This is based on the research from the previous microsoft word document, “Get Inside Your Job Interview’s Head – Bookkeeper Example.” You need to do that homework first before you can proceed to this exercise.

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| Potential Client / Job Interviewer’s Psychology | Flipped Statement |
| Pain: Just starting out as a real estate investor and not knowing anything about bookkeeping, reporting, accounting, or QuickBooks, but trying anyway. And they do it wrong and realize later they need someone to fix it. | I will clean up your books through today and then going forward after you start working with me, your books will always be accurate. |
| Pain:Not having accurate books. | I will make sure your books are accurate at all times to the penny. |
| Pain: Bookkeeping is a tedious task that takes too much time | I will do the books so that you can free up your time and use your time on more important activities that cannot be delegated, or for more enjoyable activities like spending time with your family. |
| Pain: Not organized and current bookkeeping system isn’t simplified enough | I will organize everything for you to the point that when you need to find a statement, receipt, document, financial report, etc. you can easily know where to look and retrieve it. If you’re ever asked for an audit by the IRS, you’ll be done compiling everything in 5 minutes because everything is so organized, you can find it as easy as 1-2-3. |
| Pain: Cannot find user friendly software that anyone can learn. Or solution out there to fit their needs. | I will look and research all the software on the market to find the one that is most suited for your specific needs. It might not necessarily be QuickBooks Online. QuickBooks Online is what all tax CPAs recommend, but it might not actually be what’s the best for your use case. |
| Complaint: Outsourced bookkeepers do not give real estate investors access to files after ending the relationship. | I will make sure when it is time for me to resign or terminate our relationship, you have access to every file. I’ll put everything in a USB file. I’ll even write up a training manual or support documentation so that the next person can easily find their way around and get what they need. If you need to call me about something after we end, I’m available to answer your calls. |
| Complaint: Getting ripped off from a bookkeeper | I will make sure to charge you a fair price and deliver what’s promised and meet the expectations as agreed upon. |
| Complaint: Service from a real accountant is expensive | I will do the things that I am competent and capable of at my price point, and for everything else I can’t do, you can use the CPA for that. It will save you money. |
| Complaint:Cheap = You get what you pay for = SCREWED UP, MESSED UP BOOKS | I’m charging you a fair price for what I am promising to deliver. Take a look at my testimonials/reviews/referrals say to see the reputation I have built. |
| Complaint: Not all reputable bookkeeping services out there are willing to work for real estate investors. | It’s your lucky day. I specifically help and work in this niche. I am picky about who I choose to work with and I specialize in this particular thing you’re asking me to do. |
| Complaint:Bookkeeping services out their don’t give reports that show the profitability of each individual property. | I will design the systems and processes such that when it’s time to pull reports, they are customized in such a way to show you exactly the type of information you are looking for in your business so that you can make good financial decisions. |
| Objections: Websites for real estate bookkeepers are not transparent enough. No names shown or details. Cannot trust or endorse. | Make a website, linkedin profile, and other social media, and make sure it looks professional. Make sure it has reviews and testimonials. Also make sure you use your full name, and have an about page so people know your history. |
| Objections: No bookkeeping license or credentials | Get a credential so then you can say “I have a certification from \_\_\_” |
| Objections: Don’t like hourly rate model. Prefer flat rate fee. | I can do salary/flat fee instead of hourly. If anything falls outside of the flat fee scope of work, I’d be happy to negotiate and redo the contract, or we can do hourly for that. The hourly rate is $$. |
| Objections: Some are confident that they can do it themselves and it’s not very time consuming at all | Sure, you can do it yourself, but do you want to spend the rest of your life doing this? This not a productive or efficient use of your time. If you want to grow in your business, you’ll need to delegate and outsouce tasks that others can do. As you make more money, you should be doing tasks that only you are capable of doing. |
| Objections: Remote bookkeepers do not use the software that I am already using | I know how to use the software. (or if you don’t know how to use it,) I am happy to learn how to use the software. I have already started looking it up online to see what courses or resources I can learn from so that I can make sure I do a good job for you. |
| Wants: A bookkeeper who can do more than just data entry. Someone who can provide good advice. | I can tell you what I see from my perspective when it comes to looking at your financial reports so that you can have a second eye. |
| Wants: A bookkeeper who just does the books monthly or quarterly. | I will make sure the work is done every single month and you’ll have your reports by the 15th of every month for the previous month’s transactions. |
| Wants: To impress banks and lenders | The reports will have a highly professional appearance so that when you need to submit to the bank to get a loan, you’ll have an easier time securing the loan. |
| Wants: To automate their business | I’ll help you set up systems and processes in place to automate your business. That way, you’ll spend as little time as possible on bookkeeping related tasks whenever I need something from you that I am unable to do myself. |
| Wants: A good pricing model | This is how I charge. I believe the flat fee model is fair and is the way to go because you know exactly what to expect and you’ll be able to budget for it on a monthly basis, rather than having a bill that varies every month that could negatively impact your cash flow. This flat fee model will help you plan ahead for your expenses. |