

Small Business eBook Series



SIX STEPS TO SIX FIGURES

Winning NEW Clients: GETTING YOUR PROFILE READY

Brought to you by

BH BookkeepersHub
Connecting Australia's bookkeepers with business



Hints 'n Tips on ways to build a strong profile for your BOOKKEEPING services

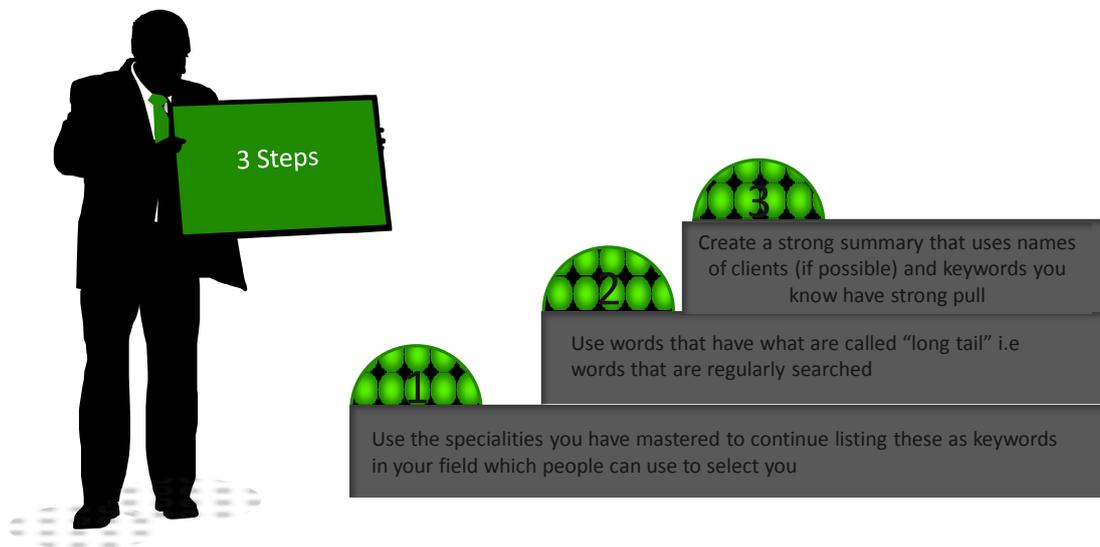
If you're not search-friendly, you are not going to be found by someone looking for a bookkeeper in your area. And if your profile doesn't immediately say to the searcher, hire me! then the searcher will keep searching. So how can you be sure that your profile is totally optimal? Just follow these steps:

1. Make sure you **build a profile** on the BookkeepersHub. All you need to do is fill in the form that comes up when you register here. Be sure to outline your qualifications and your bookkeeping skills and experience. [Sign up now](#) and you can look at [best-in-class bookkeeper profiles](#) from some of our top-performing members. Use name of clients (if possible). And keywords that you know have strong pull. Once your profile is built you can also opt-in for a featured profile which enhances your profile to potential employers.
2. **Specialise or generalise?** Whichever way you choose to go make sure you use words which are known as "Long tail" words: these are words that are regularly searched like "Bookkeeper" or "MYOB specialist" or "Payroll and Reporting".
3. [Google My Business](#). As all things Google, this feature is a must for local search: people search for professionals in their area so show them you're a candidate by displaying your location.
4. **LinkedIn**. Use your membership profile page to enhance your LinkedIn profile; LinkedIn is **the** tool to help you manage your professional image and identity online, and whilst your experience, expertise and credibility are at the core – powerful imagery significantly helps to communicate your story to potential customers, business connections and employers.
5. **Understand your local market**. SME owners always need a bookkeeper. But you need to meet their needs which are by no means uniform across regions or industries. For example a start-up business has very different needs from a 10-year old multi-million dollar business. And a cafe or restaurant has very different needs to a dentist or plumber. So cover the bases that you feel best suit your skills and promote them on your profile and elsewhere (see #3)
6. **Promote, promote, promote**. Even if you're a natural introvert, you can still promote effectively. That's what we at BookkeepersHub are here for: to provide the forum for you to pick up techniques, and channels for you to tell you story. How? Check in on our [Forum](#) and follow us on [LinkedIn](#). You will be amazed at how many prospective employers find service

providers on LinkedIn. And Twitter can help you build a following and drive people to your professional services website or profile on www.bookkeepershub.com.au

7. **Become a life-long learner.** The best and highest earners in any professional group are the ones who invest in professional development. On-going [professional development](#) will make you more valuable to a potential employer
8. **Leverage your effort.** Building a business or professional practice is about consistent communications, so set time aside every week to post articles or comments on the above channels. Eventually you can present stories to local media and further build your profile to a local community.

Profile Tip



SlideShop.com

Sample Member Profile for www.bookkeepershub.com.au



Shellys Bookkeeping



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Based in the south-side Brisbane suburb of Coorparoo, Shelly has a keen understanding of the importance of small business and how their success or failure can impact the local community.

After schooling in Toowoomba, Shelly moved to Brisbane to study science at the prestigious University of Queensland, earning a PhD in Biological Science and then gaining wide experience working overseas for a number of years. Back in Australia in 2000 she worked at CSIRO for a period before retraining as a bookkeeper. She worked at AKW accountants across all aspects of Bookkeeping and for a variety of business types.

In mid 2014, Shelly set up her own bookkeeping business to provide a high quality and personalised bookkeeping service to Coorparoo and surrounding Brisbane areas, including Camp Hill, Greenslopes and Cannon Hill.

Shelly's extensive skills gained from her research career, an attention to detail, and, with exceptional organisational skills, gives Shelly's Bookkeeping the edge when it comes to investigating and organising your bookkeeping needs. Shelly's extensive presentation and highly developed communication skills means that Shellys Bookkeeping will work with you to deliver what your business needs.

Shelly's bookkeeping takes pride in keeping abreast of the latest bookkeeping technology and market trends allowing you to focus on growing your business while remaining confident that your accounts are being professionally managed. Shellys Bookkeeping provides full bookkeeping services for a fee.

Accreditations

Certificate IV Bookkeeping
Certified Quickbooks Advisor

Associations

Australian Bookkeepers Network
Institute of Certified Bookkeepers

Certified Xero Advisor

Services

Fee for service Bookkeeping
Software setup
Cash Flow Forecasts
Payroll
BAS Preparation
Training

Industries Served

Construction
Real Estate
Hospitality, cafes, QSR
Mortgage broking
Web design + Hosting