

Family and friends.

When prospecting for clients, they are the warmest leads you can ever have.

If you're nervous about approaching them, our co-founder, Debbie Roberts has used proven scripts that will ensure you have positive results.

The following is an example of what you could say:

Script

You know I've been talking for a while now about starting a business. After some research I've decided to do it! I'm pretty excited, but a little apprehensive at the same time. Although I've been bookkeeping as an employee for a while, it's a little daunting to think that I will be relying on myself to earn income. So I've decided to reduce my hours at work to 4 days per week rather than jumping in at the deep end. They're happy with that and I'm more comfortable with that option because I'll be able to test the waters and get a bit of confidence while still having the security of regular income as an employee. I'll also have nights and weekends to fill. When that's done I'll quit my day job and throw myself into it.

When I was researching the industry, I went to a seminar run by Pure Bookkeeping and learnt heaps about what I need to do to grow my business. They've spent the past 10 years developing bookkeeping systems and I've become a licensee. My bookkeeping skills are being refined by following their systems and I'm more confident about marketing because I can promote the Pure Bookkeeping System instead of feeling like I have to sell myself. When it's time to put on another bookkeeper they've got the answer for that as well.

The reason I'm sharing all this information with you is that I need your help to get started. I know that referrals are the best source of getting new business and I'm letting my family and friends know what I'm doing and how you can help. My target market is micro businesses.

They often work from home and that means I'll be able to get their stuff and work from my home at nights and weekends as well. I'm targeting trades people at the start because a lot of them are using the glove box to capture their tax invoices and have no systems in place. Then, at tax time, they are running around trying to piece everything together. I know they hate it and I know that I can help them. Although I'm targeting trades people, I'm not going to turn down clients from other industries. Can you think of anyone now that you know who has complained about her bookkeeping or can't find a good bookkeeper? The next time you are having a conversation with a business owner I'd really appreciate it if you keep an ear opened for opportunities to refer business to me.

Make sure the family and friends you're approaching are clear about the type of client you are looking for.

If they have their own business you don't want to seem pushy, but it doesn't hurt to ask a few questions.

For example, if they do their own bookkeeping, you could ask, "Does it keep you awake at night?"

Depending on how you feel you could offer to do a free Health Check of their data file or review their systems and give them free advice.