



Trying to Learn Everything In An Effort to Save Money Will Cost You!

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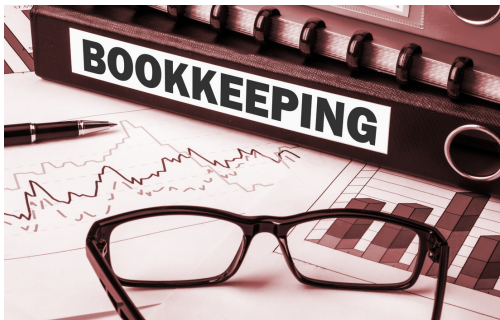
Teeter & Co. - Who We Are

I am Nicole Teeter. For more than 20 years I have been working in the field of accounting and business management. I connect with small businesses and help to empower them around their finances. I build solid relationships and think of my client's business as an extension of my own. My firm provides bookkeeping services, profit strategies and business solutions to small business across Canada and the United States. I also provide QuickBooks and basic bookkeeping training as well as training on the many software and applications that are available today. I continuously upgrade my training to allow me to better serve my clientele.



One of the things I very much enjoy doing is helping other small business owner's streamline their business processes helping them to ensure their business runs more effectively and efficiently by utilizing the many apps and technology that is available today.

Most recently my firm has rebranded, this rebrand is more in alignment with what my firm does. One of the big changes that is happening this year in my business is the launch of new website that will house a membership site which will contain both a free and paid version. The membership site will be full of free resources and some courses on some of the platforms a business owner can use to streamline their business processes.



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Formerly - Bookkeeping & Business Etc.

Housekeeping



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A close-up photograph of a puzzle. Most of the puzzle pieces are dark grey or black. In the center, there is a single white puzzle piece. On this white piece, the word "future" is printed in a teal, lowercase, sans-serif font. The puzzle pieces are interlocked, and the lighting creates soft shadows, giving it a three-dimensional appearance.

Don't Ignore the Future

future

Plan for it!

**Doing Everything in
your business isn't a
recipe for **SUCCESS!****

You Don't Know what you don't know



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**What trying to do
everything in your
business Costs?**





- Takes time away from what you do best
- Takes away time to network and make new business connections
- Time away from family
- Time away from friends
- Your mental health
- Can lead to burnout



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It costs your
business **Money**
to do everything
yourself!



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**I can't afford
to hire
someone**



How Does it cost me
Money to do
everything myself?



Example

You charge \$60 per hour for your services as a property manager. You need to keep up with your social media so that people know about your business. Your specialty is property management. Maybe you are not real computer savvy but know you need to have a social media presence. It takes you four hours to create some graphics and social media posts for the next couple of weeks.

The result is the social media posts look ok and you have now spent four hours creating graphics. You could have been doing what you do best and made \$240.

Had you hired someone who specializes in creating graphics and social media posts you would have had professional looking graphics and social media posts. It would have likely taken the person you hired an hour or two to complete the project, this is what they do best. Even if you were charged the same rate you charge you would still have made \$120 AND you would have had professionally written posts and graphics which are likely to get more reach than had you done them yourself.

THE END RESULT

People have seen your professional looking social media posts, which leaves them with the impression you are a professional before they have even reached out to you. They reach out to you and hire your business, you have now made more MONEY!



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It can be **TOUGH** to
Let GO

BUT.....

**If you continue to try to do everything
you will burn out and start to resent
your business**

How Do I **Stop** Doing **Everything** In My **Business**?



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Outsource

&

Automate



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What can I Outsource?

Bookkeeping

Email Marketing

Social Media

Administrative tasks

Project Management

Calendar Management

Phone Answering Service

Scheduling

What can I Outsource?

- Hire a housekeeper
- Use a grocery delivery service
- Order premade meals
- Hire a property management service for lawn care
- Have someone take care of gardens and flower beds



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How Do I Outsource?

The key to successfully outsourcing is to have systems and procedures in place!

- Determine what it is you are going to outsource
- Decide how you would like to see this happen
- WRITE down how you would like the work done
- Decide how you would like to communicate with the person you hire
- Set up quick biweekly meetings to review the project (as you start working with someone over a period of time you may be able to meet less frequently)
- Be clear on what your expectations are
- Be prepared to take advice from the professional you hired
- Be open to suggestions and change

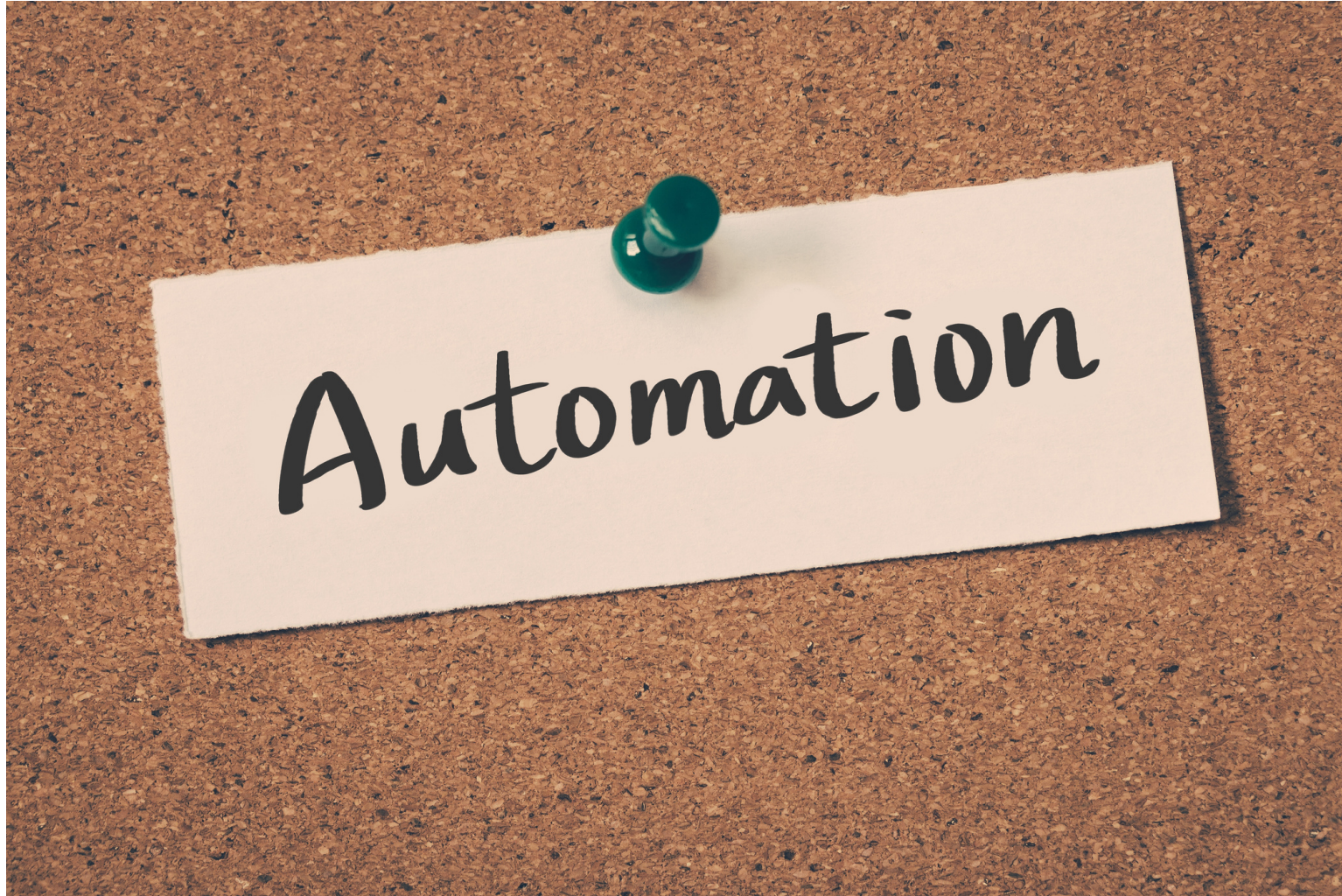
Who Do I Outsource To?



- Local Business
- EA - Executive Assistant
- VA – Virtual Assistant
- OBM – Online Business
- Freelancer
- Local college (intern or coop)
- Temporary Staffing Agency

Where To Look

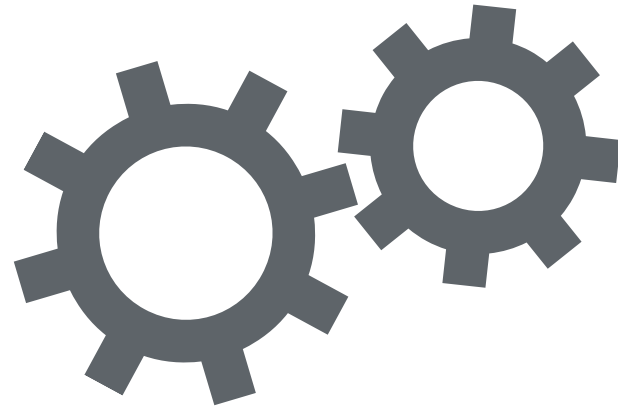
- Ask other business owners who they recommend
- Local agencies
- Local newspapers
- Google
- Facebook groups
- [Canadian Association of Virtual Assistants](#)
- [International Association of Virtual Assistants](#)
- [Riipen](#)
- [Fiverr](#)
- [Upwork](#)



What About Automation?

How can you make life easier in this regard?

It's a small thing, but it makes a big difference. .



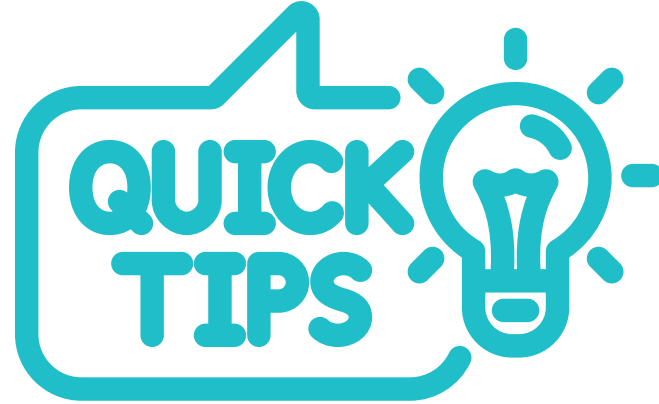
How Can I Use Automation?

- Create email templates - never write the same email twice (TIP: Name them Well)
- Set up email filters
- Keep current price lists or package options that can easily be sent out
- Create proposal/quote templates
- Create questionnaires for lead that automatically send once the lead form is completed on your website (this saves time during the initial contact with the lead)
- Use automation to send lead information from your website to your CRM or Project Management software (TIP: if you are not using these you should be)
- Schedule social media posts in advance
- Set up recurring invoices
- Set up auto reminders for meetings
- Set up auto reminder for past due invoices
- Use time tracking software that integrates with your accounting software

The LIST is ENDLESS!



If you don't know how to set up automations HIRE someone to review your business with you, recommend some automation that will work for you and then have them implement the automations!



**Don't Do Things You
Are Not Good At!**

Don't Work To Many Hours?



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Q&A

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