

Simplifying Bookkeeping

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Accounting Services



What is accounting?

- From the Concise Oxford Dictionary:
 - n. The action of keeping financial accounts.
- Accountability
- The story of your business.



Accurate Financial Records

- Reflects how close your business performance is to the vision you have for your business.
- Investment in the future success of your business



Things to Consider When Choosing Accounting Software

- Mac or PC
- Computer based or cloud
- One company or multiple companies
- Number of Users
- Who is going to use the program?
- Security & backup of data
- While price is an issue, choosing the right accounting tools can save you time & money.



Quickbooks

- Quickbooks has the largest market share.
- Ease of finding an accounting professional to partner with.
- ProAdvisor Program
 - Local Certified ProAdvisors available
- Windows, Mac, Online versions



Other Options

- Outright
- Working Point
- Xero
- Freshbooks



So What's in It for Me?

- Is your business really profitable?
- Did you really make a profit on that last project?
- Do you know your breakeven point?
- Are your sales up compared to last year?
- Identify areas for cost control.
- More than satisfying IRS requirements.



Barriers to Doing Your Bookkeeping

- Time vampires
- Procrastination
- You can't tell the story of your business if you don't understand the basics of bookkeeping or how to use the software.
- Accounting software not configured properly.



Software

- Focus on learning the features of the accounting software that are most important to your business.
- Customize the chart of accounts.
- Customize invoices to represent your brand.
- Use recurring transactions.
- Don't guess how to enter transactions.



Time Vampires

- Customers
- Vendors
- Employees/Consultants/Independent Contractors



Customers

- Your most valuable asset
- You don't necessarily want to do business with everyone who wants to do business with you.
- Customize your invoices to reflect your brand.
- Easy to read/understand = no excuse not to pay



Vendors

- Always reference their invoice number on your payment
- Vendors who deliver late/wrong have a negative impact on your brand



Employees/Independent Contractors

- How well do they represent your company?
- Are they a bottleneck?
- High maintenance?
- Causing customer service issues?



Get Started

- Make a list of your bookkeeping tasks.
- Schedule specific time and place to do each task.
- Don't work on bookkeeping when you are frustrated or tired.
- Keep a list of questions for your accounting professional.



Bank Accounts

- Set up separate accounts for your business – including credit cards
- Write on bank cards business/personal.
- Don't use your business accounts for personal transactions.
- Reconcile accounts monthly to identify any issues.
- Don't use debit cards.
- Include last 4 digits of bank account # in account name in accounting software.



Online Banking

- Most accounting software allows you to download transactions directly from your bank.
- Can save data entry.
- Some banks charge for this service.
- May not work for your business.
- Save on check stock, postage, and envelopes by using online bill pay.



Inventory

- If you have a POS system that tracks software don't duplicate the effort in your accounting software.
- Is your inventory of a dollar value worth tracking if the inventory turns over more than once a month?



Ecommerce & POS Software

- Keep it simple.
- Stop trying to force software to do things it isn't meant to do.
- Structure your business around features available in your Ecommerce or POS Software



Cash Management

- More than logging onto your online banking and verifying a positive balance.
- Put important payment due dates on your calendar.
- Make a budget.



Cash Management

Day of Month	Description	Amount	Payment Method
1	Rent	800	Check
2			
3			
4	APS	75	Auto-Debit
5			
6	Unisource	50	Auto-Debit
7			
8	Credit Card	150	Check
9			
10	Loan	750	Auto-Debit



Payroll

- Tax implications
- If you use your own software, it is critical you set it up correctly.
- Outsource it



Quickbooks Gotchas

- When posting customer payments, be sure to apply the payment to an invoice.
- If using Quickbooks Pro, only pay sales tax via the sales tax icon.
- Pay payroll tax liabilities from the payroll module.
- Beware undeposited funds!
- Be cautious of applications claiming to integrate with Quickbooks.



Tame the Paper Monster

- Set up a filing system
- Handle each piece of paper ONCE, then file it.
- Go paperless



Cost of Maintaining Paper Files

- \$200-\$600



- \$40-\$50 per box of 10 reams of paper



Cost of Maintaining Paper Files

- \$15 per box of 25 letter size hanging files.



- \$13 for 4 12-1/2"W x 16"D x 10-3/4"H boxes



Cost of Maintaining Paper Files

- \$15 per box of 100 manila file folders



- Storage unit rental \$50/month and up.



Cost of Going Paperless

- Scanner or all-in-one printer \$100-\$300
- Disk Storage \$50 & up
- Cloud Storage \$5-\$20 per month.



How to Go Paperless

- It's a process and won't happen overnight
- Email customer invoices
- Ask vendors to email invoices to you
- Get yourself off paper mailing lists
- Use PDF editor to work with documents on your computer
- Get a second monitor
- Keep paper copies of legal documents.



How to Go Paperless, cont.

- Set a calendar reminder to download statements and invoices from banks, credit cards, and vendors.
- Set your default printer to a PDF writer
- Be sure to use descriptive file names for electronic documents.
 - Vendor/Customer Name
 - Date
 - Invoice Number



Take Control of Your Paperless Office

- <http://www.takecontrolbooks.com/paperless-office>
- 25% coupon code CPN8022825P



Other Tools

- Cell phone
- Evernote note taking software
- DropBox
- Box.net
- LogMeIn
- Join.me
- CutePDF/PDF Pen
- Nextiva
- iPad/dedicated ebook readers



How to Work with an Accounting Professional Affordably

- Do data entry work yourself consistently & accurately.
- Have the accounting professional do the monthly bank & credit card reconciliations.
- Keep a running list of questions to ask your accounting professional.
- Learn from your accountant.



Thanks for Coming! Questions & Comments

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