

## What is Strategic Bookkeeping? And what's in it for you?

To explain what Strategic Bookkeeping is, I'd start by explaining the difference between Bookkeeping & Strategic Bookkeeping

Bookkeeping is a cost, Strategic Bookkeeping is an investment

If you look at our model, Bookkeeping is Numbers 101. And Numbers 101 is up to date, accurate accounting records. Strategic Bookkeeping goes beyond Numbers 101.

Strategic Bookkeeping is a 5 step numbers methodology to help you pull more time, money & freedom out of your business - that's what we call the prosperity synergy.



Strategic Bookkeeping is a system, to help you optimise your business for profit & cash

Beyond Numbers 101, Strategic bookkeeping is about

- Empowering you with numbers knowledge
- Getting your numbers ready to use Strategically
- Setting targets, KPI's and developing the critical drivers
- Analysing your results monthly, creating an action plan & then taking the action needed to grow your profit & your cash (not just your revenue)





THE SMARTER BOOKKEEPING

**Strategic Bookkeeping is all about squeezing more juice out of the orange.**

Find out how to optimise for profit & cash by taking our [Thriving Lifestyle Business Scorecard](#). You may also book a [FREE 20 minute Strategy call](#) or [FREE webinar](#) with me



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