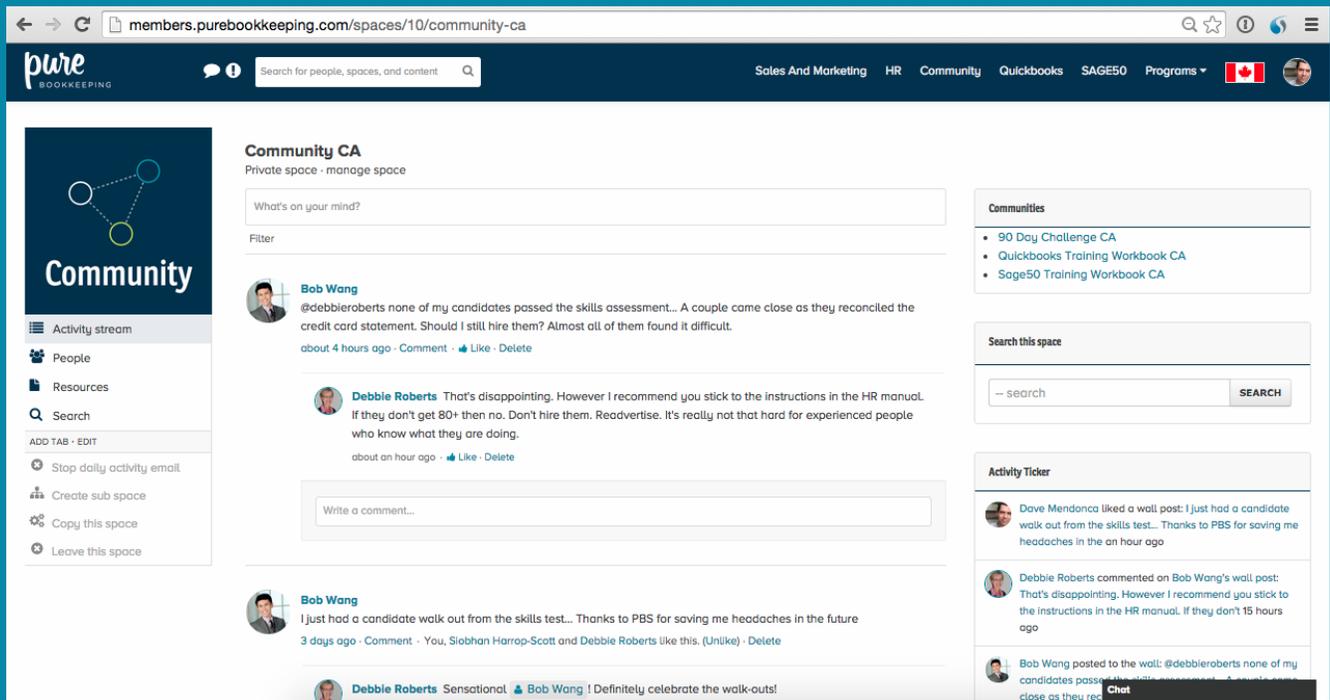


T H E

Pure Bookkeeping

S Y S T E M

pure
BOOKKEEPING



I increased my income by \$25,000 in the first couple of months of working with Pure Bookkeeping.

Melina Rousselle
Melina Solutions

I increased my business by 63% in the last 90 days!
Thank you Pure Bookkeeping!

Lisa Marchese
The Marchese Group

Pure Bookkeeping provides a framework for thinking about the growth and management of my bookkeeping business. Pure provides useful terminology and organizational strategies. I am gratified to implement Pure's clear advice on delegating tasks, tracking key performance indicators, marketing and HR.

Siobhan Harrop-Scott
Harrop Scott & Associates Ltd.

My business doubled in 2014 due to the work I am implementing with Pure Bookkeeping.

Patricia Sawatzky
TAP Bookkeeping



Dear Bookkeeper

Thanks for considering purchasing a licence for the Pure Bookkeeping System and joining the Pure Bookkeeping family. If you are looking to grow your business, we're confident that our system will be an invaluable investment.

The Pure Bookkeeping System represents over a decade of blood sweat and tears from Debbie in her business, with Pete's constant guidance. It's currently in its 10th version. Every part of it has been tested, pulled apart, improved and put back together. This isn't something we've put together on a whim, or because we've seen a market opportunity. It's something we've been living with, building and using for over a decade. Which is why we are so confident it will work for you.

It's the reason that Debbie has been able to grow her business from just being on her own, to having a team of 12 bookkeepers. And more importantly, it's what's gotten her to the point where she worked less than half-time in her bookkeeping business (and recently sold her business).

We have been blown away and humbled by the response to our system. There are more than 500 Pure Bookkeeping licensees in Canada, Australia and the United Kingdom combined, making us bigger than many of the bookkeeping franchises out there. We recognise that it is a substantial investment you are considering. However by the same token we are often asked why we don't charge more.

It comes back to our mission — to help great bookkeepers grow their businesses. We take that very seriously, and we want to help as many bookkeepers as we can. Very early on we decided not to go down the franchising road and charge \$30k-\$40k for our system. We have instead priced the system at a level that makes it a no-brainer for bookkeepers who are serious about growing their businesses.

So if you want to build a successful bookkeeping practice or business and are serious about growing, we'd love to give you the tools.

Happy bookkeeping,

Michael Palmer, Debbie Roberts and Peter Cook



This system is for you if:

If you are at all interested in building a profitable business then the Pure Bookkeeping System gives you incredible tools to do that in a very real way.

Patricia Sawatzky
TAP Bookkeeping

Ever since I invested in the Pure Bookkeeping System, my experience has been amazing because of the useful information I've learned and being a part of the company's very supportive bookkeeping community.

Melina Rousselle
Melina Solutions
Bookkeeping

You're just starting out with a handful of clients... or thinking of starting a bookkeeping business.

Debbie often talks about how great it would have been to know all this stuff when she got started. You'll get the tools to fill your books within a year, and gain the confidence to do so.

Your client list is full... and you're working evenings and weekends.

We often get people coming along who are in the same place Debbie was in when she started working with Pete. Lots of bookkeepers in this place are full... but haven't got their business structured properly. And even though they are flat out they aren't making the money they should be making. You'll get what you need to get your income up for your own bookkeeping practice, and then decide if you want to transition into a business.

You're transitioning to a business or you've already got some other bookkeepers on your staff.

The system will provide the tools to set up your business so it's more profitable sooner, and give you what you need to get to a successful business faster.

You are already running a successful bookkeeping business.

The Pure Bookkeeping System will help you make improvements in how your team does the bookkeeping, how you get more clients or how you recruit bookkeepers. These improvements will either tweak your business to earn some extra profit or take your business to the next level.

How the Pure Bookkeeping System will help you grow your business

Get more clients.

The Sales & Marketing Manual will give you everything you need to fill your books. It contains the 7 x 5 marketing plan, including how to get in front of accountants, systematically get referrals, and effectively convert prospects to clients. If all you get from this is an additional 5 hours a week of bookkeeping at \$50 per hour, that's an extra \$12,000 per year.

Charge more.

By providing a great bookkeeping service, selling a bookkeeping system, following the processes in the Sales and Marketing Manual and charging what you are worth you will be able to increase your prices. If you can charge an extra \$10 an hour over 25 hours a week, that's an extra \$12,000 a year.

Sell additional services.

The Pure Bookkeeping System provides a suite of additional reports and services that you can produce and charge for. If you can get an additional \$500 a month from these, that's an extra \$6,000 a year.

Recruit great bookkeepers.

Putting on other bookkeepers is a big step. If that's what you choose to do, the Human Resources Manual will give you the guidance you need to advertise for, interview, and most importantly test new bookkeepers. A bookkeeper working 30 hours a week can add over \$40,000 to your bottom line.

Invest in the Pure Bookkeeping System? Absolutely! I wish I had known about it 2 or 3 years earlier. It would have fast forwarded my life several years in terms of learning, revenue and earning.

Sarah Palmer
Women Who Count
Bookkeeping

Your Pure Bookkeeping System includes

The Pure Bookkeeping System is full of tremendous resources and has no doubt improved my business dramatically.

Richard Sherry
Minaris Bookkeeping



The Bookkeeping Manual

How to provide a great bookkeeping service and much more

The Sales & Marketing Manual

How to attract more prospects and convert them into high-paying clients

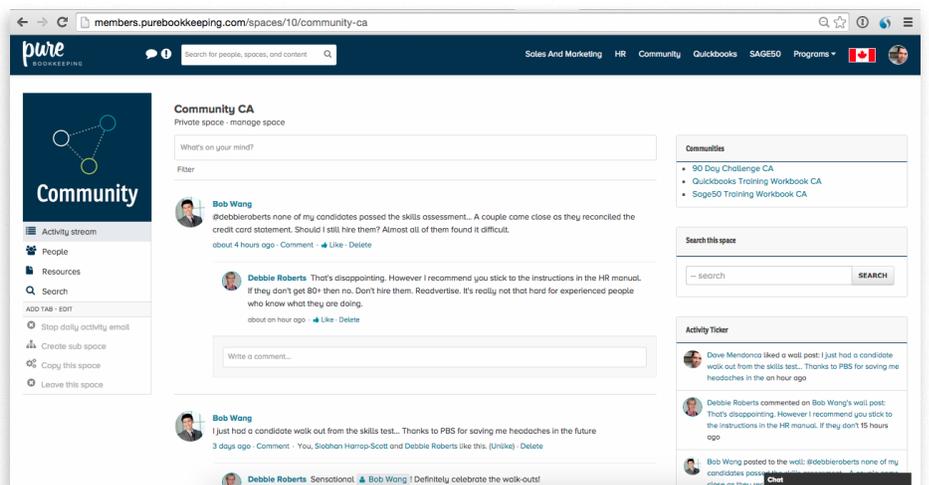


The Human Resources Manual

How to effectively recruit bookkeepers into your team (and what to do with them once they are there)

Pure Bookkeeping Central

Our brilliant new online platform. It's got the manuals and over 100 templates, videos and resources for you to use – available anytime, anywhere. And it's also the place where Pure Bookkeeping licensees share ideas, discuss issues and support each other (in addition to local masterminds meetups).



A Case Study

I started using the Pure Bookkeeping System in late 2014 and I couldn't imagine where my business would be without it!

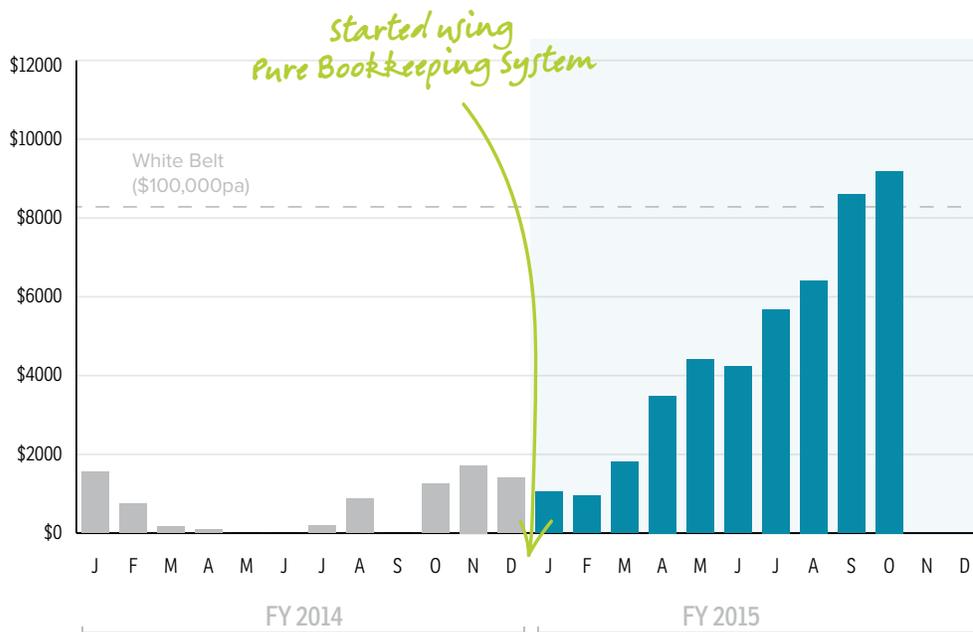
Before becoming a licensee, I struggled because I wasn't charging enough and I was overwhelmed with clients including some that were more trouble than they were worth. The Pure Bookkeeping System really opened my eyes as to the value I bring and it showed me a way to effectively bump my rates and weed out the challenging customers that weren't a fit anymore.

In the first couple of months working with Pure Bookkeeping, I increased my income by \$25,000! I couldn't believe it. Then later, I was able to have more flexibility and operate my Burnaby-based business from France a few months at a time. I love fresh croissants in the morning!

Ever since I invested in the Pure Bookkeeping System, my experience has been amazing because of the useful information I've learned and being a part of the company's very supportive bookkeeping community.

I'm so grateful to have Pure Bookkeeping on my side. They've changed my business forever and I would definitely recommend the Pure Bookkeeping System to anyone!

Melina Rousselle



Before owning the Pure Bookkeeping System, I could never travel because I was so busy, but now that I used it to hire terrific staff, I went to Italy worry-free and had a great time!

Joan Fehr

Picasso Performance Bookkeeping



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