



Your Bookkeeping Business ✓

Name of Business: _____

Date: _____

In the 5 areas below, give yourself a rating from 0 – 10. 0 = nothing in place. 10 = done it and it's working. If an area doesn't apply to your business, put NA (not applicable). Be honest with your analysis.

RATING 0 - 10

1. TEAM

A) STAFFING ISSUES

We have a clear, written down organisational chart	
We have a written job description and personal specification for every role	
All staff have a written, signed contract in place	
We have a great standardised recruitment process – we test people, we follow up with references, we check eligibility to work in the UK etc.,	
We have considered / are using outsourcing	
We have a profitable business model	
We have a system in place to get rid of someone fast when we need to	
We have the right team in board and we're happy with everyone's performance	
We have incentives in place to reward good staff performance	
Staffing Issues Average / 9	

B) STAFF MANAGEMENT

I effectively delegate my workload	
My 'todo' list is shrinking.	
I effectively track the tasks I have delegated	
I successfully hold the team accountable	
I actively ensure the team understand instructions given to them	
We proactively give our team feedback	
We have a motivated team	
I am a courageous leader (I do the right thing, not the comfortable thing)	
We have regular team meetings which are productive	
The staff know what is expected of them	
Staff Management Average / 9	

C) TIME MANAGEMENT

My diary is well organised with set time booked out each week to work 'on the business' goals	
I have eliminated what would be considered as my low level tasks	
I am productive	
I have no distractions	
I use a monthly / weekly / daily priorities planner	
I am excellent when it comes to Delegation	
I am in control of my emails and / or the majority has been delegated	
I am always on time for meetings	
I rarely have to work late at the office	
Time Management Average / 9	

2. SYSTEMS

A) CUSTOMERS / DEBTORS MANAGEMENT

If your Debtors is less than 30 days give yourself a 9-10, 30-45 days rate 7-8, 46-60 days 5-6, 61-75 days 3-4, 76-90 days 2-1. If debtors exceeds 90 days – give yourself 0.	
If 75%+ of your clients are on Direct Debit give yourself a 9-10, 50-74% rate 6, 7 or 8. If 25-49% give yourself 3, 4 or 5, if less than 25% rate 1 or 2. If NONE are on DD - rate 0.	
We have a written down system in place to put all new clients onto Direct Debit.	
Debt Management Average / 3	

B) NEW WORK COMING IN

We plan all jobs effectively	
We have set targets, have accountability and daily huddles	
We actively track turnaround times with targets set to reduce	
We have the resources to do the work that is coming in	
New Work Average / 4	

C) NEW CLIENTS

We have a written down system to onboard new clients	
I am not involved in the onboarding of new clients other than attending sales meeting	
Documents are collected on time for all new clients	
All clients have signed a letter of engagement and our terms of business	
New Clients Average / 4	

D) KPI'S

We have whiteboards in place	
We use KPI's to manage our team	
We use KPI's to manage our business	
KPI's Average / 3	

E) SYSTEMS

We are actively using tools to constantly and consistently systemise our business	
We have a written system for everything – opening/closing procedures, new client enquiries, staff recruitment, staff induction, staff training, when a client leaves, when a staff member leaves [give yourself 1 point for each of these in place]	
I can easily work from home or anywhere in the world with an internet connection as I have an online filing system	
Paper files have been shredded and cleaned out. Computer files no longer needed have been archived. We are working in an efficient manner.	
Systems Average / 4	

F) AUTOMATION / TECHNOLOGY

We are using document management software to create a 'paperless office'	
We have systems in place – no need for Franking Machines or Royal Mail	
Actively using software for bank statement feeds, all banking	
Actively using software to help with data entry	
Using an online bookkeeping software(s) for our clients	
I am confident in the staff training / ability to use technology and systems in place	
Tasks that can be automated e.g. repeat billing to clients, direct debits for bills – are in place	
Technology Average / 7	

G) CUSTOMER SERVICE

We have a written down system for grading clients	
We have a written down system in place for measuring client satisfaction	
We have written down packages available for different client grading customer service	
Our business has a 'WOW' Factor	
We actively put in ways to delight the customer	
Happy clients have left us google reviews	
Customer Service Average / 6	

3. GROWTH

A) PRICING

We actively use a written down value pricing script in our business	
We have maximised our prices using the pricing maximiser	
We actively use a value pricing calculator type documents in our business	
We have different pricing packages available e.g. (Gold, Silver, Bronze)	
We have a price list / menu available (or use a software like Quick Easy Quote)	
We have moved away from / are moving away from selling time for money	
Pricing Average / 6	

B) SALES

We use intro calls to warm up prospects and/or send out questionnaires	
We use 'triage calls' to qualify / disqualify the right prospects	
We have a million pound sales process in place	
Our conversion rate is 90% + for warm leads from ALL our lead generator methods (including the cold methods)	
We cross sell and upsell products / services	
We have products and services that we offer that take up NONE of our time in the office to deliver (give yourself 1 point for each product/service), to a max of 10 points	
We have a lot of repeat business (clients return at least once a year) If 75%+ of your clients are repeat give yourself a 9-10, 50-74% rate 6, 7 or 8. If 25-49% give yourself 3, 4 or 5, if less than 25% rate 1 or 2. If NONE ever return after the experience - rate 0.	
Sales have increased in the past 12 months and are generally increasing	
We have a lead generator magnet (free gift) that works	
Sales Average / 9	

4. MARKETING

A) UNDERSTANDING PROSPECTS

We understand and market to our prospects' hot buttons and needs	
We have niches / speciality areas that we actively market to	
Marketing Average / 2	

B) FOUNDATIONS

We understand who is an ideal target customer – we can describe them and we know where / how to find them	
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We have a marketing team in place	
Our website has all of the correct components – 1) a modern design, 2) speaks to their pains, 3) video testimonials/ reviews, 4) about us photos, 5) offer, 6) social media, 7) products for sale, 8) pay button, 9) contact page, 10) no broken links – 1 point for each	
We have a free offer with a landing page and autoresponder series set up	
Our Linked in profiles are fully up to date	
We have a written down Content Social Media Strategy	
We have a written tactical marketing plan and we are actively using it for planning and accountability	
Marketing /7	

C) LEAD GENERATORS

We have a content creation machine in place – we produce new content on a regular basis	
We have a referral process in place	
We use networking successfully	
We use introducers successfully	
We use PPC and Paid Adverts successfully	
We use telesales (internal or external) successfully	
We actively use webinars	
We actively use seminars	
We have an ongoing long term value adding sequence in place	
We have a database	
We regularly send out newsletters	
Our social media profiles – are updated daily e.g. Twitter, or at least weekly (if pages/ blogs) – with relevant status updates.	
We get good interaction and social engagement from our social media posts	
Marketing Average/13	

5. OTHER

A) PERSONAL

As a business owner, I am satisfied with the personal income I take out of the business	
As a business owner, I am satisfied with the free time I have away from the business	
As a business owner, I am satisfied with the number of holidays I take per year	
I have a personal written goals list	
I know when I want to exit this business (date) and how	
Personal Average /5	

OVERALL RESULTS

TEAM	/9	/9	/9					/27
SYSTEMS	/3	/4	/4	/3	/4	/7	/6	/31
GROWTH	/6	/9						/15
MARKETING	/2	/7	/13					/22
OTHER	/5							/5
OVERALL AVERAGE								/100

If you scored an average of 8+ then you are doing well. Focus on the key areas of weakness.

If you scored 5-7, then you are in the mid-range. You've made a good start ... but there is some room for improvement. Look at where the quick wins can be gained. Where is the bottle neck? What area is holding you back the most. A small improvement in a key area could make all the difference.

If you scored below a 5 then there is work to be done. You may be performing really well in one area e.g. Marketing, but if you don't have the team or systems in place, it'll all simply go to waste. So it may mean working on one key area or just generally raising the level across the ranks.

If you do want to take your business to the next level – consider joining our members programme: www.HowToStartYourOwnBookkeepingBusiness.com or our mentoring programme (1 year or 6 months fast-track) whereby we take each line on the checklist and show you how to make it a 10. Templates for you to amend to suit your business are included. By the end, you probably won't even recognise your business.

To your success!!

Lisa Newton

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