



Workshop Downloads

**Chrome Browser Optimization**

<http://bit.ly/ChromeAccountingBookmarks>

**Ideal Client Profile Worksheet**

<http://bit.ly/50IDCPform>





Laptops running?  
Pen and paper out?



**Let's do this thing!**





# Cloud accounting technology efficiency & productivity workshop

Kellie Parks



# CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **3 CPD credits**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

# About today's speaker



I am a relentless organizer and believe cloud financial technology is key to organization

I'm a proud member of the Intuit Trainer Writer Network.

**Kellie Parks, CPB**

Cloud Accounting Aficionado

@kellie\_parks

# I'm certifiable!

Certified Professional Bookkeeper

QuickBooks Online Advanced Pro Certified

17Hats Partner, Acuity Partner, Aeroworkflow Partner, Dubsado Partner, Hubdoc Advanced Partner, Karbon Partner, Pandadoc Partner, Plooto Partner, Practice Ignition Partner, Receipt Bank, Reply Partner, Rewind Partner, TSheets Certified, WagePoint Certified, Waypay Wizard, Zoom Partner.

# My personal life by the numbers

I have **3** grown kids and live with **2** unruly Australian Shepherds with **1** husband who is a [fly fishing guide](#) in a **100** year old lakeside cabin (that is chronically under renovation)

Daughter in law  
Yes, I can count.





A photograph of two young women with blonde hair, seen from the chest up, engaged in conversation outdoors at night. The woman on the left is in profile, looking towards the right, wearing a dark jacket with a light-colored fur collar. The woman on the right is seen from the back, her hair tied in a ponytail. The background is dark and out of focus, with some green foliage visible. The text "Take a minute to connect with your neighbour" is overlaid in white on the right side of the image.

Take a minute  
to connect with  
your neighbour

#QBConnect | WiFi: QBConnect

# Agenda

Let's get super efficient and do the work we love with clients we enjoy collaborating with

## Optimizing Your Chrome

You will learn Chrome browser optimizations for maximum cloud efficiency

## App Tips & Tricks

Next level tips to rock how your work with Receipt Bank, QBO and Plooto

## Ideal Client Profile

You will learn how to define the clients you want to work with, identify the work you love to do, and be introduced to an Ideal Client Profile template

This workshop is all about helping Accounting Professionals work faster, smarter and consistently to create optimal outcomes in respectful relationships



# OPTIMIZING YOUR BROWSER FOR CLOUD SOFTWARE PRODUCTIVITY

# The benefits of browser optimization

The cloud accounting software – FinTech SaaS\* – that many accounting professionals are embracing, learning about – or scared of – is internet based.

\* Financial technology software as a service

# The benefits of browser optimization

**In this session you will be introduced to:**

- Choosing your browser
- Setting up identities and themes
- Adding extensions
- Using tabs and bookmarks to change/add actions.

# Choosing your browser

You can use Chrome as your browser of choice, with Firefox or Edge as a backup.



**This session is about optimizing Chrome.**

# Choosing your browser

Anecdotal evidence has shown that Chrome works well with most FinTech SaaS and many FinTech SaaS providers recommend it as the browser of choice.

- Chrome is a quick browser; it loads and displays pages easily.
- Seamlessly drag tabs out into separate windows and join them back together with your mouse.
- Google Chrome has a friendly interface, making it easy to use.
- Chrome will ask if you would like to translate a page into another language.
- You can search right through your address bar.
- If a site crashes on one of your tabs, other open tabs will not also crash.

# Setting up your identities

You can set up identities for the different aspects of your computer life.

- Identities help you stay on task.
- Minimize number of open tabs.
- You can clear cache without affecting all your programs that are open in other identities.



# Setting up your identities

**You can clear cache  
without affecting all your programs  
that are open in other identities.**

**Daily.**

Yes, clear your FinTech Cache  
at least daily!

A row of black recycling bins with wheels, lined up on a green lawn. In the background, there are trees and a fence. A white semi-transparent banner is overlaid across the middle of the image.

Clear Your Cache!

# Setting up your identities

You can set up identities for the different aspects of your computer life.

- Synch google accounts to make favourite settings and bookmarks available from multiple devices.
- **Dedicate useful identities for Productivity (email), Accounting, Personal, to name just a few.**

# Create your identity

- Settings>manage people>add person
- Click on identity icon top right>manage people>add person

For each identity PC users can add a desktop shortcut or pin to your taskbar (no desktop, just dock pin for Mac users) for easy, quick access.

It's quick and easy to access your other identities.

- Header>manage people>choose
- Click on identity icon top right>manage people>choose

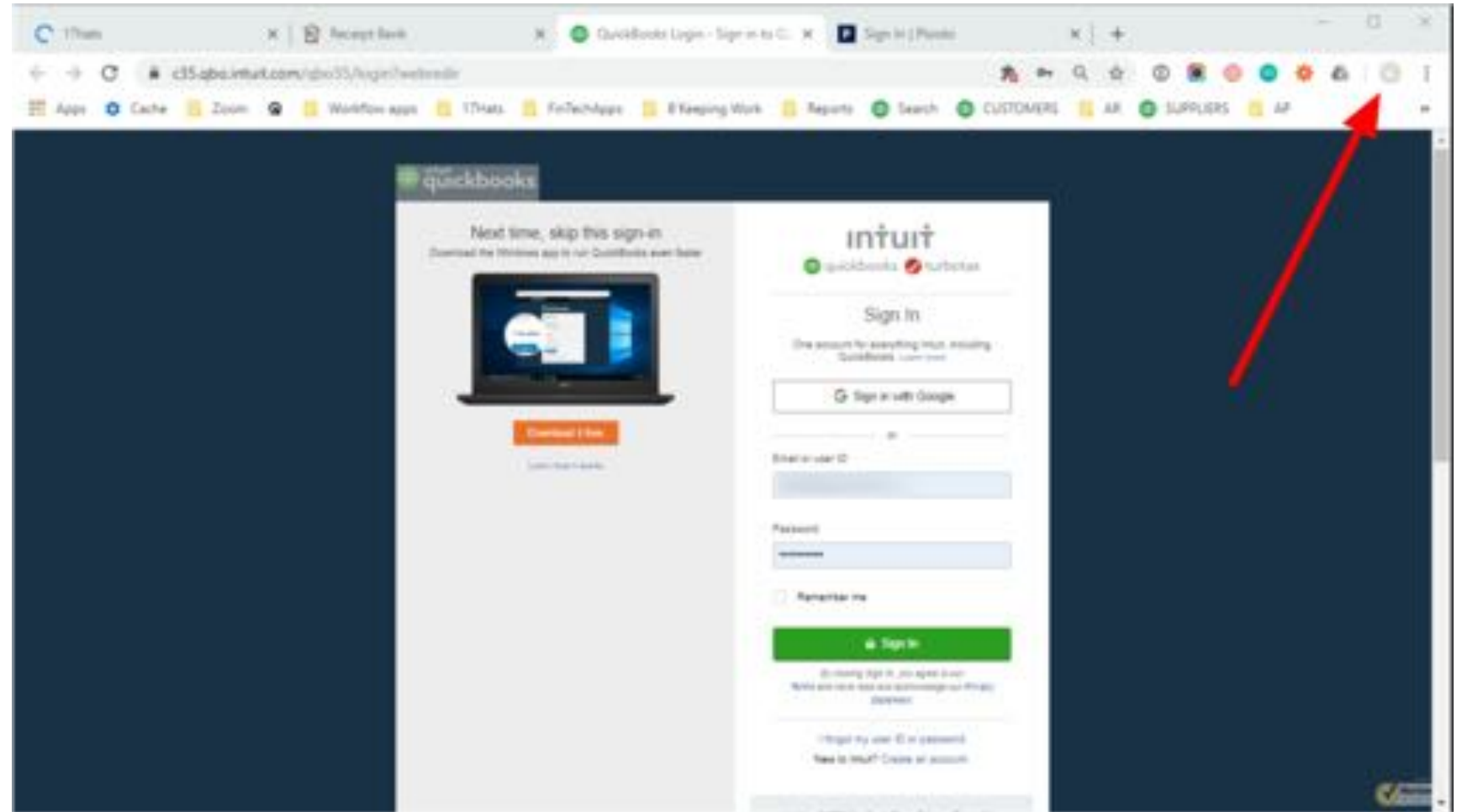
# Create your identity

## Connect your Google account

- Header>people>sign in to Chrome
- Settings>advanced sync settings

# Create your identity

Connect your  
Google  
account



# Connect your Google account

Have your Google settings available across multiple devices seamlessly.

- Your browsing data, like your bookmarks, history, passwords, and other settings, are saved and synced to your Google account.
- If your device is stolen or broken, you can get back your bookmarks, history, passwords, and other settings just by signing in to Chrome again on your new phone or computer.
- When you sign in to Chrome, you're signed in to other Google services, like Gmail, YouTube, and Search.



# Incognito is just a term for private browsing

When you are in Incognito mode your browsing, search histories and cookies will not be retained.

- PC: Settings>new Incognito window
- Mac: Header>people>choose

# Incognito is just a term for private browsing

What are the benefits of Incognito?

- You can work across multiple accounts at once.
- Protect your privacy when working on computers other than your own.
- Test security of unknown websites.
- Limit personal information for sites that mine (Facebook).
- Check your search ranking.

# Customizing your identities

Adding themes, extensions and making your identity  
**yours.**

# Customizing your identities

Adding themes, extensions and making your identity – well – yours.

- All customization is available through the settings stack, the three dots at the top right of your browser.
- There are a variety of “settings” that are visible from the drop down menu.
- **More “settings” is third from the bottom.**

# Tip!

There is a search bar, top right.

## Use it!

# Themes are fun, extensions are useful

**You don't need to have a theme when using Chrome.**

Themes are browser skins to personalize your identities.

- They help you easily identify which one you are working in. Mac users have no desktop shortcut option, but your theme is very visible on your dock.
- They are fun.

**and pretty.**

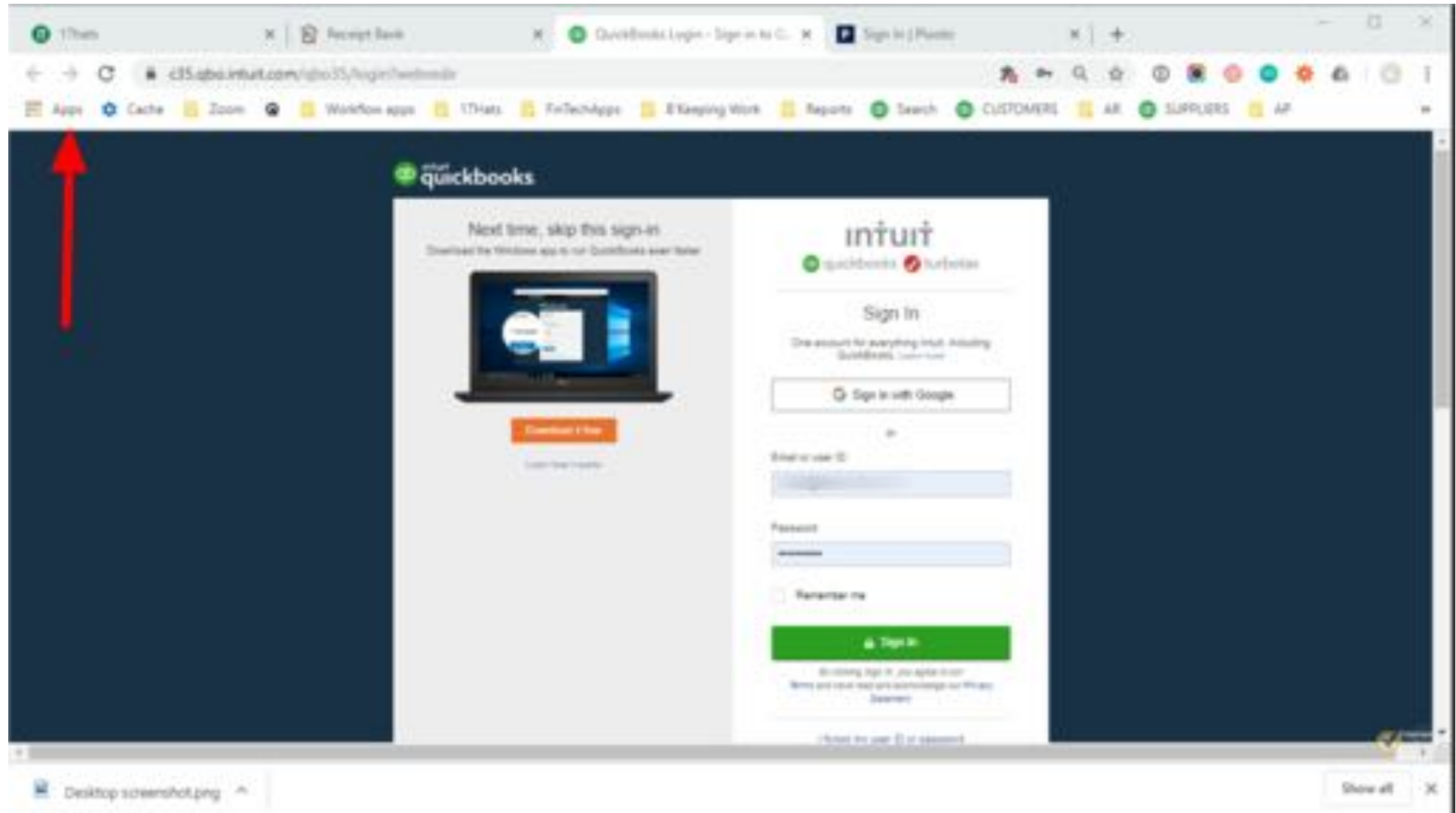
# Themes are fun, extensions are useful

**You don't need extensions.**

They can be very useful though.

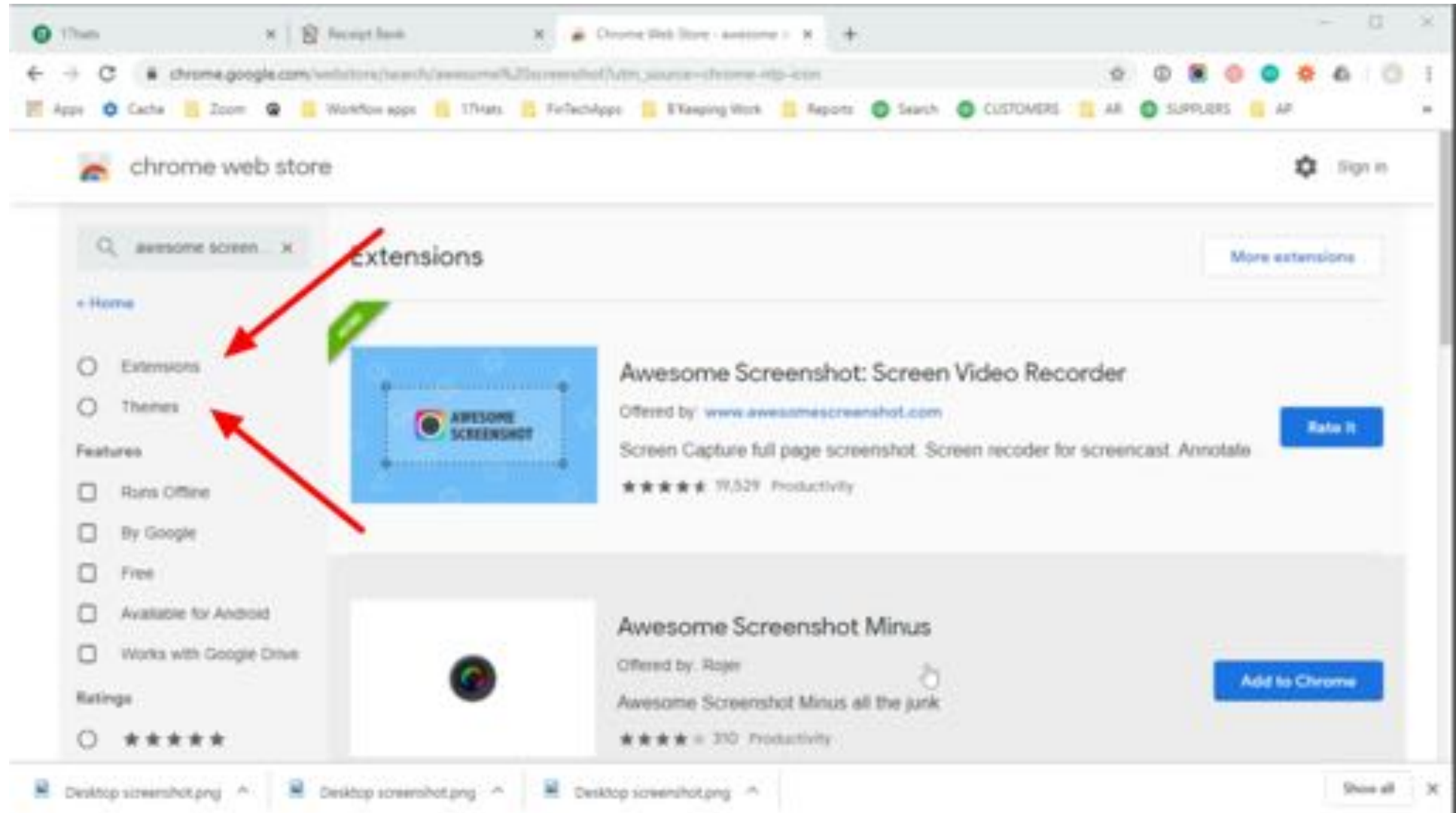
- Extensions add functionality to your browser, right from the header.

# Themes are fun, extensions are useful





# Themes are fun, extensions are useful



# Bookmarking your browser

Bookmarks are key to using browsers effectively.

- Simple way to work in several transactions and operations at once.
- Big productivity booster for FinTech SaaS users.
- Deep links are “click reducers” and possibly the biggest time savers.



**I set my customers up with all the everyday tasks they need to accomplish.**

**I have them open a new tab, hit the bookmark for the task and they can work right from there.**

**Client setup is relative to what bookkeeping they do of course.**

**Set up the standards such as Home, Customers, Invoice, Receive Payment, Suppliers, Bill, Pay Bill, Expense, Search...**

**- Kellie Parks**



# Bookmarking your browser

## 1. Make sure you can see your bookmarks.

- Setting dots>bookmarks>bookmark options>show bookmarks

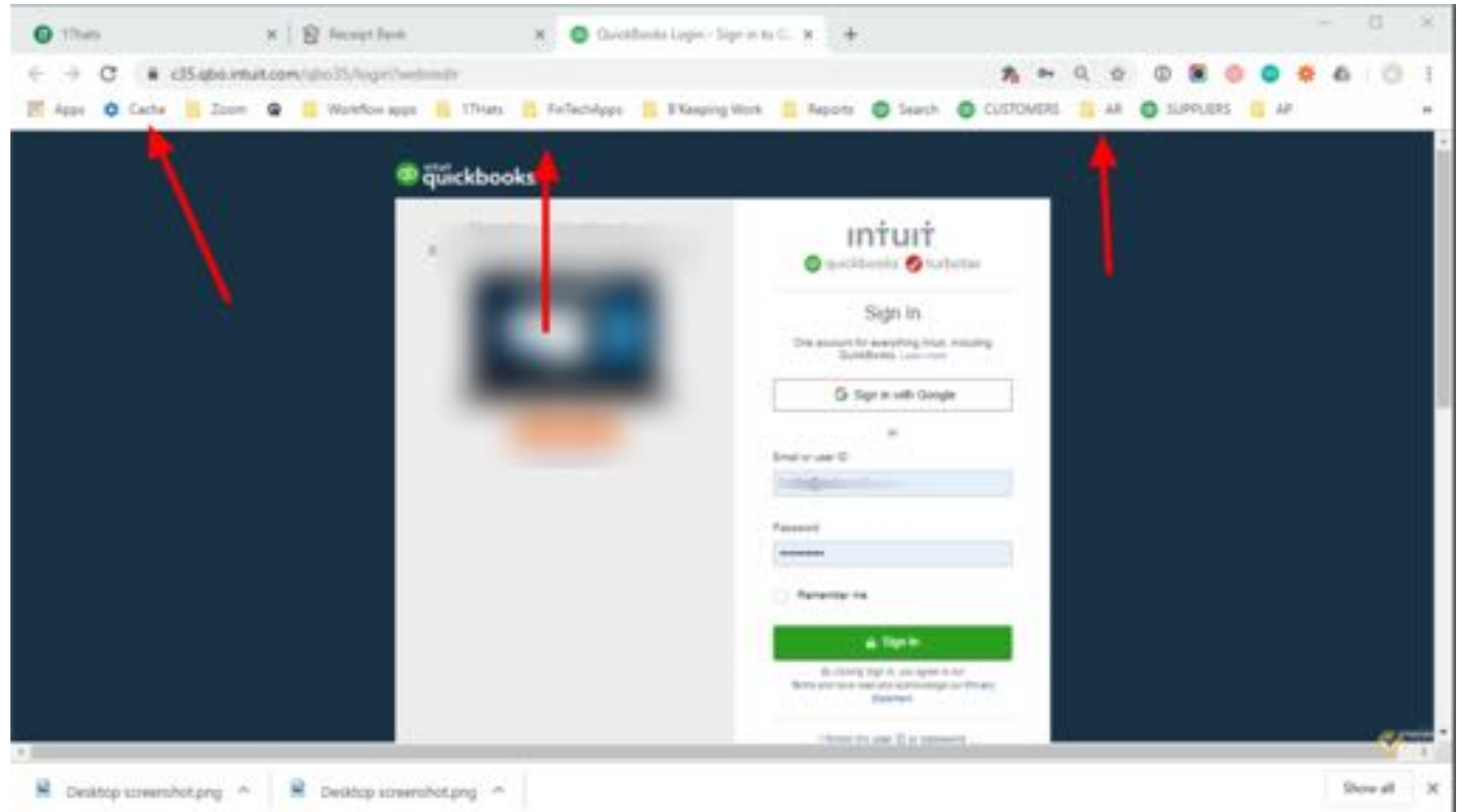
# Bookmarking your browser

## 2. Bookmark your most used actions and activities.

- Bookmark using the “star” in the far right of your address bar when you are in a task or page.
- Bookmark on the fly, or set it up all ahead of time.
- Hit a new tab>hit the bookmark

# Bookmarking your browser

Bookmark your most used actions and activities.



# Bookmarking your browser

Bookmark your most used actions and activities.

Especially  
Clear Cache



Clear Your Cache!

**Tip!**

Bookmark your “clear cache” settings. If it’s easy to do, it’s more likely it will get done.



# Maintaining best practices

Browser optimization: Setup and consistent use

- Clear your cache.
- Open a new tab to change tasks.
- Don't have too many tabs open.

# Maintaining best practices

Refresh your browser.

Keep in mind that if you make a change to a transaction you have to let any related activities or tasks aware of the change.

For example, if you add an expense while you have the bank feed tab open you can't just go back to the feed and think it will now “match” to the new expense.

**Refresh the bank feed tab and then it will show up.**

# Maintaining best practices

“F5” is your internet bestie.

Keyboard shortcuts in general are kickin’.



# Maintaining best practices

Don't overtask your browser.

This is where multiple identities comes in handy. Have one dedicated to FinTech and one for other uses. Try not to cross pollinate you will wind up with too many tabs open, stress your cache and lose productivity.

# Maintaining best practices

Go Incognito.

Need to jump in on another client file, but don't want to close out of the one you are in? Is the app not opening (even though you cleared your cache)?

**Same bookmark bar, but it's a hidden user so it's not picking up your current login information.**

# Maintaining best practices

Set up your settings.

There are many settings you can organize so tasks and preferences are magic.

- Set what windows open when you start up.
- Preset where you want your downloads to go.
- Check your privacy settings.
- Autofill is a big timesaver.
- Customize font and size.



# **APP TIPS, TRICKS AND BEST PRACTICES**

## **Receipt Bank - QBO - Plooto**

The logo for Receipt Bank features a stylized orange house icon with a white roof. Below the icon, the words "receipt" and "bank" are written in a large, bold, orange, sans-serif font, stacked vertically.

# receipt bank



# Receipt Bank Best Practices

- **Fully educate the client to use Receipt Bank** – this is a collaborative tool. If THEY don't use it well, YOU will be frustrated.
- Original connections set up – run the feed a few times in a row to get the security issues dealt with.
- Teach your client to check the app connection weekly to make sure it is running smoothly and connected to all the accounts it should be fetching.
- Show the client how to fix any broken connections.
- Educate the client to ensure all receipts are uploaded before destroying them.

# Receipt Bank Best Practices

- **Inform the client's vendors that they will be using Receipt Bank – this is a collaborative tool.** Make it seamless for your client and their vendors.
- Have the client send out a mass email Receipt Bank/Plooto note to vendors, get them on board with emailing directly into Hubdoc.
- Sample onboarding letter next page

# Sample Onboarding Letter

**[CUSTOMER NAME]** has started using a cloud based document management program.

Effective today please send all invoices, statements & remittance forms to:

**XXXXXX@receiptbank.me**

Emails must come in with only one invoice per email as the program can't separate multiple files.

**We will also be migrating to an online payment program - Plooto** - in the near future to pay your automatically by direct deposit. We would appreciate if you would enter your bank info when prompted by Plooto. You may make the information permanent so it is a seamless process for you whenever we pay you, or you may enter your information each time we pay you.

We also need the email that notifications should go to.

We look forward to a smooth process to receive your bills and pay you in a timely and effective manner!

Questions or concerns? Contact us and let's discuss them asap.

Thank you.

**[CUSTOMER NAME]**

**[CONTACT INFORMATION]**

# Receipt Bank Best Practices

- The mobile app is the fastest. Organize by size, move the multi pagers out, create manageable piles, click and flip. Multi page has to go in as scans. Restaurant receipts – side by side as a single upload photo.
- Allow 24 from upload to OCR completion.
- Publish everything as a bill. The bank feed will pick it up as a match. No need to decide if or how payment was made.
- Review AP for open transactions if there are trans not “matching” in the feed. Sometimes a date can screw things up.

# Receipt Bank Best Practices

- Get 1 type of receipt for each vendor in – before uploading a batch.  
i.e. Home Depot, Tim Hortons, Esso, Flanagans... Allow the OCR to do its magic. Code to vendor rules and destinations. Publish just those receipts. Then, and only then, mass upload.

Ish...

There are alternatives if you want to mass upload.

**You can create supplier rules to use for current in the hopper and future in certain subscription levels.**

# Receipt Bank Best Practices

- Allow 24 from upload to OCR completion.
- Sort (6 sort options!) is awesome, use it to mass publish.
- **Publish everything as a bill.** The bank feed will pick it up as a match. No need to decide if or how payment was made.
- Allow 12 hours from publish to hitting the bank feed.
- Manage email settings so you or your client don't receive unwanted ones.
- Yes Receipt Bank logs out quickly, it's dictated by Intuit.



# QuickBooks Online (QBO) Best Practices

## General

- **F5 is your QBO BFF.**
- Filter is awesome.
- Learn your keyboard shortcuts – pop-up with a list of shortcuts, hit CTRL + ALT + ?
- Company ID – hit CTRL + ALT + ?



# QBO Best Practices

## General

- Search is your bestie too. Do not look for anything!
  - Suppliers, amounts, CoA items... search everything.
  - Put in the zeros at the end of an amount in the search bar otherwise it defaults to reference as the criteria.
  - DO SCROLL for reports, search for them - boom!
- Predictive type is fantabulous!

# QBO Best Practices

## General

- **Clear your cache daily.**
- Complicated, long transactions (ie. journal entries, detailed estimates) save as you are working. Either the internet or QBO could hiccup and you'll lose your work.
- Do not turn of Multicurrency or Class Tracking. You cannot turn them off.
- Products and services - match the name of top line to the account if possible for clarity. "Income Account" = "GL Account". "Income Account" is a mis-nomer.

# QBO Best Practices

## User hints

- In task calculator – do the calculation>hit the tab button. Boom, yay!
- Recurring transactions – use save & close to complete more than 1 recurring transaction.
- Changing a matched transaction and can't recall the original matched account? Hit the blue match top left.
- Changing a transaction – be aware of “inclusive or exclusive” of tax.
- Custom reports – click on “name” of report to open.
- Recurring transaction – scheduled, click on drop down arrow to use.
- “Save” transactions rather than “save and close” or “save and new” and you can complete the next action in screen. Bills and invoices.

# QBO Best Practices

## Expenses, bill payments, invoices and receive payments

Grrr... you have an expense and an open bill!

- Open the expense, make sure it is named the same vendor as your open bill.
- Pop out right drawer will show open bills.
- Add them to the expense.
- Ensure you put the same amount in for the expense total!

It's the same process for unapplied payments.

# QBO Best Practices

## Expenses, bill payments, invoices and receive payments

Previously created invoices: Send a reminder, receive payment, share link, print packing slip...

- Go to Customers.
- Search for the Customer.
- Right hand drop down menu for actions.

# QBO Best Practices

## Bank Feed

- **Teach your client to check the bank connection weekly to make sure it is running smoothly.**
- Educate your client to fix any broken connections. Make sure they know NEVER to touch the feeds, match or exclude anything.
- Check the QBOA page at least weekly to get a quick view that all client bank feeds have run within the last few days. Refresh individually if needed.
- Transactions go in before bank feeds are coded.

# QBO Best Practices

## Bank Feed

- You can add an attachment to a transaction in the feed.
- Do not match or accept anything that is post the date you are going to reconcile.
- Bank rules are only for common recurring transactions that you will likely not have receipts for, absolutely know the tax implication for and that will always go to the same account (bank fees, insurance PADs...).

# QBO Best Practices

## Bank Feed

- Sort is powerful.
  - Filter for dates, amount, vendor to figure out what's duplicated or missing before you begin matching!
- Splits are awesome.
- Do not have a bank rule and a recurring transaction for the same thing.
  - Pick one or the other, unless you want to get sucked into the time void of deleting duplicates in the reconciliation screen.



# QBO Best Practices

## Bank Feed

- You can print the bank feed to PDF and send it to your client to get them moving on supplying missing receipts. Or screenshot it and mark it up, the printout is not pretty.
- Open all bank feeds at once in separate tabs to verify transfers between accounts match.
- Transfers work best if you initiate/match in the originating account and then match in the destination account. Particularly for multi-currency files.

# QBO Best Practices

## Bank Feed

- Once you have excluded transactions and reconciliations are complete go back and delete exclusions.
- If duplicate transactions are being pulled in **turn off any automated bank rules.**
  - Or you will be playing transaction-whack-a-mole!
  - Go to the middle tab, sort and batch undo the duplicates.
  - Exclude, reconcile and delete duplicates immediately.

# QBO Best Practices

## Reconciliations

- Sort is powerful, especially “cleared date”. So is filter.
- Open all bank reconciliations at once in separate tabs to verify transfers between accounts match.
- Before completing reconciliation, post clean up of uncleared transactions that you know are reasonable – sort by cleared date and screenshot the uncleared transactions. Markup and send to client. “Save for later”. Re-open when they confirm whys of uncleared.

# QBO Best Practices

## Reconciliations

- Run through all reconciliation accounts in multiple tabs, complete clean up (see above bullet), but do not finalize until all accounts are ready and agree with each other.
- Re-reconcile unreconciled transactions – a pop up will appear – click on it, pause (it takes a few seconds to open completely). The option to re-reconcile in screen will appear.
- Paperless statements, scary right!? You can continue to print them out but I have found that reconciling to a PDF becomes easier over time.
  - Benefit: you aren't looking down and up, and down and up...

# Batch Reclassify

## Not using QuickBooks Online Accountant (QBOA)

Go to the transaction type

- Filter
- Batch

Reclassify

# Batch Reclassify

## Using QBOA

Go to the “suitcase” top left nav bar

- Filter by account on the left
- Filter by vendor, dates, type, tax code
- Batch tick
- Hit Reclassify

Reclassify by account & tax code!

**You cannot reclass transactions that are item based :-{**

# Customizing reports

**This is fantabulous!**

Empower your clients to view their reports when they want.

Free yourself up from sending and being constrained by their timelines.

# Customizing reports

1. Navigate to reports page.
2. Open P&L.
3. Click customize. Or click the gear icon.
4. Customize.
5. Click save and customize name, add to a group (if wanted) and toggle share with.



# Customizing reports

**Take it next level with automagically emailing on a schedule.**

You will need to create a group of reports (it can just be one report though).

You can preset groups or create them on the fly.

# Customizing reports

1. Navigate to custom reports tab.
2. Click on edit.
3. A series of actions and choices will open up.
  - a. Name, repeats, schedule, to who, and subject line/custom message.

[Here's a tutorial link.](#)

# ploto

# Ploto Best Practices

- Have the client send out a mass email Receipt Bank/Ploto note to vendors.
- Enclose (or have the client enclose) a Receipt Bank/Ploto letter with every hard copy cheque sent out.
- Sort is awesome – start with date, click off through list, re-sort by vendor (the ticks are sticky) to make sure there's no small bill that needs to be paid shortly after.
- Pull to category headers.
  - This is really great for viewing the total owed/being paid to a vendor.

# Ploto Best Practices

QBDT needs “web connector” to sync, and a refresh at the start and completion of a payment session.

- QBDT upload contacts in the beginning using a CSV download/upload.
- QBDT new contact must be an exact match – use a copy/paste from the vendor page.
- Yes, Ploto logs out quickly, it’s dictated by Intuit.

# Ploto Best Practices

## Receive payments through Ploto.

- Request payments from dashboard>Receivables.
- Set up PAD agreements.
  - Use the “match to invoices” options for seamless QBO reconciliations.
  - Edit rather than delete when you need to change them.



# Rewind Best Practices

## Back up your QBO files!

Restore file - with images.

Human, app integration, internet glitch errors.

Test drive changes to a file.

QBO file shutdown.

- Integrate>Choose Country back up location>Set & forget it.
- Choose to restore by transaction segment, date range, single to multiple transactions, full file restore.
- Full trail of transaction history.





# CREATING YOUR IDEAL CLIENT PROFILE

# 3 Steps To Creating Your Ideal Client Profile

1. Defining the elements of an Ideal Client Profile.
2. Identifying how an Ideal Client Profile creates effectiveness for your workflows.
3. Creating an actual, actionable Ideal Client Profile.



**You don't have an Ideal Client Profile?**



# What???

Do you really want to spend your day with clients who don't fit?

Who don't value you?

Who don't pay you enough?

Who you don't get along with?

And how about the drudgery of doing tasks and work you loathe?

# No thank you!

This is not a session all about the theory of "The Ideal Client".

We are going to create a real live, actionable Ideal Client Profile.

Let's map this out right now - what the elements an Ideal Client include (or don't include) and get that Profile locked down.

Let's get you moving on streamlining workflows, spending the day doing work you love with profitable clients you enjoy.



**You can only create a firm and client culture of respect & work fulfillment if it is known who your firm loves to do business with, what your technology is going to be and what the work is that your firm loves & does well.**



# What are some other terms for Ideal Client?

Target Audience.

Customer Persona.

Customer Avatar.

This one creeps me out a little.

Whatever you decide to call it, get on with creating it.

# Why do I believe every business needs an Ideal Client Profile?

I've had a number of businesses over the last 30 years.

And I loved them all.

The clients, the work, the lifestyle...

and of course the money.

The reason I loved them all, the reason I've had a number of completely different types of businesses, rests solely on always having had a current Ideal Client Profile.



# Here's the mini version of my business story.

## Phys-Ed, sports therapy stream.

I knew I only wanted to work on people who were as invested as recovery as I was in getting them back in the game.

Then I realized I really didn't like touching people and there was never going to be an ideal client with this career.

## Print industry.

I knew I only wanted to deal B2B, with larger companies that had purchasing departments.

The print product didn't matter, just the size of the orders and the process.

## Branding & marketing.

I realized I only wanted to do corporate, high-end projects with professional team levels and processes.

The product now mattered very much.

The team needed to engage in my workbacks (aka workflows) & systems and bear responsibility for fallouts.

# Here's the mini version of my business story.

## Early bookkeeping.

I wanted to do books for incorporated businesses with clients fully engaged in their business financials.

I would only work in Quickbooks Desktop.

I would only take on full-cycle bookkeeping.

## Mid-life bookkeeping.

I would only work in QBO/hosted QBDT with bank feeds connected and document management/payment processing apps connected.

Payroll had to be done by a provider.

No multi currency or inventory.

Work was remote with on-site visits if I felt like it.

## Now bookkeeping.

I only work in QBO with bank feeds connected and document management/payment processing apps connected.

Payroll has to be done by a provider.

No multi currency or inventory.

Work is remote with on-site visits if I feel like it.

# Here's the mini version of my business story.

I have few new gigs.

## Coaching Accounting Professionals.

I want everyone to love online accounting as much as I do.

Must be way over the why and now want the how.

Must be willing to take action.

## Partnering with applications.

I want the online financial technology to progress in the direction accounting professionals deem valuable.

Must care deeply about the needs of the accounting industry.

Must be willing to take action.

**Blah, bla, blah...**

That's what you really heard.

Right!?



# **In fact, I hope there's a takeaway - or 5 - here.**

- I have always loved what I do.
- I have loved who I worked with.
- I have reviewed my Ideal Client Profile often.
- I have pivoted with my Ideal Client Profile to re-create my business model.
- My business model has matched my lifestyle model.

What I hope you noticed is that my Ideal Client is intricately tied to my business model.

There is overlap so get a “**side hustle document**” going for building out your corporate values, service offerings, tech stack, team size and mission statement.

# What does the Ideal Client look like?

What are some key elements?

- Personality traits
- Their business model
- The size of their business
- Demographic

But most importantly, how they fit with you and your business.

**Who has a pet(s) that you consider perfect?**

I do. Here's mine.



# Kellie's Ideal Dog Profile.

A bit Saasy - not too docile.

Only barks at me and others if it's well deserved.

Listens well to instructions.

Is above average intelligence.

Doesn't pick food off my plate.

Engaged in their work.

Medium size.

Is not too clingy.

Embraces my routines.

Is willing to try new tricks.

Welcomes new toys.

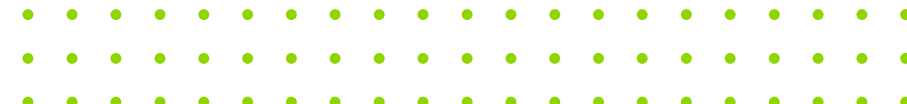
Is not homogeneous.

# Gratuitous Dog Photos.





**Actually this is pretty much my ideal client profile!**



# Kellie's Ideal Client Profile.

A bit Saasy - not too docile.

Only barks at me and others if it's well deserved.

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Is above average intelligence.

Doesn't pick food off my plate.

Engaged in their work.

Medium size.

Is not too clingy.

Embraces my routines.

Is willing to try new tricks.

Welcomes new toys.

Is not homogeneous.

# **Re-visit your Ideal Client Profile at least annually.**

You, your clients, your business are all going to change and grow (or shrink).

Your Ideal Client Profile needs to change and grow as well.

# Defining your Ideal Client creates effectiveness in your workflows.

You know what the work is going to be.

You know what the communication looks like.

You know what your tech stack is.

This creates clarity, consistency, efficiency and predictability.

For you.

For your clients.

For your team.

# Defining your Ideal Client creates effectiveness in your workflows.

Which leads to profitability!

And meaningful, organized, respectful relationships.

# Let's build your Ideal Client Profile!

That's enough of me yabbering on.

Let's do this thing!



# Let's build your Ideal Client Profile!

You have a handout to work through.

## Ideal Client Profile

### Why do you need an Ideal Client Profile?

How is an Ideal Client going to help your business the most?

Let's see how much an Ideal Client could help with which aspects of your business.

	That's This is the reason!	This would be a big win.	This would benefit me somewhat.	I never thought about this as a benefit.	Meh, not a big issue for me.
Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effectiveness of work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Implementing technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Controlling technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Onboarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialization expert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relationship building with clients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Anything else an Ideal Client Profile would help with? Freewheel it here. Don't overthink your answers, just dump them in here.

Your answer

BACK

NEXT

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Google Forms

## What are some of the things related to how you want to work that would make a client ideal?

Here's some that come to mind for me. Decide if they matter to you and then fill out your thoughts below.

	Where you will work	Technology	Niche/vertical	Services you love to provide	Services you loathe	Size of client	Price charged to client	Business structure of client
This matters very much to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This doesn't press a button.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm not sure what you mean by this.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Where you will work

- ☐ Remote only
- ☐ Remote and onsite
- ☐ In an office
- ☐ From a home office
- ☐ Other: \_\_\_\_\_

Technology. Do you have a line of technology that is all you will work in? Or are you open to variables?

Your answer \_\_\_\_\_

Niche/verticals. Do you have a preferred industry(ies) to work in?

Your answer \_\_\_\_\_

Or ones you simply won't go near?

Your answer \_\_\_\_\_



Here are some thoughts on accounting & bookkeeping services to get you started. It's important to know what you will do. And the key to establishing what you won't!

Yup, I love doing this.   I will take on a client ...   Not a stinking chance.   I haven't thought eno...

Accounts Payable Ent...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Payments, Ful...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bank & Credit Card Re...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales Clearing Accou...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Class Tracking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reporting and Analyti...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Year End Prep and Ac...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales Tax Filing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corporate Tax Returns.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Personal Tax Returns.

☐☐☐☐

Invoicing and Account...

☐☐☐☐

Payroll.

☐☐☐☐

Job Costing - no labo...

☐☐☐☐

Full Job Costing

☐☐☐☐

Multi-currency - other...

☐☐☐☐

Inventory Tracking an...

☐☐☐☐

We're freewheeling again. Other services you love to provide.

Your answer

---

Other services you loathe.

Your answer

---

What are some other "how you want to work" ideas?

Your answer

---



## Here are thoughts on advisory services.

- ☐ Workflow and process mapping.
- ☐ Strategic partnerships for insurance, incorporation, financial planning.
- ☐ CFO engagements.
- ☐ CRA representation (voluntary disclosure).
- ☐ Family trust accounting and representation.
- ☐ Audit engagements.

- ☐ Rescue file work.
- ☐ Business valuations.
- ☐ Forensic accounting.
- ☐ Foreign tax.
- ☐ International services.
- ☐ Holding company accounting.
- ☐ Corporate restructuring.
- ☐ Corporate insolvency.
- ☐ Personal insolvency.

...

Let's get down other advisory services that come to mind. Or define the above more clearly.

What size of client do you want to take on?

- ☐ I want a few clients that take up most of my work
- ☐ I want a few major clients and round it out with some smaller ones.
- ☐ I want all small clients.
- ☐ I haven't thought about the mix of the size of my work/client.
- ☐ Other: \_\_\_\_\_

Do you have a minimum price you will be charging?

- ☐ Yes
- ☐ No
- ☐ Other: \_\_\_\_\_



Do you have a maximum price you will be charging?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Other: \_\_\_\_\_

Does their business structure matter? What type will you take on? Or are they all good by you?

- ☐ Sole Proprietor
- ☐ Partnership
- ☐ Limited Liability Company (LLC)
- ☐ Incorporated
- ☐ Cooperative
- ☐ Family Trust
- ☐ Non (Not For) Profits/Charities
- ☐ Other: \_\_\_\_\_

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QUESTIONS

RESPONSES

1

What does the ideal client look like to you?  
We're not encouraging discrimination here. It's okay to know who you are a fit for. Who you want to spend your workdays with.



Do any of these matter to you?

#### Demographic

☐ Age☐ Gender☐ Language☐ Other

Get some details to above in here.

Long answer text









QUESTIONS

RESPONSES

1

Long answer text

Personality traits to get the thoughts flowing.

- ☐ Responsive and collaborative
- ☐ Has a generally optimistic outlook on business and life
- ☐ Needs emotional support
- ☐ Extrovert
- ☐ Introvert
- ☐ Creative type
- ☐ Slog person :-}
- ☐ No non-sense—it's all strictly business
- ☐ Conscientious

More freewheeling: Are there other personality traits that come to mind?





How are you going to collaborate with them? This goes back to their and your personality fits.

- ☐ Compliant with tax regulations - no "fine line accounting" beliefs
- ☐ They can set the compliance table
- ☐ Engaged with their business and the accounting processes/technology
- ☐ Hands off involvement - wants reports only
- ☐ Embraces cloud financial technology
- ☐ I have no need for them to be involved in the tech
- ☐ Will allow bank connections to cloud financial technology
- ☐ Willingness to collaborate and follow my best practices, processes, systems and workflows that I implement for them
- ☐ Respects the communication methods and time frames we have implemented
- ☐ They can set the stage for how they communicate with me
- ☐ Wants higher level advisory services
- ☐ Simply wants the base information for tax filing
- ☐ Will make sincere efforts to implement suggestions
- ☐ Is not an "ask-hole"

Now how about you do a little navel-gazing?

- ☐ I value empowering autonomy
- ☐ I like clients dependence on me
- ☐ I am a persuer
- ☐ Or a distancer
- ☐ I am a pleaser
- ☐ I am a complete doormat
- ☐ I am great at enforcing boundaries
- ☐ I am controlling (it's not always a bad thing)
- ☐ I am rigid about my processes
- ☐ I am an integrator - blend situations
- ☐ I am a segmentor - compartmentalize situations
- ☐ Other

QUESTIONS

RESPONSES

1

☐ Other...

You know what to do here by now. Get your ideas down about your clients.

Long answer text

And about you...

Long answer text

Here's a fun rabbit hole to go down. It may give you some insight into yourself and your ideal client.

<https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm?hgc=1>



# Ideal Client Profile

**I don't mean to shock you, but I haven't thought of everything!**

There must be some things not in this form that you need to add to your ideal Client Profile.

**Let's get those final ideas down here.**

Your answer

BACK

NEXT

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**We started to build your Ideal Client Profile!**

Feels good right!?

Now make it actionable.

Starting figuring out who doesn't fit...

# We started to build your Ideal Client Profile!

...and make room for  
ones that do.



# What's to gain for my business with all this profiling?

A defined &  
rationalized tech  
stack.

End app overwhelm.

End app subscription sticker  
shock!

A targeted audience.

Create consistent, meaningful  
messaging.

Know where to place your  
messaging efforts!

Honed best practices,  
systems and  
workflows.

You know who, what, when to  
build out consistent,  
meaningful processes.

# What's to gain for my business with all this profiling?

A happy you (and team).

You are only working with clients you enjoy.

Happy clients.

You are only working working with clients that have aligned business needs and values.

Happy profitability.

You are only working with clients who value what you are bringing to their business.





**Right!?**

**What's not to love about creating your  
Ideal Client Profile!?**





# Questions?

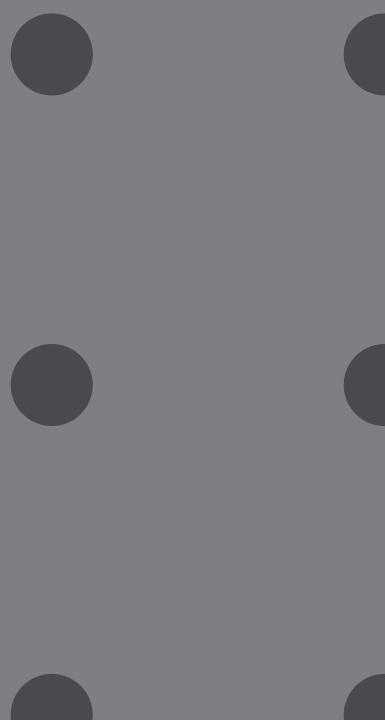


# Thank you!

Fill out the survey!

Intuit really, really cares about delivering valuable, actionable content.

So let them know how we are all doing at achieving these goals.



# Today's big takeaways.

Covered what the elements of an Ideal Client include (or didn't include).

Discussed how an Ideal Client Profile creates effectiveness for your workflows.

Created (or started to create) an actual, actionable Ideal Client Profile!

You can only build a firm and client culture of respect & work fulfillment if it is known who your firm loves to do business with, what your technology is going to be and what the work is that your firm loves & does well.

Would you simply like to purchase my Ideal Client Profile worksheet?

<http://bit.ly/50IDCPform>

Kellie Parks

[#SaasyAccountingCoach](#)

Would you like to work with me to create your Ideal Client Profile?

I gig on helping accounting professionals love their businesses as much as I love mine.

I can't wait to hear from you!

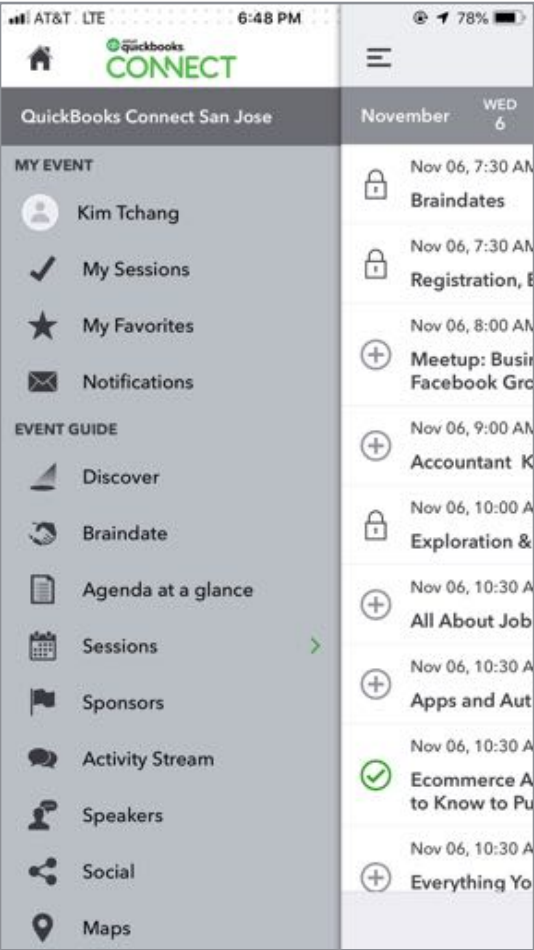
Kellie Parks

[#SaasyAccountingCoach](#)

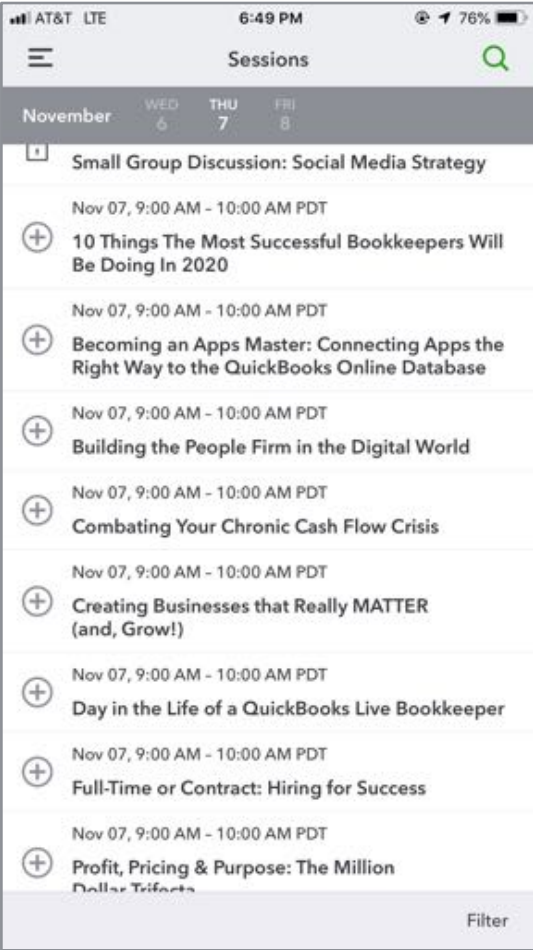
# Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

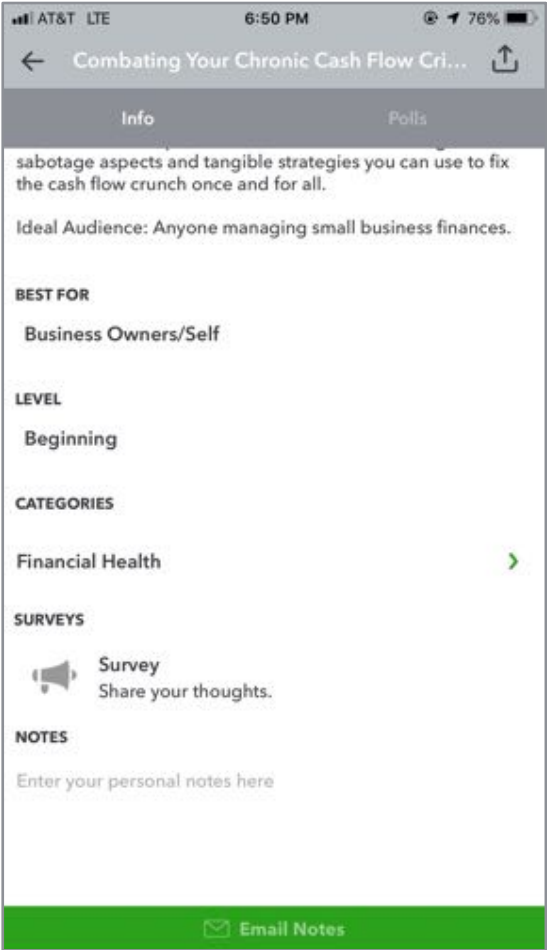
## 1. Select Sessions



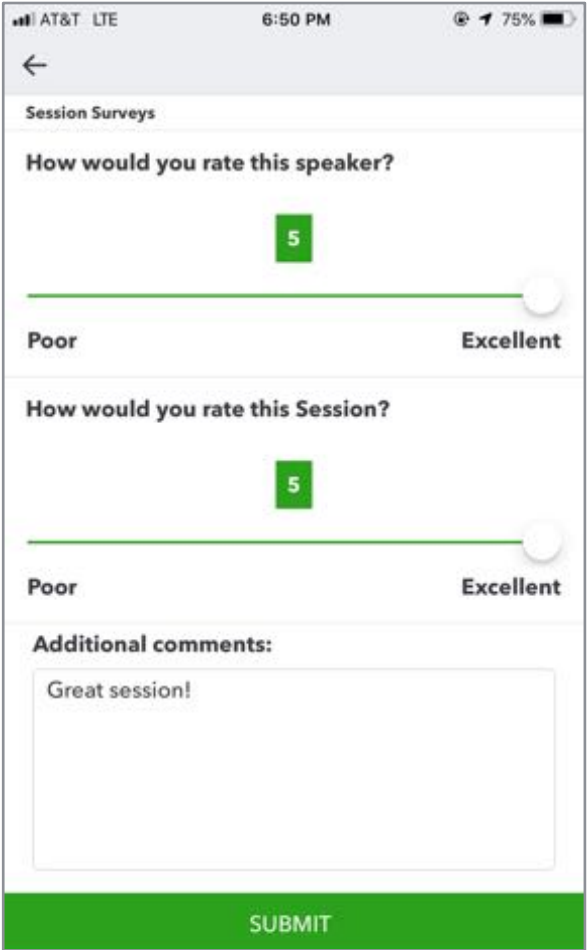
## 2. Select Session Title



## 3. Select Survey



## 3. Add Ratings



# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://can.quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect Canada 2023 agenda page. At the top, there's a navigation bar with links: Why Attend, Agenda (selected), Speakers, Pricing, Sponsors, Travel, and FAQ. Below this, there are tabs for the dates: December 9 (Accountant Day), December 10 (selected), and December 11. A 'Print Agenda' link is in the top right. A paragraph describes the breakout sessions. Below that is a search bar labeled 'Search for sessions'. A 'Filters' section contains buttons for Organizational Culture, Life & Business Skills, Technology Training, Business Growth, Advisory, and Financial Health, with an 'Expand all +' link. The agenda list shows sessions from 7:30-9:00 am to 11:00 am-12:00 pm. The 'Breakout Sessions' section is expanded, showing details for 'Creating Your Small Business Culture', including a description, ideal audience, best for, speakers, location, track, CPD hours, and level. Other sessions listed are 'Understanding Personalities for Better Communication' and 'How to Use QuickBooks for Your Small Business: Introduction'.

**QuickBooks CONNECT** Why Attend Agenda Speakers Pricing Sponsors Travel FAQ

December 9 Accountant Day December 10 December 11 [Print Agenda](#)

Attend breakout sessions to learn strategies to grow your business, how to hire and build an ideal culture, tips to improve your financial health and more. Connect with peers and experts for one-on-one learning. More information coming soon.

Search for sessions

Filters: [Organizational Culture](#) [Life & Business Skills](#) [Technology Training](#) [Business Growth](#) [Advisory](#) [Financial Health](#) [Expand all +](#)

7:30-9:00 am	Registration, Breakfast & Exploration	+
8:00-8:45 am	Meetup: New to Networking	+
9:00-10:00 am	Morning Keynote	+
10:00-11:00 am	Exploration & Connection	+
10:15-11:00 am	Meetup: Women in the Workforce	+
11:00 am-12:00 pm	<b>Breakout Sessions</b>	
	<b>Creating Your Small Business Culture</b> Many solopreneurs and small business owners feel like they don't have time to work on their company culture (or that they even should). Instead, they spend most of their days working in their business rather than "on" their business. In this session, you will receive tips on how to reduce stress, improve productivity, and improve your personal fulfillment all through the nurturing of your crew, your clients, your fans, AND yourself!  Ideal Audience: Business owners looking to enhance their culture.  Best For: Business Owners/Self-Employed Speakers: Tamia Madenest Location: Room 201 CDEF Track: Organizational Culture CPD Hours: 1 Level: Introduction	+
	Understanding Personalities for Better Communication	+
	How to Use QuickBooks for Your Small Business: Introduction	+





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