



Where are you now? Why not review your business?

Hello, I'm Peter Towers, Managing Director of ESS BIZTOOLS Pty Ltd. Welcome to Accountants Minute.

Are you supplying services that your clients want?

What do you think your firm is going to look like in five years' time?

What are your firm's points of difference?

Who are your clients?

What industries are they from?

Do you know what the top five industries are for your clients?

What are the sizes of your clients?

How many have turnovers of:

- under \$500K
- under \$1M
- \$1M to \$2M
- under \$4M
- \$5 to \$10M
- over \$10M?

How many of your clients employ an accountant or a CFO?

How many of your clients export?

How many undertake research and development and claim the research and development rebate?

How many of your clients are active participants in trying to obtain grants?

Is your firm helping them?

How many of your clients do you believe are potential Early Stage Innovation Companies or how many prospects are out there in your location that might be interested in being an ESIC?

Do you know more about your clients than just their "Profit & Loss Account"? This is one of the common statements that many SMEs have told me over the years that they want their accountant to understand more than just their "Profit & Loss Account". I think that means understanding the industry that they're in, the size of their industry, being proactive in things like grants and understanding what's happening in export markets for their industry.

Are you "disturbing" the market?

Do you have a strategy to make changes so that it might "disturb" the market?

Do you educate your clients about the services that you're able to offer?

This might be through seminars or webinars.

Are you confident that you can deliver the products and services during this year that will help you meet your clients' requirements and also meet your team's requirements?

Incidentally, how many of your accountants can say they're doing "real accounting work"? Maybe you should ask them that at your next training meeting.

Will your current strategies enable your accountancy business or advisory business to meet your firm's vision?

Next week we're going to continue this series on Adding Value to your Clients' Businesses. If you'd like a copy of the article which we've produced on Where Are You Now, please go to our website - www.essbiztools.com.au to register for the article to be sent to you.

Special Webinar

We have a special webinar on Wednesday 19th October 2016 featuring Lorraine Pirihi from Relaunch Your Life.

Lorraine is a productivity specialist, a business mentor, a life coach, speaker and author and she is going to be talking about "**6 Steps to Boost your Productivity and Profits**", in particular aimed at 50+ people who are in business looking where they're going, succession planning etc.

The key items to be discussed include:

- freeing up time for what matters most
- got the right team in place
- master the skill of productive marketing within your business
- stay on track with effective systems
- focus on creating wealth
- make yourself and time with your family a priority

This is a great webinar for accountants, business advisers and small/medium operators to have a check of where you're headed, where your business is going and is just as appropriate for those of you who are aged under 50 as well.

The webinar is on Wednesday 19th October 2016 at:

9.00am (WA time)
10.30AM (NT time)
11.00am (QLD time)
11.30am (SA time)
12-noon (AEDT)

Please [click here](#) to register your interest in attending this very special webinar to help you in thinking through the issues relative to your business.

Want to read some articles by Lorraine Pirihi? Click here to read the following articles:

- Are you keeping in touch with your clients? Master the skill of productive marketing.
- Clear that clutter and clear your mind.
- Are you dumbing down what your gut is telling you?

Have a wonderful day.

Peter Towers

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