

FIRM OF THE FUTURE

Become a Trusted Advisor



How to profit from online accounting

By Mark Wickersham FCA



Setting up an online accounting system:

Giving the service away for free is hard...
but selling it for **\$1068 is easy** with the right system.



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Part 1

Understanding the basics

The opportunities for you

There are two big opportunities for the accounting profession:

- Online accounting – this is an opportunity to interact with clients in a different way – a more collaborative approach – focussing more on helping them with their business using real-time information, rather than producing out of date historical accounts.
- Value pricing – since it is now easier than ever to do the compliance work, any accounting advisor who bills by the hour will see declining revenue and declining profits. There are big benefits of switching to value pricing.

What the research tells us

In 2013 Intuit produced a research report, “The Changing Role of Accountancy” and surveyed 200 owners and senior managers of small to medium businesses with between two and 250 employees. 88% of those people surveyed said moving to the cloud would help to keep their accountant ahead of the technology curve. Clients have come to expect more value added services from their accounting advisor.



61%

The survey also showed:

61% of clients are demanding cloud-based accounting

The survey also showed: **61% of clients are demanding cloud-based accounting.** This is a big opportunity for you, particularly when you understand how to price the service. And that 61% will grow over time as more and more people become accustomed to the changes in technology (just like the increasing acceptance of Internet banking).

This means business owners will be looking to accountants to help them set up their cloud accounting system.

01 Case Study; Sophia Botchway



On 25th August 2015 I had the pleasure to interview Sophia Botchway. Her story is incredible and so inspirational.

Here is her background just to put the story into context.

Before starting her accounting firm she was trained by the National Audit Office (NAO) as an auditor and stayed there for 12 years. She set up her accounting firm 7 years ago in the small Oxfordshire village of Chinnor in the Chiltern Hills. However, the first 3 years were part time whilst Sophia was employed. From the outset it was hard work.

This is how she described those early years,

“Really, really hard work because obviously like everyone else I was doing things which I thought was the right way to do, I know I want to earn at least thirty pound an hour so my work was based on charging per hour to most of my clients and that’s how I was doing my practice. And again I was doing all the work and then sending out an invoice and waiting for the money to come in and that’s how I was doing the practice for the first two years.

I was putting in an awful lot of hours working evenings, weekends, constantly tired but I’m not really seeing much in returns so I keep thinking

maybe I should go back to the NAO because I’m working a lot more for a lot less money. But then I came across a video by accident on LinkedIn by Mark Wickersham and my whole life changed.”

I’ve been mentoring Sophia since January 2015 and the progress she’s making is staggering.

For example, Sophia is a big fan of cloud accounting and a big fan of QuickBooks Online (QBO). She regularly sets up business owners with QBO. The trouble is, she used to do this for free. But now she has a better system. A system involving a professionally designed brochure to take the client through the process of value pricing the work.

Here’s what Sophia had to say...

“I took the brochure along and I gave them some information and the prices; that first client chose the premium package on the cloud. Normally we’ll give that away for free. Straight away we had the top price for that which worked out to be about one and a half thousand pounds. We have since been using that consistently. No client gets free software anymore.

Again what I’ve learned is previously we’re not giving the client the correct opportunity to make





their own decisions I was making the decision for them by giving this package to them for free and I feel they don't actually value it. Most of them were taking it, signing up on it and not actually using it. We were still doing all the work on it for them. So something we're paying for and it's costing us time.

By the client actually choosing the package, the cloud package that they want, owning it, they actually start using it, putting the transactions on themselves that is saving us time. So they're in effect doing the bookkeeping for us and we're just checking to make sure that they're charging things the right way which is in itself really amazing. It saves us time, we're making money from it and it's hassle free. We're not receiving receipts in an envelope or a bag through the post anymore."

She's been using this same process and offering a range of packages for the last few months and each time with great results. She says...

"We've seen 20 clients and given them the opportunity of using the cloud package. 15 of them accepted straight away and they all went for the premium package straight away. The other five didn't accept initially but then we suggested we do the bookkeeping for them at a higher price instead of them doing it, and they came back and accepted it.

So in all we've had a 100% take up our cloud package with only one client actually going for the basic set up, all the other 19 went for the premium set up and they're doing the work themselves."

So one of the key messages here is that when you present clients with different choices,

different packages very often they choose to pay you more money.

Sophia kindly sent me a letter sharing her results in the first two months of implementing this system. This is what she wrote:

"In the past 2 months we have had a 100% success rate of all business owners we have approached about moving to the cloud and installing a cloud accounting system. The total additional revenue has been over £7,000 which would otherwise have been lost when we used to do this for free."

At the end of the interview I asked Sophia what her top tips are from everything she's learned over the last few months. Here they are:

- Never ever price on hourly rate, always price on value. Charging an hourly rate is the wrong approach.
- Secondly don't under-price yourself. If the client is not willing to pay your price they're not the right client for you.
- Give people a fixed price and give them options of what's included.
- If you're serious about your services you need some marketing collateral; a professional brochure.

After Sophia systemised the pricing process of setting up a cloud accounting system she introduced a system for pricing the ongoing accounts and bookkeeping work. The results she got in just one month from that system is even better... but that's a story for another day.

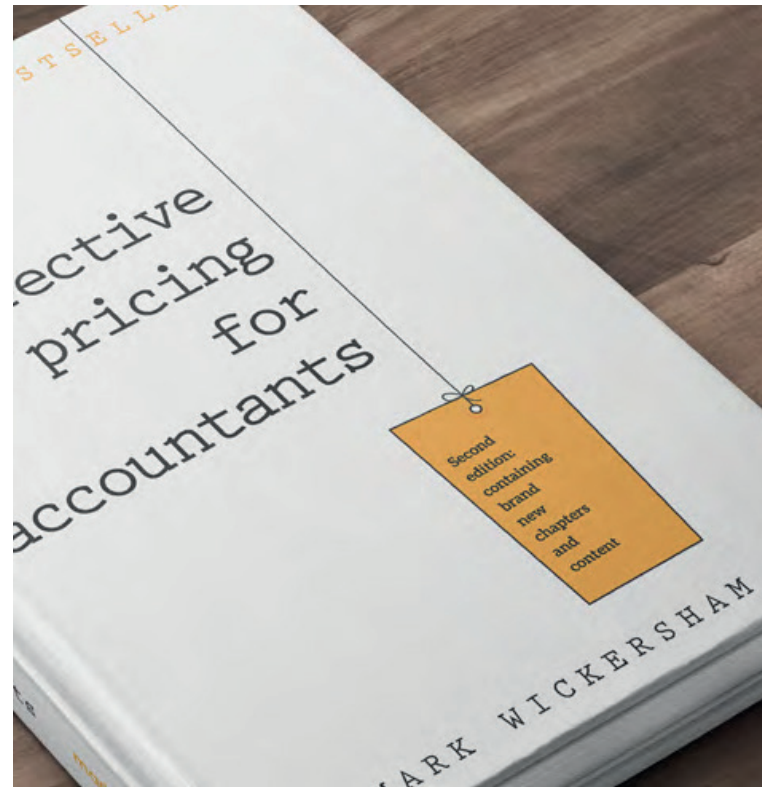


01

So why is charging per hour the wrong approach?

Charging an hourly rate is wrong for so many reasons. Here are the big reasons why it doesn't work when helping a client set up a cloud accounting system:

1. Clients don't buy time. They buy a solution, a result, your knowledge. They buy value. So don't price based on time... your clients don't care about your internal costs.
2. Clients want certainty. They want a fixed price so they can budget.
3. When you quote an hourly rate they will make comparisons to see if that is a fair price. In the UK it's possible to employ a bookkeeper for £8 - £16 per hour and many business owners will know that. That's the comparison they'll make and consequently will see you as expensive. An hourly rate does not communicate the value of what you do, instead it encourages comparisons.



If you want a fuller explanation of why charging hourly rates is so wrong, you should read my book, "[Effective Pricing for Accountants](#)" and Ron Baker's book, "[Professional's Guide to Value Pricing](#)"

The big myth: Clients are price sensitive.

No they're not. Clients are value sensitive. And that's something very different.

Most accounting firms are already charging too little (and not making enough profit as a consequence). The solution is not to keep prices low. The solution is to better communicate value.



The 7-step formula

Mastering value pricing is not easy. I started on this journey in 1999 and have been teaching accountants how to implement value pricing since 2000; and I'm still learning something new every week.

I'm an accountant and – like most accountants – I like systems, processes and checklists. They help us to do things in a consistent way and get consistent results. Pricing systems help us to systematically incorporate best practice in all of our price discussions, proposals and quotes.

For that reason, I created a **7-step formula** based on everything I have learned since 1999. It's a formula that – when applied to every pricing engagement – will guarantee you get results.

Here's the formula:

- Step 1:** Formulate your price discrimination strategy
- Step 2:** Add more value
- Step 3:** Make the value obvious
- Step 4:** Formulate your price based on value
- Step 5:** Make your price seem really small
- Step 6:** Manage payment expectations
- Step 7:** Add the power strategies

In the next part I will take you through extracts from a ready-to-use resource you can use to price setting up a cloud accounting system. The same system Sophia Botchway used. When I created this resource I applied the 7-step formula.

If you want to access the full pricing resource and my accompanying 60-minute training video you can when you subscribe to the Accountants' Video Library (unlimited online CPE training in practice development). In the Accountants' Video Library you can download the full resource, which is supplied as both a Word document, which you can amend, plus a PDF brochure as an illustration. I recommend, once you have created your version, you turn it into a brochure because this is more professional and will give your prices more credibility.



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Part 2 How to set up an online accounting system

Create a range of options

The first thing you want to do is create a range of options to suit different clients, different needs and different budgets. This is a practical application of a price discrimination strategy. The table below shows how you can do this.

I call this the tick-list technique. It's a proven method of showing very visually what you get at each level (big green ticks). And just as importantly, what you don't get (big red crosses) at the cheaper levels. This taps into what behavioural economists call loss aversion. People don't like losing out on stuff... so by visually showing what they don't get it encourages people to consider the more expensive options.

Note:

There are many different aspects of price psychology built into this system. All of which have been proven to work. That doesn't mean every technique will work with every client every time... that's not the point. The point is, you will never know which technique is the one that tips the balance between someone buying or not buying. Or buying at a higher level. For that reason we build in as many of these techniques as possible.



	Essential set up	Full set up	Premium set up
Your investment is only:	\$397 + VAT	6 payments of \$129 + VAT	12 payments of \$89 + VAT
Analyse and select the best solution	✓	✓	✓
Company set up routine	✓	✓	✓
Chart of Accounts set up	✓	✓	✓
Full data and transaction history conversion	✓	✓	✓
Maximise your tax deductions*	✓	✓	✓
Software subscription	X	Free (6 Months)	Free (6 Months)
Training day	X	✓	✓
Unlimited email and telephone support	X	Free (6 Months)	Free (6 Months)
Full training library	X	X	✓
Enhanced credit control	X	X	✓
Quarterly reconciliation	X	X	✓
Management information at your fingertips	X	X	✓
Bank feed set up	X	X	Free
Holistic system	Free	Free	Free

Words matter. The words you use can make a big difference.

I've chosen carefully how I describe each of the 3 options. 'Essential set up' implies this is important. This is the bare minimum every business needs. 'Full set up' implies that the cheaper option – whilst essential – is missing some valuable elements, and so the one most people should really go with. 'Premium' will appeal to those clients who want the best.

The prices are merely suggestions. Change these to any price you are more comfortable with. However, later on in this booklet I'll explain why I have chosen these specific prices and some of the psychology being used.

Add more value

Whenever you create your range of packages an important part of the process is adding as much value as possible. Start off by brainstorming the minimum things you need to do. Then think about what else you can offer to give a better solution or better result for the client. Once you have that list of features and

benefits, think carefully about what should be included within each package.

As a general rule of thumb your entry level is aimed at people where price is a big issue. The next option is for people who want more support and more benefits so think beyond the essentials. And the most expensive option is for people who want the very best; so think outside the box and build in things that make their life better.

You'll see from the table that the Essential option includes 'maximise your tax deductions'. This is not an essential part of the service, but something that adds value. I've done this because, as you'll see, it allows you to demonstrate that the value is more than the price.

In the full option I've included training and support. And in the premium it includes things that are not part of setting up a cloud accounting system, but are about using it to get a better overall result.

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Make the value obvious

Again, words matter. How you describe each element of your offering is really important.

The first feature in the table above says, “analyse and select the best solution”. This is a feature. What you need to do is explain the benefit. Marketers call this ‘turning features into benefits’. I would suggest the benefit here is...

This will save you time and avoid the headaches of having the wrong solution.

What I also wanted to do is highlight the difficulty and the PAIN if the client does it himself or herself. So this is my suggestion of how you word this part of your service offering:

- *There are a myriad of online accounting solutions. They are all different. Some are better than others. Some suit different types of business. Getting the wrong solution will cause you a big headache. And assessing all of the options is time-consuming. We will analyse your business and recommend the most appropriate cloud software solution that best meets your needs. This will save you time and avoid the headaches of having the wrong solution.*

A great technique for turning features into benefits is to use LINKING PHRASES. These are phrases such as:

- **Which means that**
- **So that**
- **This means**
- **As a result**

This is how I have described the next 3 features of the essential set up package. See if you can spot the features, the linking phrases and – most importantly – the benefit.

- *Setting up a business on any online accounting software is tedious and time consuming. We will do the set up for you, which will save you time to get on with running your business.*
- *If this is the first time you have set up an accounting system you will need a ‘chart of accounts’. Every business is different with different types of sales, income, expenses, assets and liabilities. The ‘chart of accounts’ is your list of sales types, different income sources, expenses, assets and liabilities. It’s unique to you. Setting this up correctly at the outset will save so much time and make it much easier to post your transactions to the right place. It will also make your accounts more meaningful and so you will be able to make much better business decisions.*
- *Of course, you may already have a computerised accounting system with your own unique ‘chart of accounts’. And if that’s the case, we will convert that for you into the new system. We will convert your current year and previous year transactions (which means you do not need to wait until the year end to make the change). And we’ll convert existing data such as supplier and customer details.*



There are two more features I suggest you include within your 'essential' package; your holistic system and maximise your tax deductions. Let me look at them next.

Online accounting is so much more than bookkeeping software. There are now so many cloud software tools that plug into an accounting system. Tools that help business owners manage stock/inventory, manage debtors/receivables, collect cash and so on. In fact the range is overwhelming. So why not advise your client of all those options so that you add even more value. This is how you could phrase it:

Your holistic system - *Many cloud accounting systems integrate with other solutions. For example, you can integrate many systems with your online banking so that bank transactions are automatically posted. This will save you time and ensure everything is entered. There are systems that allow you to photograph receipts with your smart phone and enter them into your bookkeeping system; never worry about losing that parking receipt again! You can integrate online payment with direct debit systems. You can integrate with payroll systems. Stock and inventory systems. Debtor management. The list goes on... but we'll simplify it for you.*

You will be amazed at what you can do to run your business more easily, to help you get your cash faster and save you time. As part of our set up service we will provide a report setting out the most popular integrations.

Now let's look at 'Maximise your tax deductions'; I'll show you how you could phrase this and then I'll explain the big reason why I suggest including this.

- *Maximise your tax deductions – As part of your set up we will take you through a list of some of the most common tax-deductible expenses and show you how to easily record them into your cloud accounting system. This means you will be able to claim every penny possible against your tax bills and have more money in your pocket. Many of these tax-deductible expenses are often overlooked which means many business owners end up paying unnecessary amounts of tax (for example, use of home as office and mileage allowances).*

EXAMPLE:

It's not uncommon to justify home office expenses at 15% of household bills and not uncommon for allowable household bills to add up to \$10,000. So the amount of money at stake when not properly claiming this expense could easily be £1,500.

This is very easy to deliver. You just need to create a one page PDF help sheet listing all the common tax-deductible items that are often missed and go through it with the client. The reason for doing this is because it is possible to put a number on the value, which I have done in the example. Obviously you'll want to base the numbers in the example on your own experience.

The reason for doing this is to tap into something called the contrast principle (more on that later). By putting a number on the value to the client they will compare this with the price. If the value is greater the price will seem like a great deal; there is a profit on the deal to the client.

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Remember what I said earlier; clients are value sensitive, not price sensitive.

Let me illustrate this with an example.

Imagine a reputable firm of lawyers contacted you and explained how you could use a little-known legal loophole to add \$100,000 to your bank account; and their price for doing this is \$25,000. Further, they guarantee they will not charge you a single penny if their planning fails. In other words, they guarantee you'll be a net \$75,000 better off or you don't pay.

And when you check their claims out you conclude that not only is the firm of lawyers reputable but their planning is legal and seems to work. Would you go ahead?

Most people would, because there is a profit on the deal.

What is the important number here to the customer?

I would suggest it is the guaranteed \$75,000 on the deal. The price is largely irrelevant. Let me explain why.

Imagine another firm of lawyers also contacts you. They can do the same thing but it will only cost \$10,000. Their solution will add \$70,000 to your bank account (because it contains a few less features within the planning).

Would you engage this second firm of lawyers instead? After all they are cheaper.

I certainly wouldn't. The profit on the deal is only \$60,000. I'll stick with the first firm. And that's because I'm value sensitive.

Price is important. But not as important as value. And so you need to focus on value all of the time. How can you add more value? And how can you explain that value so that price is no longer an issue?

That's why I suggest you build this feature into your service offering and use some numbers (based on a typical scenario) to quantify how much money could be at stake.



What else could you offer?

Here are some other things you could build into your more expensive options:

- **Bundle in software subscription** – If your client is wavering over whether to adopt a cloud accounting system the cost of subscribing to the software might tip the balance away from saying, “Yes”. For that reason, you could include the first 6 or 12 months subscription within your service offering.
- **Software training** – Showing your client how to use the system properly will make their life easier. It will make your life easier too when it comes to preparing accounts if they have done the accounting entries correct.
- **Support** – One off training is great, but questions will always arise later on. So offer ongoing support.
- **Video training library** – It’s so easy these days to create short how-to videos using screen capture software. So why not build up a library of short training videos (e.g. how to enter a sales invoice). These videos will add value to your clients and it saves you having to keep answering the same questions... instead you can point all clients to your training library.
- **Enhanced credit control** – One way to add value is to help the client use their system to keep on top of debtors and cash. You may be able to recommend other cloud-based tools that integrate (for example, in the UK GoCardless is an awesome way to get paid by direct debit for little cost and little effort).
- **Quarterly reconciliation** – It’s inevitable that however good your initial training is the client will make mistakes. And at the end of a year the cumulative impact of mistakes makes preparing year-end accounts a real challenge. So why not offer to review the bank reconciliations once a quarter to check the client is on track with everything?
- **Management information at your fingertips** – This is the real power of cloud accounting; having the right information at your fingertips. So as part of a premium service you could set up some key management reports.

What else can you come up with? I’m sure there are many more things you could build in to add even more value and provide an even better solution.

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Once you have created your list of extra features you need to word them so the client understands the benefit (see the discussion above on 'turning features into benefits'). Here is how you could phrase the benefits of software training:

Software training

Bookkeeping is not easy. It has to be very precise. Combine that with having to learn a new software system and it can get very frustrating. That's why we provide training as part of our Full and Premium set up services. We want to help you get your bookkeeping done fast and accurately. The training consists of a full day of training which you can access either all at once or broken down into a series of shorter sessions (for example 1 hour per week for 7 weeks).

Some clients love the detail... others don't

The typical profile of an accountant is we love the detail. We love numbers, facts, checklists and systems. And that will be the same for some of your clients. For that reason, you need to cover all the detail in your pricing system and explain every single feature of what you do.

Some clients hate the detail. They want the bigger picture. For those clients it is better to just go straight to the summary we looked at in detail earlier and simply talk them through the key benefits.

This is where you need to know your client.

Another technique that can work very well is to steer the client in the right direction, i.e. the package you think is best for them, by describing the sort of person each of your packages is for.



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Chart of Accounts set up	✓	✓	✓
Full data and transaction history conversion	✓	✓	✓
Maximise your tax deductions*	✓	✓	✓
Software subscription	X	Free (6 Months)	Free (6 Months)
Training day	X	✓	✓
Unlimited email and telephone support	X	Free (6 Months)	Free (6 Months)
Full training library	X	X	✓
Enhanced credit control	X	X	✓
Quarterly reconciliation	X	X	✓
Management information at your fingertips	X	X	✓
Bank feed set up	X	X	Free
Holistic system	Free	Free	Free

This is what you might want to say (and include in your brochure):

Your options at a glance

The table summarises what is included within each of our online accounting set up service levels. As a quick reminder:

Premium set up -

This is the best option for busy business owners who want the maximum out of their cloud accounting system so they can make the best business decisions based on the best quality information.

Full set up -

This is our most popular option because you get ongoing support for 6 months and you can spread the payments making cash flow easier.

Essential set up -

This option is best for those business owners who are simply looking to get a basic cloud accounting system set up fast.

Again, words matter. And I've chosen the words carefully. Research has shown that when you get your bundles (options/packages) correct most people choose the middle option.

So to reinforce that and encourage people to dismiss the cheapest I describe the full set up as 'our most popular option'. This taps into social proof. If it's the most popular option then other people are more likely to conclude this is the best for them and therefore dismiss the cheapest.

The wording for the Essential set up is a polite way of saying this is for cheapskates! In other words, those who just want the bare minimum.

People who are serious about their business are the sort of people who want a system that will help them 'make the best business decisions based on the best quality information'. So the words used reinforce that.

02

Make your price seem really small

There are many powerful psychological techniques for making price seem small and I'll explore some of them here.

Let's look at the prices again:

	Essential set up	Full set up	Premium set up
Your investment is only.	\$397 + VAT	6 payments of \$129 + VAT	12 payments of \$89 + VAT

Describing price as an investment rather than a cost is a better way to frame it. We don't like costs. But investments imply we are getting more back than we pay.

There is a power of 9 which means \$129 seems much less than \$130 (much less than the \$1 difference). So make use of it. But don't overuse it. \$129.99 works in a retail environment, but not in a professional environment.

There is also a power of 7. For this reason I have used \$397. If every single one of your prices ends in 9, I suspect the overuse of a technique might become obvious and upset some clients. Never over-use a particular technique.

The Full and Premium packages include ongoing support and the cost of the software bundled in (for either 6 or 12 months). For this reason I suggest you also spread the payment terms.

Actually, that's not the reason for spreading the payment terms.

The real reason is to make use of one of the most powerful pricing concepts. It's called 'don't reveal the headline price'. I call it chunk it down. For the premium service the headline price is \$1068 (12 payments of \$89). However, \$89 per month seems like a lower price. This is a tried, tested and proven technique.

The two more expensive options seem like a much better deal than \$397.

I mentioned earlier when I talked about the 7-step formula that managing payment expectations is part of pricing. You can use payment terms as part of the package to help clients choose the option you really want to sell. In this case, with the more expensive options they can spread the payment.



This is how you could phrase it:

Cash is so important

For the Essential set up service payment is due on commencement of the work. However, we want to help you with your cash flow, so with our Full and Premium set up options as well as benefitting from ongoing support and training you can spread the full cost over 6 or 12 months by direct debit. This means your monthly investment can be as little as £89.

The power strategies

There are many other psychological techniques used throughout this resource. For example, social proof (one of the 6 Laws of influence).

You should also build in techniques that help you to cross-sell other related services. And then there are techniques for offering other options, such as a FastTrack service.

Then there's the contrast principle. This is arguably the most powerful psychological tool you can use in your pricing. This is how Robert Cialdini explains it:

The contrast principle affects the way we see the difference between two things that are presented one after another. Simply put, if the second item is fairly different from the first,

we will tend to see it as more different than it actually is. So if we lift a light object first and then lift a heavy object, we will estimate the second object to be heavier than if we had lifted it without first lifting the light one.

This seemingly simple concept has powerful consequences.

There are many ways you can use the contrast principle. I've used three instances within this pricing resource.

I show you how to do all of these power strategies in the full resource, together with a powerful technique for reducing price sensitivity significantly.

A note about integrity: I am often asked whether using these techniques (sometimes described as weapons of influence) is unethical. I believe that depends upon your objective. Where you are using influence to help a client choose something that will make their life better and therefore in the client's interest, then you owe it to the client to use whatever persuasion techniques to help them make the right choice.

Part 3

Promoting your service

Now you have a profitable way of pricing this service you will want to promote it to your clients and use it to win new clients.

I recommend you turn your price list into a professional brochure. It adds credibility; shows you're serious about the service. And I would start off your brochure by explaining the benefits of an online accounting system.

Important note: The purpose of your brochure is to act as an aide memoire or agenda for your face-to-face price discussion with your clients and prospects. I strongly recommend you do not email it out, put it in the post or publish your prices on a website. Value pricing discussions should always take place face-to-face.

As well as a professional looking brochure, you should promote your service offering by writing articles, writing a press release, recording some videos for your YouTube channel, creating discussions on social media channels, a direct mail campaign, an email campaign... the list goes on.

[In the full resource I show you how to do this and provide a ready-to-use blog post to demonstrate your expertise in this area and promote your cloud accounting set up service.](#)





Your next steps

If you've found this resource valuable here are two more ways you can get more help, advice, training and resources from me.

Option 1:

Join one of my online mentoring groups. I work with small groups of accountants – typically 15 to 20 – and we get together once a month for 90 minutes online (so no need to travel). If you are interested in finding out more and working with me in this way email: support@wickersham.co.uk

Option 2:

Subscribe to the Accountants' Video Library that, for a small monthly investment, gives you unlimited access to a vast library of practice development training covering topics such as:

- [Strategy for accountants](#)
- [How to build an online marketing system](#)
- [LinkedIn for accountants](#)
- [How to price more profitably](#)
- [How to sell and deliver business consulting](#)
- [Building a great team of people](#)
- [And much, much more \(over 100 training videos and resources\)](#)

Email support@wickersham.co.uk for more information.

Option 3:

Chat to the local Intuit QuickBooks Online team about getting my entry-level Cloud Pricing software to help you get started.

About the author

The most sought after profit improvement expert

Mark Wickersham – Chartered Accountant, public speaker and #1 best-selling author – is known as the most sought after profit improvement expert in the accounting community. He is famous for helping accounting firms double their profits in less than 18 months without having to work harder or do any uncomfortable marketing.

Mark is passionate about this great accounting profession. He believes that we have the power to make a profound difference to the lives of our clients and in return accountants should be very richly rewarded. Unfortunately the reality is very different; benchmarking studies show over half of accounting firms are actually making a true economic loss.

Mark wants to CHANGE that.





Find out how YOU can make more money

He is passionate about the accounting profession and helping accountants to become much more profitable. He believes every firm – including you – has the potential to double profits using the 7-step “Fastest Way To Double Your Profits” formula.

He also strongly believes that the old business model (the way accountants are taught to run accounting firms) is not only commercially stupid, but UNETHICAL. We owe it to our clients to change our focus. This is something Mark learned the hard way.

Don’t make the same BIG mistake Mark made

Mark started his own accounting firm in 1996 and made dozens of stupid mistakes in the first 2 years. Mistakes which had disastrous consequences on his profits and cash balances. But in November 1999 all that changed. With help from Steve Pipe, Michael Gerber, Paul Dunn and Ron Baker he created the 7-step “Fastest Way To Double Your Profits” formula.

Not only did this completely transform the profits of his own accounting firm (which enabled him to sell it in a management buy-out a few years later), it has helped 100s of UK Accounting firms. For example...

Phil Bessant (a sole practitioner in Newport) recently wrote, “Wow! I’ve added over \$100,000 to my fees (which will all be extra profit) in just a few short months by following the step-by-step advice and systems in Mark’s Effective Pricing for Accountants programme. And it was so easy to do.”

And Phil Ellerby (a sole practitioner in Leeds) wrote, “Mark’s simple step-by-step guide... has increased my GRF by 400% in just 2 years, earning me over \$220k.”

This 7-step formula is transforming accounting firms.

Number 1 bestselling author

Mark is also a widely published author on practice issues. In May 2011 his book, “Effective Pricing for Accountants”, was a number 1 Amazon bestseller. He has also co-authored “Your Blueprint for a Better Tax Practice” and “Your Blueprint for a Better Accountancy Practice”, both of which have been widely acclaimed.

Mark has over 100 recommendations from accountants on LinkedIn; [CONNECT with him on LinkedIn to get access to free resources](#) Mark has created for accountants in practice.



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