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PRESENTS



THE BOOKKEEPER LAUNCH
COURSE SYLLABUS



A LIFE YOU ABSOLUTELY LOVE



Hey, Ben Robinson here.

In this document, you're going to discover what's waiting for you inside of your Bookkeeper Launch education center.

Bookkeeper Launch is made up of 3 main categories plus the Power Units, each focusing on the 3 key areas of learning

CATEGORY #1 - 21ST CENTURY BOOKKEEPING SKILLS is all about becoming a high quality bookkeeper.

CATEGORY #2 - 21ST CENTURY CLIENTS is where you'll get your first handful of clients to get your business off the ground.

CATEGORY #3 - 21ST CENTURY BUSINESS SYSTEMS is where you'll develop the systems you'll need to succeed (and run your business day-to-day.)

POWER UNITS are perfect for when you're ready to grow and scale your business.

Let's dive into the specifics of each Category. . .



CATEGORY #1 - 21ST CENTURY BOOKKEEPING SKILLS



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Overview

The first thing that we're going to cover is skills. Remember when we looked at the hierarchy of bookkeeping, it starts with the foundational elements and transactions and then we move up from there to preparing the financial statements, and then to interpreting and advising.

Those are 21st Century Bookkeeping skills and they can help isolate you from the coming automation and artificial intelligence. Everything in here is getting you to the 21st Century level of bookkeeping.

What You'll Learn

- The 21st Century Bookkeeping Skills you need to wow your clients
- How to clearly understand the role of a 21st Century Bookkeeper in the modern business landscape
- Everything you need to know about the 3 most important financial reports: Balance Sheets, Income Statements, Statement of Cash Flows
- How to deliver beautiful financial reports that will blow the competition away (most bookkeepers only share ugly spreadsheets... I'll show you how to package your work in a way that will impress your clients)
- How to give your client hope for a better financial future
- My proven system for doing "clean up" on a client's books (this will help you wrangle even the most chaotic financial mess into a neat, organized report that will make your clients ask "How did you do that?!")



CATEGORY #1 - 21ST CENTURY BOOKKEEPING SKILLS



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Foundations

- Bookkeeping Basics
- Financial Statements
- Journals & Ledgers
- Ethics & Laws



Setup

- Setup & Software
- Example Client Setup



Transactions

- Cash Receipts and Accounts Receivable
- Cash Disbursements and Accounts Payable
- Inventory
- Fixed Assets
- Notes Payable
- Other Liabilities
- Other Assets
- Equity
- Bank Feeds and Reconciliations



Transactions Projects

- Closing Project
- Final Project



Statements

- Proof
- Prettify
- Package
- Present
- Troubleshooting



Cleanup

- Cleanup Process
- Cleanup Implementation



Final Exams

- Knowledge Exam - The Basics
- Knowledge Exam - Transactions & Statements
- Practical Exam



CATEGORY #2 - 21ST CENTURY CLIENTS



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Overview

Now we move over to clients because great skills without clients isn't a business, it's a hobby.

So we want to make sure that you go out there and get clients... and get them in the most effective, proven ways. That's what 21st Century Clients is all about; the best way to get those first handful of clients.

What You'll Learn

- The difference between busy vs breakthrough marketing work (and why you need to spend as much time as possible doing breakthrough work!)
- How to define your "ideal target market" in a way that sets you up for short-term and long-term success
- How to get inside your prospective client's head and understand what they're REALLY looking for
- The #1 mistake people make with their business card (this costs them lots of clients)
- The 3 stages of professional relationships...and how to quickly progress through them seamlessly
- Word for word scripts to use at a networking conference so you come across as professional, likeable and non-salesy!
- The secrets to coming across as confident in a professional setting (even if you feel terrified inside)
- How to craft a marketing and sales message that will make prospective clients EAGER to work with you
- The BEST place for you to find new, high-quality clients who will line up to hire you
- The 10 rules of pricing -- and why ignoring them is at your own peril!
- How to send proposals that your prospective clients will LOVE (and buy from)



CATEGORY #2 - 21ST CENTURY CLIENTS



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Leader U

- Crash Course
- Take Leadership Action



Irresistible Selling Statement

- ISS Introduction
- Creating Your ISS



Money U

- Get Ready to Earn
- Take Money Action



Conversation to Close

- #1stClient
- Go Get 'Em!



Yakkity-Yak

- How to Yakkity-Yak
- You Can Do It!



Online Networking

- How to Network Online
- Connect & Converse



Traditional Networking

- How to Network
- Mix & Mingle



Website & Social Media Marketing

- Your Website Challenge
- Your Social Media



CATEGORY #3 - 21ST CENTURY BUSINESS SYSTEMS



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Overview

Next is systems. Remember, systems = sanity. Systems ensure that you get the job done as quick and efficient as possible. We want to make sure that you're doing the right things, which is effectiveness, and we want to make sure you're doing those right things efficiently.

The first lessons in systems are all about Lifestyle. The reason we have it first is because you want the 3-F Lifestyle. That's why you're doing this business, to create that life of freedom, to create that life where you don't have to choose between family and finances.

What You'll Learn

- How to set up and manage your business in order to create your 3F Lifestyle
- Strategies for handling your money as a business owner (rather than an employee)
- My proven "business launch" checklists and templates to make you confident that you're ready to hit the "GO!" button with your business
- "The Breakthrough Framework" for getting more done (in less time)
- Secret "lifestyle management" hacks of 21st Century Virtual Bookkeepers
- How to bootstrap your bookkeeping business, so you have more money available for family life
- Key tools and technology to help you run an efficient bookkeeping business



CATEGORY #3 - 21ST CENTURY BUSINESS SYSTEMS



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Lifestyle

- Breakthrough Framework
- Get Stuff Done



Templates

- Essential Templates



Your Money

- Money Truths
- Getting Strategic



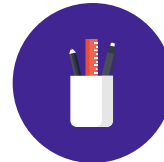
Processes & Checklists

- Key Processes and Checklists



Setup 7

- Get Started
- Make It Official



Tools & Tech

- Helpful Tools & Tech



Overview

We call these the power units because they have proven to be the levers that move your business into the next level. Moving from searching for your next client to becoming a client magnet is as simple as following the steps laid out in these lessons.

The 21st Century Bookkeeping Professional is all about moving into the advising realm for your clients. The content found within the Power Units helps you not only power up into the advising role but to totally rock it and wow your clients with style.

What You'll Learn

- The proven follow-up system to not let anyone fall through the cracks
- How to facilitate conversations and turn contacts into profits without extra time or effort
- Email Handshake template to have clients lining up to talk to you
- How to manage your referral partners so that they become your hidden sales force, bringing clients to you
- Harness the power of a niche to double your profits while working half the time
- Niche power-sheets to organize the research and findings while defining a niche
- How to hone your advising skills as a 21st Century Bookkeeping Professional



POWER UNITS



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Interpret & Advise

- Review & Analyze
- Internal Controls
- Income Taxes



Email Outreach

- Using Email Outreach
- Implementation



Spreadsheets

- Spreadsheets 101
- Amortization & Depreciation Schedules



Referral Partners

- Why Referral Partners Matter
- Effective Referral Partner Marketing



Prospect Follow-up System

- Gather Intel
- Prioritize & Follow-up



Niche Power

- Riches in the Niches
- Niche Research



FULL ACCESS TO THE BOOKKEEPER LAUNCH RESOURCE LIBRARIES



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You also get access to the extensive Bookkeeper Launch “Resource Libraries”, which include guides, templates, technology recommendations and worksheets you need to start your successful bookkeeping business.

For example, in Hacks & Facts you’ll hear from other students who have had resounding success with Bookkeeper Launch. Our students Open the Kimono so to speak, and let you know, hey, here’s what I experienced, here’s how I succeeded.

We also have the Profit Maximizers bonus. We show you valuable additional services you can offer your clients, and they are very powerful. That’s why we call the Profit Maximizers. Profit Maximizers for you, value maximizers for your client.

What You Get

- Tested and proven templates for Proposals, Engagement Letters and other key marketing materials so you can be confident in your sales process
- Results-Oriented Checklists for your key systems to make sure you don’t miss any important details
- Interviews with successful students on how they overcame key challenges in their journey so you don’t have to run into the same pitfalls
- Study hacks to show you the most effective learning methods so you can acquire your new bookkeeping skills as quickly as possible
- All library materials are based on what’s working NOW for the most active and successful bookkeeper
- Special software and tool recommendations for a virtual bookkeeping business, so you can be efficient and maximize your free time
- Quizzes, tests and final exams so you’ve proven that you know what you’re talking about



BOOKKEEPER LAUNCH CERTIFICATE OF COMPLETION



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Set yourself apart by earning the Bookkeeper Launch Certificate of Completion. Once you've completed the course and exams, you will have earned this digital badge and printable certificate. You can proudly display your certificate to show the world that you have earned the distinction of a 21st Century Bookkeeping Professional.

What You Get

- Showcase your mastery of the 21st Century Bookkeeping Professional Skills taught within the Bookkeeper Launch System
- Digital badge to display on your website and social media.
- Third party verified through Acclaim®
- Printable certificate for physical proof of your hard work





EXCLUSIVE 7-DAY PLAN TO LAUNCH YOUR BUSINESS



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**When you are ready
to get your business
started, simply follow
our step-by-step plan to
have your business
set up in 7 days!**



What You Get

- My “business launch” plan that will show you how to legally form your business in 1-week FLAT
- Important tax setup information that you don’t want to make a mistake with
- A list of all of the licenses and permits that you’ll need to get (plus, a guide to help you get them all)
- The best way to setup your bank and merchant accounts so you can get paid (plus a handful of crucial mistakes that some people make while setting up their bank accounts!)
- How to onboard a client safely and smoothly



SUPPORT: GET HELP EVERY STEP OF THE WAY



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Hit a Roadblock or Challenge Along The Way?

The Student Success Team Is Here To Help



When you join Bookkeeper Launch, you'll get immediate and direct access to the Student Success Team (SST).

The Student Success Team is there to help and assist you however they can in achieving your goal of becoming a bookkeeping professional.

You'll get direct access to the team through:

- **2 Weekly Live Q&As** - Each week we hold a Live Course-Specific Q&A and a Live Client-Specific Q&A. Join us to get the help you need to work through any specific questions, challenges, or opportunities you have.
- **Unlimited Email Support** - Perfect for any questions that come up that you need a more detailed or immediate answer to. While our response times can vary, our typical response time is 72 minutes during business hours, and we average a happiness rating of 97% (according to our customer service software reports)!

All of our SST are Bookkeeper Launch graduates who have become successful bookkeepers. They are 21st Century Bookkeeping Professionals who bring their years of experience to every interaction.

They've been in your shoes. They all started with zero clients. And they know what it takes to build a bookkeeping business from the ground up.



SUPPORT: GET HELP EVERY STEP OF THE WAY



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LEGAL LUNCH

When we analyzed the costs involved in starting a bookkeeping business, the LARGEST expense was hiring a lawyer for a legal consultation on how to set up your business.

It can cost up to \$500 per hour to get answers to your questions about forming a legal entity.

So, I asked...what if I took on the cost as part of the program, and help you save \$500?

That's the idea behind Legal Lunch.

What You Get

- Each month I invite a specialist lawyer into Bookkeeper Launch for a consultation call. You can ask any questions you have, live on the call, about setting up your business.
- This way you can save time AND money. The lawyers I bring in are highly qualified. They know EXACTLY what's involved in starting a bookkeeping business, and it won't cost you an extra penny!
- Of course, you should consult an attorney in your state to assist you as needed, but this has been a big help to our students to get some basic questions answered first.



YOUR TRIBE AT “BL FAMILY”

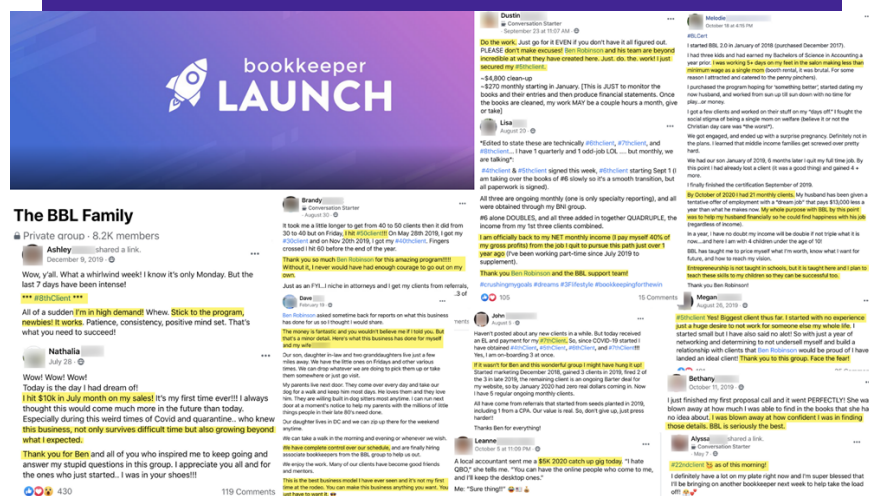


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Overview

Something my students tell me, which I'm very proud of, is that the greatest support group they have access to is our **BL FAMILY** community.

They all point to this group as the “go-to location” to get the help and support they need...



I'm proud to say that one of the **BEST** resources inside of Bookkeeper Launch is the private Facebook community.

This is our VIBRANT community of over 8000 students, graduates, and instructors, all full of encouragement, answers, and “been there, done that” wisdom.

Once you join, you'll immediately surround yourself with the best and brightest bookkeeping business owners out there.

What You Get

This is an exclusive community and only available to students of Bookkeeper Launch. Inside you'll be able to:

- Discover what's working for other bookkeepers, and learn from their failures and successes,
- Find encouragement and inspiration.
- Get answers to any challenges you have,
- Discover new opportunities for your bookkeeping business,
- Share what's working for you.
- Share your successes (we LOVE to celebrate with you when you get your business set up, your first consultation and get your first client)

Even though the Bookkeeper Launch program is a powerful business launching program, the real power for your success is inside this community!

What would it mean to have 24/7 access to a group of supportive peers who are already successful 21st Century Bookkeepers and want to help you succeed?

Imagine having a dedicated group of fellow professionals that you can turn to when you need answers fast...

Imagine a network of trusted colleagues who are at your disposal 24/7...

Now, imagine they're the friendliest and most supportive group of individuals you've ever met...

...all of whom share your passion for achieving a life of freedom, family, and finances!

That's what's waiting for you inside of our active members' community. The largest community of its kind.



UNCONDITIONAL GUARANTEE



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Remember: when you join Bookkeeper Launch, you're covered by our unconditional, money back guarantee.

I want to make this decision as simple as possible for you by removing as much risk as I possibly can.

Our UNCONDITIONAL 30-Day “No Questions Asked” Money Back Guarantee

Simply put: when you join us...if you ain't happy, I ain't happy. Whether that's 29 minutes or 29 days after you join...

When you are a part of Bookkeeper Launch, I want you to be absolutely thrilled with the program. I therefore guarantee that after your purchase, if you aren't completely satisfied with the program (for any reason whatsoever) you can request a full refund within the 30 day refund period.

If you're not satisfied, simply click the Cancel button within 30 days of purchase and we'll promptly return every last cent of the investment you made, with no questions asked.

Although we are generally able to respond within a few hours during normal office hours, please allow 1 business day for your refund to be processed and confirmed.



CONDITIONAL GUARANTEE #1



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When you purchase Bookkeeper Launch 4.0 and complete the 90 day Roadmap and complete all of the actions outlined in the Bookkeeper Launch Action Plan Workbook pertaining to the 90 Day Roadmap, we are confident that you can earn at least \$4,000 with your new bookkeeping business.

If you don't earn \$4,000, we are willing to buy your bookkeeping business for \$4,000. To qualify for this guarantee, there are a few conditions you must meet, which are explained below.

CONDITION #1, this guarantee is only good after 12 months from the date of purchase, which means you have an entire year to complete the Bookkeeper Launch System and make your business a success. If after 12 months you haven't earned at least \$4,000, then you can activate this guarantee.

CONDITION #2, we will ask you to document that you have completed the 90 Day Roadmap lessons and all actions as laid out in the Bookkeeper Launch Action Plan Workbook. This is to show that you've taken the actions and completed the required steps contained in the 90 Day Roadmap.

CONDITION #3, once our team has verified and reviewed the actions you've taken, we will create a "90 Day Course Correction Plan" exclusively for you. This is designed to help you overcome any challenges you encountered while trying to earn \$4,000 with your bookkeeping business.

We will have a live call with you to discuss your actions so far and present you with the Course Correction Plan. If you implement and document all of the actions laid out in the Course Correction Plan within 90 days and you STILL haven't earned \$4,000, then we will buy your business for \$4,000.



CONDITIONAL GUARANTEE #2



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With this Conditional Guarantee #2, if you don't earn \$4,000 within your first year, we will buy your bookkeeping business for \$5,000 and donate \$1,000 to your favorite charity. To qualify for this guarantee, there are a few conditions you must meet, which are explained below.

CONDITION #1, this guarantee is only good after 12 months from the date of purchase, which means you have an entire year to make your business a success. If after 12 months you haven't earned at least \$4,000, then you can activate this guarantee.

CONDITION #2, we will ask you to document that you have completed the 90 Day Roadmap lessons and all actions AND the Power Units and all actions as laid out in the Bookkeeper Launch Action Plan Workbook. This is to show that you've taken the actions and completed the required steps contained in the entire Bookkeeper Launch System.

CONDITION #3, once our team has verified and reviewed the actions you've taken, we will create a "90 Day Course Correction Plan" exclusively for you. This is designed to help you overcome any challenges you encountered while trying to earn \$4,000 with your bookkeeping business.

We will have a live call with you to discuss your actions so far and present you with the Course Correction Plan. If you implement and document all of the actions laid out in the plan within 90 days and you STILL haven't earned \$4,000, we will buy your business for \$5,000 and donate \$1,000 to the charity of your choice.