

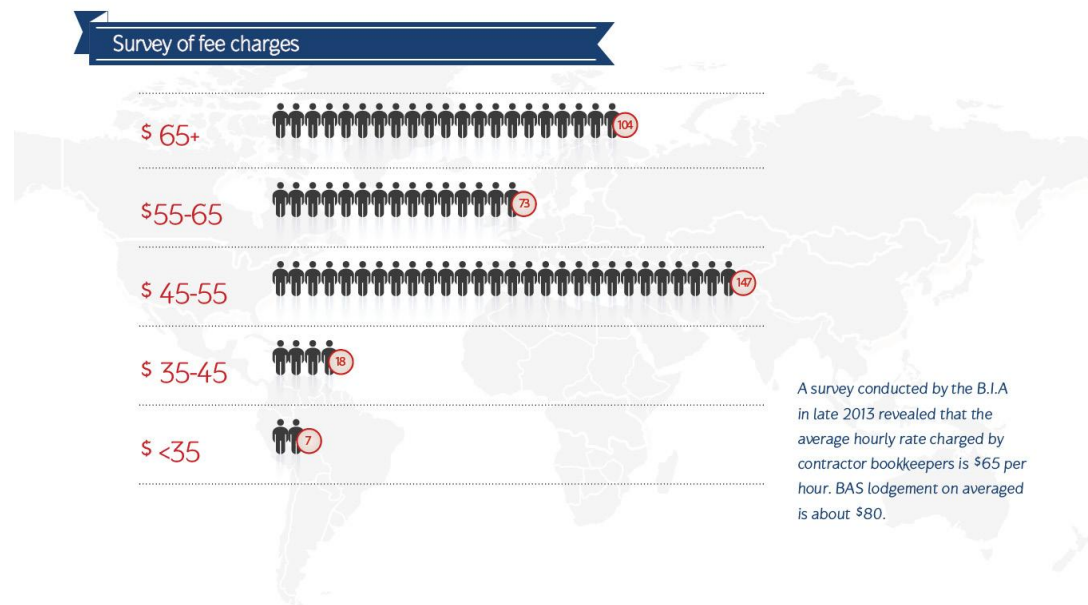


Fee & price schedule

Your prospective clients may research comparative fee schedules therefore you should have a fee schedule on your website or available as an 'indicative price schedule', Here the offer can be 'sweetened' for both the client and yourself by offering value –add services such as debtor analysis etc and these should be tagged as' POA" Price on Application. Typical fee structure could look like this:

Service or Product Offering	Hourly Rate or price of product
General bookkeeping	\$50 per hour
Payroll attendance	\$65 per hour
General ledger establishment	\$55 per hour
BAS preparation	\$85 per hour
General Administration	\$40 per hour
Marketing	\$40 per hour

Finding the balance: check this out:



Up-selling your services

An explanation of your value add proposition which could read something similar to this:

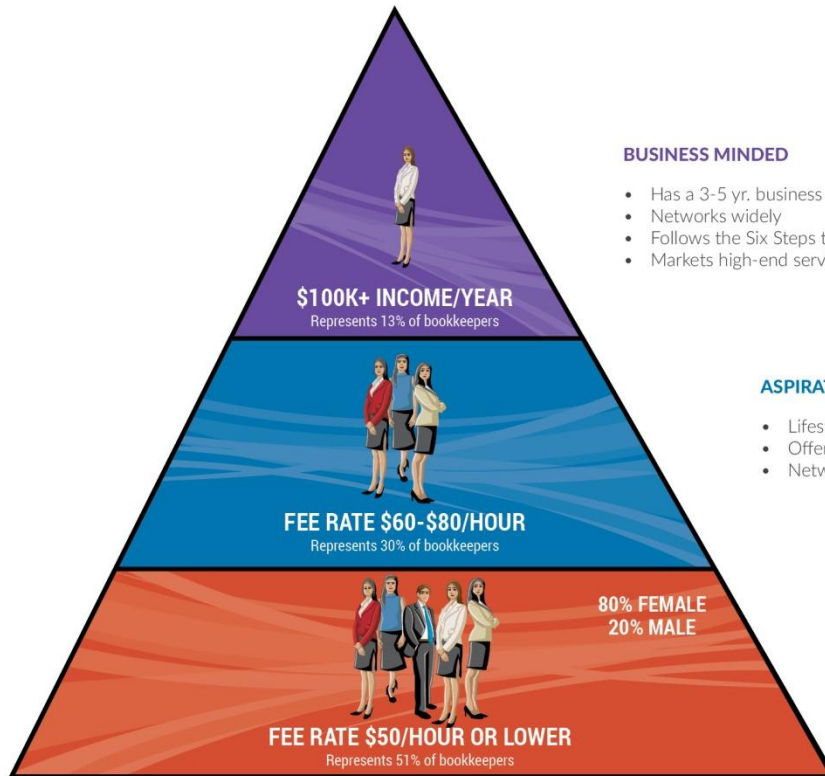
“South Sydney Bookkeeping offers a range of services to its clients and has a package under its ‘One-Stop-Shop’ service which provides clients with an all in one service that other bookkeeping businesses may not offer. Specifically, this will offer extra value to clients with smaller businesses who may not already employ an administrative assistant and can include:

- Establishing and providing KPIs
- Benchmarking services
- Payroll management
- Financial reports

Travel charges could be negotiated on an individual basis and can be packaged on a quarterly subscription basis as an option (for example one client took up the option and for a fee of \$495/mth received a package that assisted the business sin savings \$15,000 in interest payments on slow accounts receivable.).

The Success Pyramid: getting to the pointy end!

BOOKKEEPERS SUCCESS PYRAMID



BUSINESS MINDED

- Has a 3-5 yr. business plan
- Networks widely
- Follows the Six Steps to 6-Figures plan
- Markets high-end services

ASPIRATIONAL

- Lifestyle aspirational
- Offers some high-end services
- Networks

METHODICAL

- Early stage career
- Part-time
- Qualified