, very cool. So pretty quickly, four weeks, that's pretty awesome.

How long did it, where was it? How long did it take to replace your previous income? Nine months? Nine months. So replacing a six-figure salary in nine months. Yeah, yeah, yeah, nine months, and that was for recurring.

That didn't count the cleanup money, because I never, whatever I use right now for my income goals and stuff like that, my KPIs is the recurring. Anything I get from cleanups and stuff, I just toss on top of the pot, so. Got it.

Yeah. Cool, very cool. I mean, that's quick, that's quick.

At what point did you decide to outsource the work? When I was sitting up one night at about 1 a.m. and still working, and I realized that I had more clients than hours, that's when I started researching how to outsource, and then pretty quickly, I was able to reduce that back down to a manageable level. Not that I minded, because it was all mine, it was my business, it was something I wanted to do, but at the same time, working that whole day up until about 1 a.m., trying to get stuff done for quarter one, quarter two, something like that. It's like, you know, let's find some help, so.

Got it. Okay, cool. Let's see.

Has any client fired you before? Yes. I was fired by one client, because they wanted to work with a CPA. Okay.

And that client came back to me six months later, because the CPA, well, the CPA was a lot more expensive than I was, and was not as flexible as I was as far as, there's a difference between small business accounting and GAAP. You know, G-A-A-P, the general something, something principles, accounting principles. And, you know, somebody who builds cabinets for a living, and does it in his garage, and needs a bookkeeper to make sure that he's not spending more on lumber, and that kind of thing, he doesn't necessarily need all that GAAP stuff all at the same time.

He's a cash-based business, et cetera. And so, you know, it's kind of a different thing. You know, and the CPA will take all what you have done, put it into a tax thing, and stuff like that, but when they take over the bookkeeping, sometimes they get a little, you know, on all the GAAP, and stuff like that, you know.

But the guy just wants to know, hey, how much am I spending on two-by-fours? Yeah, absolutely. Yeah, I mean, we've talked about that this week, about, you know, CPAs focus on taxes. We focus on helping people make, you know, the most profit in their business.

And for those clients who feel like it's a good idea to have a one-stop shop, they realize, well, those clients quickly realize it's not, because the CPAs typically charges like crazy, crazy fees. But then they also, when you have the benefit of a bookkeeper focusing on maximizing profit, and a tax person minimizing taxes, you get two sets of eyes on the numbers. You know, checks and balances.

You do, and when they come back, you know, and I communicate with the CPAs during the tax time, you know, as you probably know, and you'll get different things. It's like, well, why did you do this this way? And then you tell them, hey, this is what the breakdown that the client needed, and they're like, okay, sounds good. And, you know, then they are able to process that information appropriately.

You know, and it's just a communication thing. Yeah, cool. One last question here I'll take, and if I've missed your question, it's like, it's hard to keep up, and there's some duplicates in here, but we're doing the best we can.

Tell us about some obstacles you faced and how you overcome them. What's, like, the biggest obstacle that you had to overcome on the path to building your successful bookkeeping business? To be honest, it was, I have rheumatoid arthritis and diabetes, and some of the medications make me real sick, and so, at times, it was having the energy to do what I needed to do. I think that's gonna be one of the biggest things.

And then, yeah, I think that's really probably the biggest thing, because everything else is just kind of learned, and, you know, step by step. You know, I think it was just, yeah, more of an issue with health than anything else. But, yeah, still able to get over it and get it done.

Everything else we were able to help you with. Oh, yeah, 100%. Yeah, 100%, that's never been an issue.

So, before I let you go, what would you say? I mean, obviously, there's an investment for my program, and then, in addition to that, any time you start something new, a new skill, a new business, you know, there's trepidation, some fears. What would you say to those people out there listening who are considering investing in the program, investing in us, and making that decision? It'll change your life. It will change your life, and it'll change it for the better.

I don't think, honestly, you're going to make an investment in yourself no matter what you do. You know, whether you're gonna keep your job or whatever, you're always gonna try to make yourself a little bit better, especially the people that have been through your program this week. You know, that's part of what they're trying to do is make themselves better.

Investing in yourself now and investing in this program is gonna be one of the best decisions you could ever make because of what you will be able to get out of it. I mean, you know, I've been in business, what, five years now, four years now, and, you know, \$6,000 investment, \$500,000 return. Yeah, it's okay with me.

I think the numbers work on that one. So, yeah, so I think it's a really good investment, you know, and you're investing in yourself, you're investing in your family, you're investing in your future. This is a skill that you'll keep forever.

Perfect, perfect. Well, I appreciate you saying that. I appreciate you coming on and sharing your story, and I think people learned a lot from you.

We get a lot of love in the chat here. So thanks for your time. It's been a pleasure working with you, and I look forward to, you know, giving you that next award.

I appreciate it, and hopefully that'll happen soon. So we'll just keep working forward and seeing what I can do. All right, thanks a lot, Jimmy.

We'll talk to you soon. Anytime, thanks, man. Okay, bye-bye.

All right, hope you guys enjoyed hearing Jimmy's story. Okay, Jimmy's a little bit different, okay? Still experiencing success, but a little different in the sense that he now is, you know, outsourcing some of the work. Okay, you can do that too.

You don't, most people don't. Most people just do it themselves, but you have that option. You have the control, okay? But again, you don't have to go to six figures.

You go to wherever you want, and then you just stop, okay? So this is how it works, all right? This is how it works. One last time, if you feel like my mentorship program is right for you, if you'd like the help and the support and everything that you're gonna need to get to where you wanna be, okay, and to do that quickly, we don't just do it, we do it quickly, consider joining my mentorship program. Enrollment closes Sunday at midnight.

Go to [keyboardrich.com](http://keyboardrich.com) slash yes, and if you wanna drop that link in the chat, you go there, you put down your deposit of 997, you go fill out the DocuSign, and then you go and make the balance of your payment. You have until next Friday to make the balance of your payment, but do it ASAP because you don't get your login information until you do, and we're having a welcome party on Monday at 10 a.m. Pacific time where you can come on and meet your support team, okay? You get to meet everybody, okay? So get that deposit in. As long as you get your deposit in by Sunday at midnight, you will have lifetime access to everything, all the support and everything that's included, okay? But do it soon.

Make the right decision. Make the decision that's right for you so that you can get rolling. I mean, we got people getting certified right now.

Let's get those profiles up. Let's start getting clients, and remember, we'll help you do the work. How could you go wrong? Okay, how could you go wrong? So that's what you do, [keyboardrich.com](http://keyboardrich.com) slash yes.

If you have any questions about the mentorship program, just drop them into the chat. For you VIPs, we will be starting VIP right after we wrap up here, and I will go as long as it takes to answer all your questions. You guys know me.

You've been on VIP. You know I go for a long time, so don't worry. We'll answer all your questions.

If you have any questions about the mentorship program, just go ahead and drop them into the chat, and I will answer those, okay? I will answer those. And again, Sunday night at midnight is when enrollment closes, okay? And if you have any questions about the process, okay, the deposit, the DocuSign, or making the balance of your payment, login information, any questions about that process, any problems with it, just email us, okay? VIP at [boomingbookkeeping.com](http://boomingbookkeeping.com), and we will get you taken care of. Anna, if you wanna drop that email address into the chat, that would be helpful as well, okay? VIP at [boomingbookkeeping.com](http://boomingbookkeeping.com), and we'll get you squared away, okay? We'll take care of you, and I think that's it.

I think that's it, okay? I see a few people are saying you're in the program. Welcome, welcome. Jumping in, excited to be working with you guys.

We had a good group of people join yesterday. We've got some more people joining today. Really excited about this journey that you're going on.

Again, we'll do it together. When you join the program, you're investing in me, but we invest in you as well, so we throw all of our resources at you, the entire team and everybody, okay? That's how we do it, that's how we do it, so all you gotta do is save your spot with that deposit, [keyboardrich.com](http://keyboardrich.com) slash yes, okay? So welcome, welcome to the program. Good to see you.

All right, good, we'll see you. Well, we'll see you on Monday for the welcome party, but you'll get your login information as well. You'll get your login information as well, and you can get started before the welcome party.

All right, okay, before we wrap things up, you guys want to know about prizes, right? Prizes, prizes, prizes, prizes. Let's see who won the prize. I want to reward you guys for the work that you are doing.

Let me make sure we're on the right screen here, and well, well, where are our prize winners? Let me, hold on a minute. Let me see what's going on here. I'm getting a blank screen.

Oh, okay, okay, it looks like we had a bunch of people submit homework and testimonials and earned some points at the last minute, and our A team is finishing up their calculations. We want to give people the right points and the right prizes, so here's what we'll do, okay? Because I'm not going to be able to do it right now live. I don't want to make you guys wait.

We got to start VIP. Here's what we'll do. We will post the winners, and we will tag the winners in the Facebook group, okay? We will post the winners and tag the winners in the Facebook group of all of the prizes, so you'll get tagged there.

We'll also send out an email, okay? We'll send out an email as well, okay? So I apologize for that, but we want to be fair to everybody, okay? If you've done the work, even if you kind of did it at the last minute, we want to make sure that you qualified, okay? So apologies for that, but we will get that information out to ASAP, the laptop, the dual monitors, the iPhone, and that's my way of saying congratulations on building this business and doing the

work. Guess what? You guys, everybody who's done the work gets the biggest prize of all, which is this business and this ability to change your life, okay? So everybody's a winner, but you'll have, three of you will have tools to move your business forward, to use in your business, okay? So stay tuned to the Facebook group, and we will go ahead and post that information there, okay? So again, real quick, before we start VIP, all you got to do is put down your deposit to join my mentorship program, and we will get you a six figure, 50K, 75K, wherever you want to be, business, as soon as humanly possible, okay? As soon as humanly possible, we get you there. We've got the support, we've done it over 8,000 times, but make the decision that's right for you, okay? If you want to make this process quick and easy and have support and accountability, this might be right for you, okay?

Keyboardrich.com slash yes, put down your deposit.

Any questions about the process at all, VIP at [boomingbookkeeping.com](http://boomingbookkeeping.com), okay? Make the balance of your payment in addition to your deposit ASAP so you get login information and we just get started, okay? So now, that is it for day five of the Keyboard Rich Challenge, but you've got a bonus day tomorrow, okay? Bonus day six, we've added a bonus day six for tomorrow, Saturday, 9 a.m. Pacific time. We'll be back here live and I will answer all the questions that you have. Again, I want to give you everything you need, okay? Don't walk away from this experience, this challenge, saying, I still don't know about this.

Come on tomorrow and ask me, okay? And we'll go through and I'll answer all your questions tomorrow for a bonus day six, okay? For those of you who are in VIP, we're gonna get that started here in a couple of minutes. I'm gonna grab a drink of water and we will get that started, but let's wrap up day five of the Keyboard Rich Challenge. Thanks for coming.

Thanks for making it this far and I look forward to seeing you tomorrow for that bonus day six of the Keyboard Rich Challenge. Bye-bye.