



Bookkeepers: A practical application lab

Lisa Channell Wanless
Melanie Schroeder



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, looking towards the left. 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



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 **6 hours of CPD (AM – 3 CPD, PM - 3 CPD)**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



Lisa Channell Wanless
Bonfire Bookkeeping
[@bonfire_books](#)

Today's speaker



Melanie Schroeder
Chartered Professional Accountant
[@likeitwasmine](#)

Agenda

Introduction

Standard Operating Procedures

Boundaries

Client Profitability Check

Proposals

Agenda call out option

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One of the marvelous things about community is that it enables us to welcome and help people in a way we couldn't as individuals.”

Jean Vanier



Agenda call out option

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Over the course of many encounters and many years, I have successfully developed a standard operating procedure for dealing with big, nasty monsters. Run away.

Jim Butcher



Session goals

- Understand the power of Standard Operating Procedures
- Define the areas of our business we can use them in
- Create a library shared SOP's

LEAVE THE SESSION WITH ACCESS TO A LIBRARY OF STANDARD OPERATING PROCEDURE TEMPLATES

What's in a name?

- Why should we care about Standard Operating Procedures?

LEAVE THE SESSION WITH ACCESS TO A LIBRARY OF STANDARD OPERATING PROCEDURE TEMPLATES

Get organized

- Brainstorm

LEAVE THE SESSION WITH ACCESS TO A LIBRARY OF STANDARD OPERATING PROCEDURE TEMPLATES

Lab work

- Assign Standard Operating Procedures to Groups
- Find standard format template in Google Drive for your group
- Follow the instructions in the template!

LEAVE THE SESSION WITH ACCESS TO A LIBRARY OF STANDARD OPERATING PROCEDURE TEMPLATES



Questions?

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Compassionate people ask for what they need. They say no when they need to, and when they say yes, they mean it. They're compassionate because their boundaries keep them out of resentment.”

Brené Brown, *Rising Strong*



Session goals

- Define the word boundaries
- Get clarity on some of your own boundaries
- Discover key areas for boundaries in your business
- Learn some tools for communicating your boundaries

GET CLEAR ON WHAT'S OK AND WHAT'S NOT OK

Brené Brown on boundaries



Communications

- How would you let clients know the best way to get in touch with you?
- When do you find is the best time to do this?
- What's the best way to tell someone they've overstepped a boundary?

GET CLEAR ON WHAT'S OK AND WHAT'S NOT OK

Time blocking

- What time of day do you do your best work?
- When do you absolutely hate meeting clients?
- How do you identify your must do's vs your guilty should do's
- When are you NOT available? How many meetings is too many?
- How many hours a day/week/month/year do you want to work.

GET CLEAR ON WHAT'S OK AND WHAT'S NOT OK

Engagement letters

- What are you giving up to be available for your clients?
- How available do you want to be for your clients?
- What goes into a good engagement letter?
- Do you do more than what is in your engagement?
- How do you feel about charging for work that is out of scope in your engagement letter?

GET CLEAR ON WHAT'S OK AND WHAT'S NOT OK

Lab work

- Pick one of the boundary areas we covered to work on
- Find the folder in the Google Drive
- Open and follow the instructions document

GET CLEAR ON WHAT'S OK AND WHAT'S NOT OK



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Moneymaking is not a serious business; it's a game. At first it may seem that it's a game that you play with forces outside yourself – the economies of the marketplace, so to speak. But as you proceed, you discover that it's actually a game you play with yourself!”

Stuart Wilde



Session goals

- Create a spreadsheet to review profitability on a project basis
- Get a quick idea of whether your projects are profitable
- Have an easy rule of thumb “rate” to create quotes

WHAT YOU MEASURE YOU CAN CHANGE

Define your variables

- What is your annual revenue goal?
- How many hours a year do you have available for client work?
- Divide ARG/AH

WHAT YOU MEASURE YOU CAN CHANGE

Lab work

- Open profit analyzer spreadsheet
- Complete with at least a few sample bookkeeping projects
- Discuss with your group:
 - Are your projects profitable?
 - Were the results what you expected?
 - How do you feel about the information?

WHAT YOU MEASURE YOU CAN CHANGE



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Proposals



Session goals

- Know which proposal type they want
- Introduce different proposals
- Library of proposals/wording
- How to make your proposal compelling/unique
- Not covering how to price

LEAVE WITH A LIBRARY OF PROPOSAL WORDING AND TEMPLATES

Proposal deep dive

- The good, the bad, the ugly

LEAVE WITH A LIBRARY OF PROPOSAL WORDING AND TEMPLATES

Proposal nuts and bolts

- How
- What
- Who

LEAVE WITH A LIBRARY OF PROPOSAL WORDING AND TEMPLATES

Lab work

- Create a proposal template
- Brainstorm beyond compliance – enter into Google document
- Discuss with your group:
 - What is your unique gift?
 - What is one piece of feedback you get consistently from your clients? How can you include this in your proposals?
 - What do you normally over/under estimate in your proposals?

LEAVE WITH A LIBRARY OF PROPOSAL WORDING AND TEMPLATES

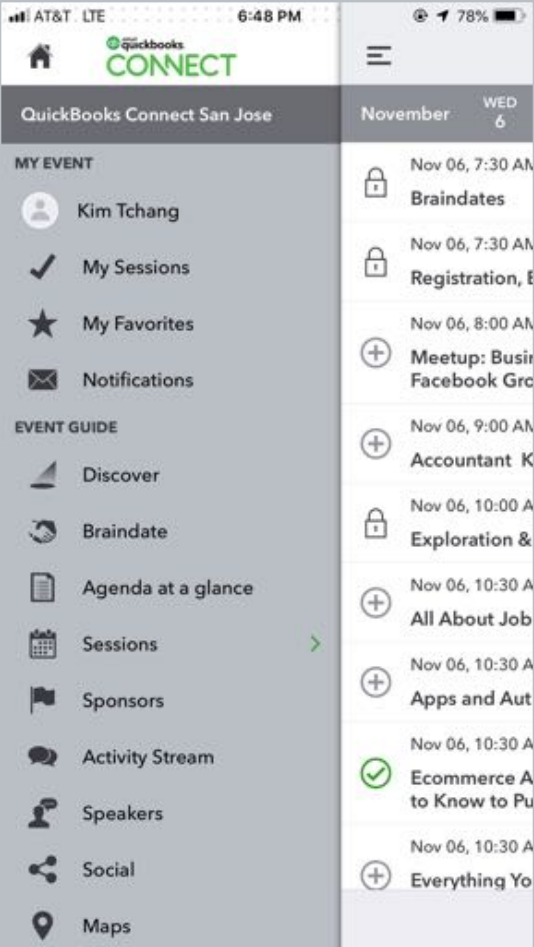


Questions?

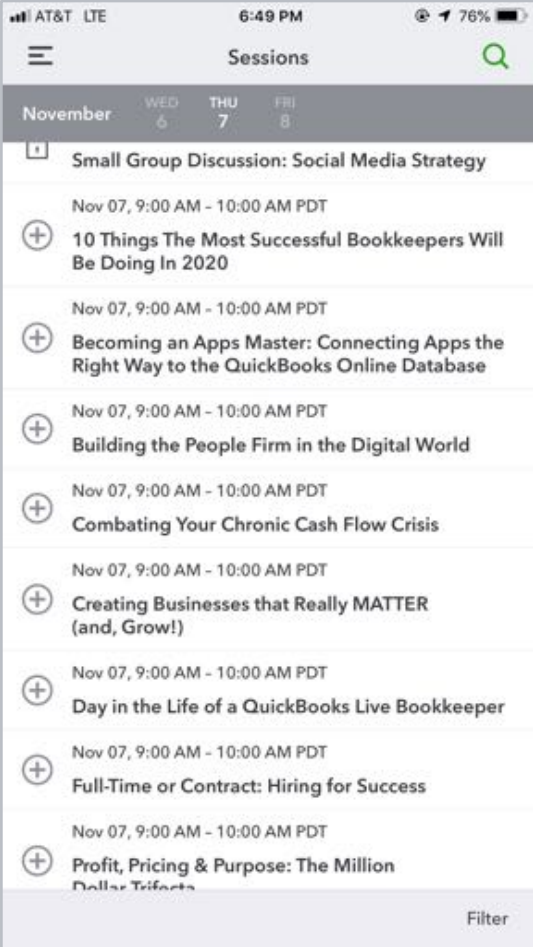
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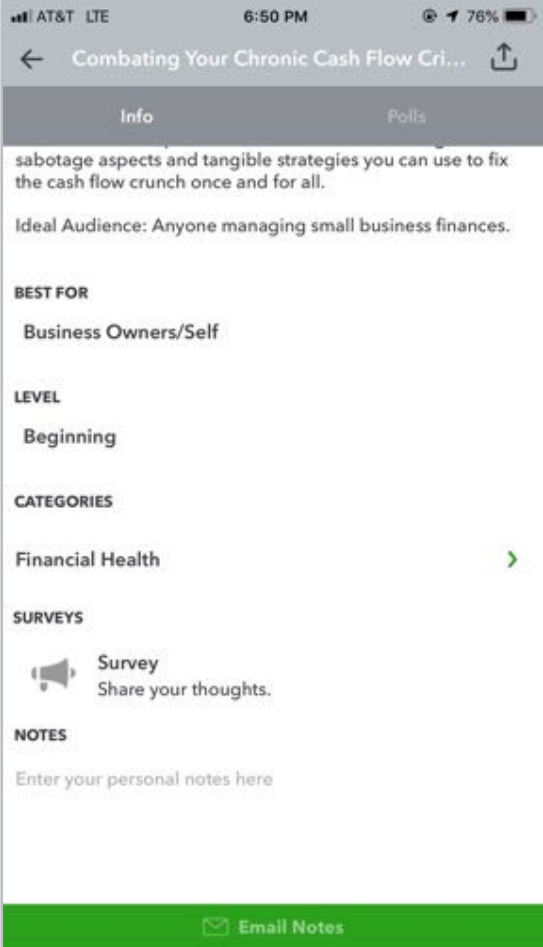
1. Select Sessions



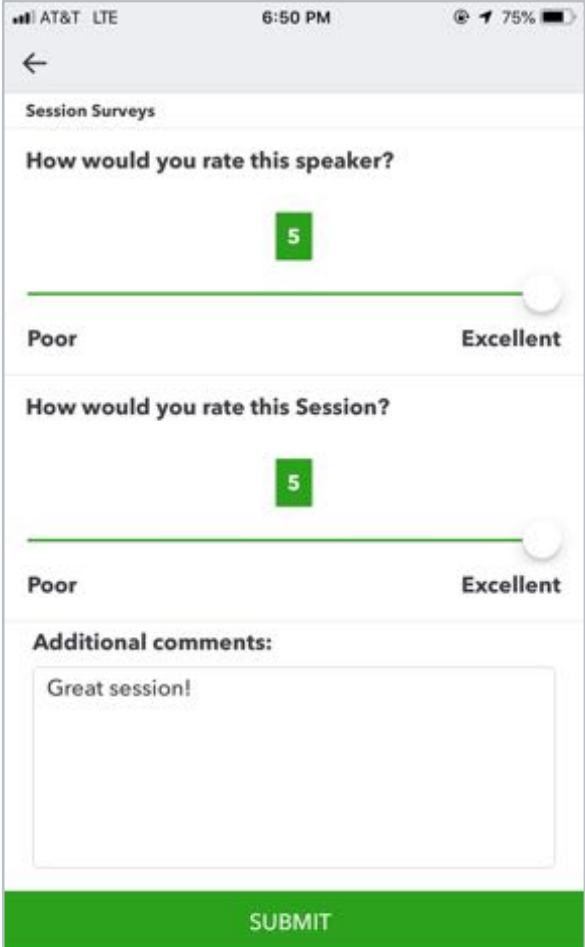
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3. Add Ratings



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 on the right. A paragraph describes the breakout sessions. Below that is a search bar labeled 'Search for sessions'. A 'Filters' section includes 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 Breakout Sessions

Creating Your Small Business Culture

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 Madenatz

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 +



OWN
THE
FUTURE