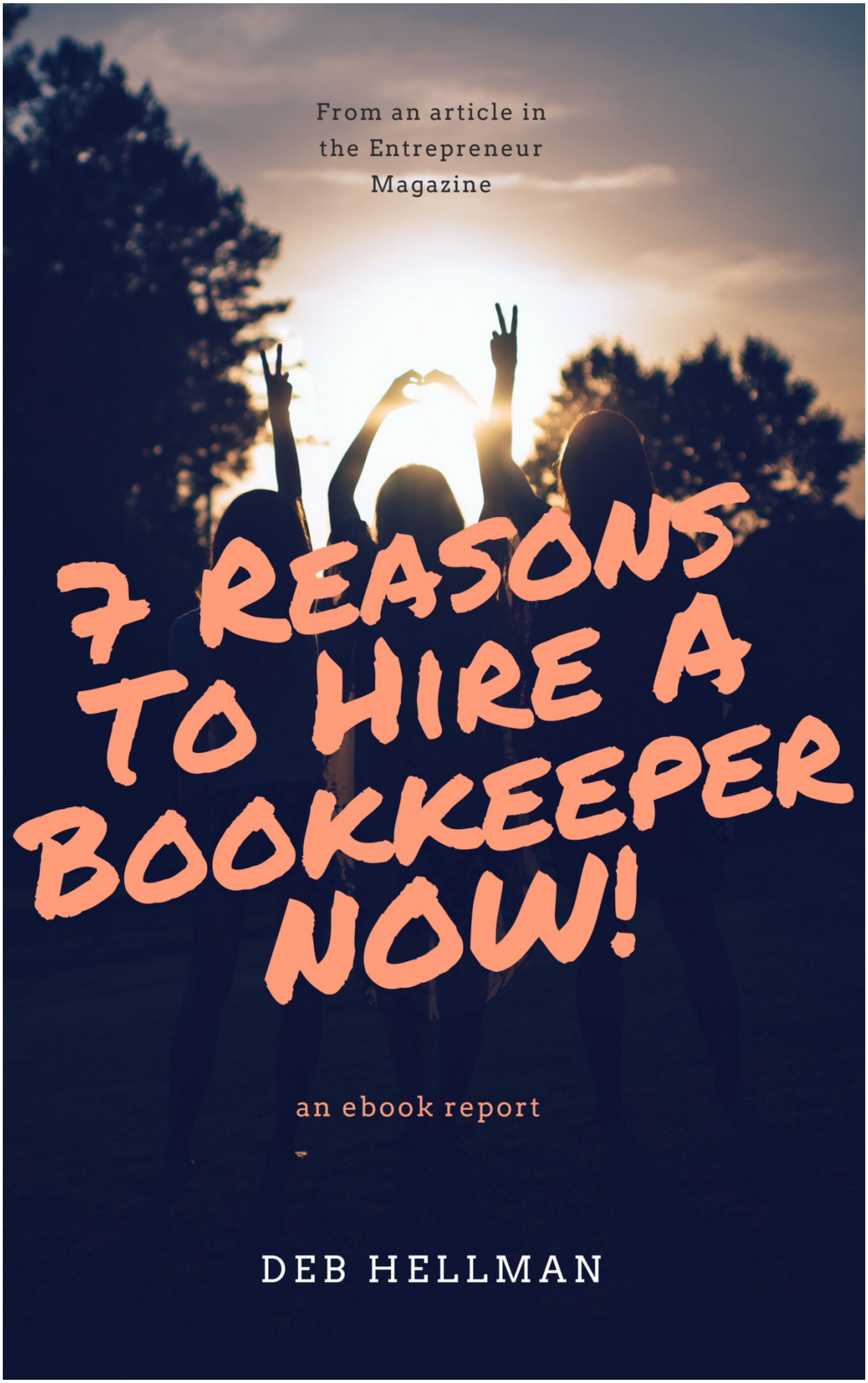

From an article in the Entrepreneur Magazine

7 Reasons To Hire A Bookkeeper NOW!

an ebook report

DEB HELLMAN

7REASONS TO HIRE A BOOKKEEPER NOW!

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Introduction

Do you get the feeling that there are missing pieces in your knowledge of how to implement strategies in your business?

You are frustrated with something, but you can't quite put your finger on it?

We can help.

Whether you are in the early stages of your start-up, or you have an e-commerce business that still has trouble with aspects of it, we have the experience that you need. If you already have a bookkeeper for the day-to-day activities, but doesn't specialize in troubleshooting present problems, we specialize in problem solving.

Outsourcing the financial aspects of your business is one of the first and foremost decisions for you to make, unless you want to become a bookkeeper yourself so you can understand every aspect.

1. **Concentrate On growing your business.**
   You have the idea and are able to make sales to grow your business. That is what you do best. Anything you are not good at should always be done by experts. Why is a bookkeeper most important?

   Your bookkeeper can put your financials in order and run reports showing you where you are each month (and where to improve). He or she can show you the big picture and can solve problems you don't have a clue about, because they are trained to do all financial activities. They will not only do the work, but will keep deadlines and do the work much faster than you. This means you have some free time to do the things you are good at—making money and sales for your business.

2. **Get a different perspective on the business.**
   The experienced bookkeeper can find the holes in your strategies and audit your books to fix problems before they become year-end nightmares that your CPA wants dealt with. For example, do you sell products? Is your inventory correctly entered in the books? Do you have an inventory control system in place for adding additional products that match some rules, and do you keep an excel file to add the next one in the sequence?

   They also bring their experience with other businesses and help you see what is most important to invest in for the best returns. At Hellman Enterprises, we know online shopping carts problems that come up and how to audit the sales vs money.

3. **Escape the details and tedious tasks.**
   Bookkeepers have the training to do the details of the business as part of their everyday life. Do you, as the business owner, spend entirely too much time on the details rather than on strategies to grow?

   Do you ever pay bills late? Or do you have difficulty or blocks on paying taxes on time? Every month or quarter there are new tasks that have to be dealt with. Examples are the yearly census report, worker's compensation audits, quarterly tax payments to the IRS and the state. Good bookkeepers know how to take all of these tasks off your plate and do them in a timely fashion. Do you need payroll help?

4. **Make sure everything is paid on time.**
   Unless you are rich enough to put everything on auto-pay, it has to be a priority to pay bills on time. If you travel or are always busy putting out the daily fires, something might get missed and that could affect your credit with your vendors and your business credit. This can also affect getting more funding to grow.

5. **Maintain cash flow.**
   Bookkeepers are also trained to handle cash flow monthly. We look at receivables and payables compared to current sales to make payments strategically. And the profit and loss statement has nothing to do with the cash on hand to run the daily aspects.

6. **Reduce the strife between partners.**
   Do you have partners in the business? Issues can arise when each one has an idea of how the money should be spent and when to invest in fixes for the business. A bookkeeper can bring valuable experience and input on what works and needs that are necessary to actually grow the business whether you are the sole owner or have several partners.

7. **Look at the value a bookkeeper can bring to your business.**
   Some business owners think they are saving money by doing everything themselves, the truth is a bookkeeper actually saves you time and money. They are professionals trained to take care of the financial aspects of your business.

   As mentioned throughout this report, there is a reduced risk for human error, lack of knowledge, missed payments effects, and tax obligation dates to remember that are done each month. Payroll is also available for a bookkeeper to do for you. They also can collect accounts receivables for you.

Most importantly, time is money. You are a valuable commodity worth bringing in more revenue into your specialty. So go start a FREE consultation with Hellman Enterprises today. To Your Success!

Deb Hellman
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