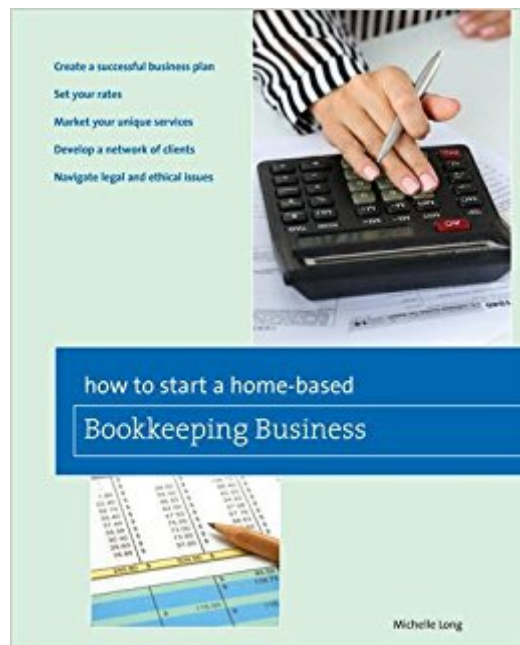


The book was found

How To Start A Home-based Bookkeeping Business (Home-Based Business Series)



Synopsis

In tough economic times and with rising unemployment, people are looking to take the bull by the horns and start their own home-based businesses.... From GPP's enormously successful How to Start a Home-Based Business series (more than half a million copies sold!), comes the essential guide to starting up a home-based Bookkeeping business.

Book Information

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Customer Reviews

I hope this book will help you start and run a profitable and satisfying business from your home. Whether you are just starting to learn the trade or are an experienced accountant or bookkeeper looking to be your own boss, this book will help you build your own successful business. After college, I worked in public accounting and corporate finance for several years. Upon the birth of my first child, I decided I didn't want to work full time any more. I wanted to start my own home-based accounting business so I could set my own hours and schedule. Although I was a CPA with quite a bit of experience, starting my own business wasn't as easy as I anticipated. I discovered there was a lot to learn, lots of details and tons of questions. I utilized the resources of SCORE and many library books to help me start my business. I made mistakes and learned as I went along. I wrote How to Start a Home-Based Bookkeeping Business (and my other book Successful QuickBooks Consulting) to help others start their own business with the information and resources I wish were readily available when I started my practice. After owning my

own traditional accounting practice for about five years, I realized I did not enjoy the work I was performing. I went back to school and earned an MBA in Entrepreneurship. My business has evolved over the past 20 years. Now, I am the owner of Long for Success, LLC specializing in QuickBooks consulting and training services as well as coaching small business owners to start and grow their own business. I love what I'm doing and very glad I went on my own 20 years ago! I love being my own boss, setting my own work hours, and choosing the clients and type of services I want to provide. Most importantly, I was home with my children while they were growing up! It hasn't always been easy and there have been some bumps along the way, but starting my own business was one of the best decisions I've ever made. It is my hope that I can help share my knowledge to help others achieve the same in their lives. I truly enjoy helping others start and grow their own business as well as helping small and growing businesses to utilize QuickBooks to manage their business with good financial information.

How to Start a Home Based Bookkeeping Business is a comprehensive guide which takes you through every aspect of setting up and running a thriving home-based bookkeeping business, from estimating your start-up costs and finding clients to being on top of financial considerations, establishing an online presence, and staying profitable. Whether you're just starting to learn the trade or are an experienced accountant or bookkeeper looking to be your own boss, this guide will help you build your own successful business. Look for useful charts and worksheets throughout the book, including: Home Office Checklist New Entity Setup Checklist Business Entity Selection Guide Create Your Own Mailing or Contact Lists Sample Engagement Letters Sample Business Plan with Industry Statistics Questions to ask New or Potential Clients Client Setup Checklist for QuickBooks Setups Guidance on Setting Billing Rates and Policies (an Average Billing Rates) and much more

I was admittedly skeptical when I first ordered this book. I thought to myself: I'm an accountant, I've already started my bookkeeping business, I've secured a few clients - what can I learn from Michelle that I don't already know? Well, it turns out there's a lot. Instead of assuming I know nothing about accounting/bookkeeping, Michelle writes with people like me in mind, those who are already trained in the technical stuff, but need help figuring out how to use those skills to build a business and generate revenue. This book is perfect for you if you're already an accountant/bookkeeper and you want to take the leap to hang out your own shingle (from your home office). She writes about the pros and cons of working from home and even offers advice on how to set up your office with the

right furniture and equipment. There are also short essays from established home-based bookkeepers who offer different, sometimes competing perspectives. I found these anecdotes especially useful since they raised concerns I hadn't considered. Marketing is one of the key topics Michelle writes about and it only makes sense, since it's how you'll develop business. She discusses websites, social media, networking and more. There's also information on setting billing rates, collecting fees, setting expectations and much, much more. Sprinkled throughout the book are also wonderful templates and samples, including a full business plan and several engagement letters! She also offers checklists you can use when setting up your own bookkeeping practice and again when you've just secured a new client and need to get them set up. All in all, the book is a good, easy read that's chock full of information - more than you'd expect from a book its size that you can carry with you on the train. I recommend it to anyone who has made the decision to branch out on one's own (or is even considering, since this book may help you decide home-based bookkeeping is NOT for you).

Very well written, full of good info. Read her other book about QuickBooks consulting, written before this, and was pretty disappointed. She did a great job with this one though. Goes into some of the ProAdvisor stuff too. Worth every penny.

This book is a great resource - it presents key concepts and tips needed to kick-off a bookkeeping business, or any business for that matter. I especially liked the blue "tips" pages - they offer practical solutions for real-world scenarios that business owners encounter. I've already used several recommendations for our QuickBooks consulting practice that have been a huge help. I also recommend Michelle's book "Successful QuickBooks Consulting". Michelle's books & advice has been a huge lift for growing our business. Thanks Michelle and please, keep the books coming!
Robert from RFQ.

This is a well written and logically laid out book. It contains tons of useful information and examples. I am glad I purchased this as I can see myself referring to it a lot as I set up my bookkeeping practice.

I would recommend this to anyone considering starting a Bookkeeping business. Michelle Long is a highly visible QuickBooks ProAdvisor who knows this business well and is on a mission to help others. The book covers everything about the business and points you to more resources that will

get you moving quickly. She knows the market for these services. For more detailed info about the business itself and training resources, I'd also recommend "How to Open Your Own In-Home Bookkeeping Service" by Julie Mucha-Aydlott, who goes into more depth in some areas. These two books go together well with some overlap.

This book has some very valuable information. After being out of the bookkeeping business for over 15 years I needed some refresher courses. While going back to school may have been an option it was too time consuming and too expensive. This book gave me information for organizations that would get me those refresher courses while recertifying me for bookkeeping. That in itself was worth every penny. This author is a proadvisor for the Intuit/QuickBooks products so she mentions them frequently but not in a pushy way. Examples mostly. There is a lot of good information for business plans, setting up websites, naming your business, etc..... It's a quick read too.

Very well-written book with lots of valuable information for getting started in the bookkeeping business. Wished I had purchased this book before spending a lot of time researching marketing. It guides you step-by-step how to get started and succeed in the bookkeeping business. Very practical information other bookkeepers have used to their advantage.. You definitely will obtain clients if you follow suggestions pointed out in this must-have book.

somewhat helpful, but very surface level. I am a fan of Michelle Long and find her blogs, youtube, and LinkedIn group more helpful. Glad I bought it though, nice resource to have.

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