

“ A friend introduced me to Lucia at The Analytical Bookkeeper and to be honest I wasn't really sure I needed formal bookkeeping services as I was coping alright recording my income/expenditure on spreadsheets and filing my tax return.

On meeting Lucia I was blown away by the fact that my business was really missing out by not using a bookkeeping service. Rather than just recording my income and outgoings, Lucia has been working closely with me to develop financial forecasts for my business, which has led me to drop some (unprofitable) income streams and focus my energies on other parts of my business. I am now a total convert to outsourcing this aspect of my business. Lucia is knowledgeable and approachable and I never feel daunted asking her questions. Using Xero has been a revelation to me –my invoices now look more professional. I'm pleased to say that I'm in control of my business, rather than my business controlling me. I'd have no hesitation in recommending the bookkeeping services that Lucia offers.

- Julie Davies, Business Owner Julie Davies Flower Workshops

The Analytical Bookkeeper is a Faversham-based business providing optimised cloud-based bookkeeping and customised analytics enabling business owners to know and grow their businesses.

Contact Lucia to find out more and book a free initial consultation about the set-up cloud accounting service.



Set-up Cloud Accounting

Your 24/7 real-time accounting system

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theanalyticalbookkeeper

Why businesses should use Cloud Accounting

The world is changing fast

Technology is moving at an incredible rate and all the major software companies are committed to cloud accounting systems and very soon support will cease for desktop systems. This means – unless you want to struggle with a manual or spreadsheet-based accounting system – you will have to move to the cloud sometime soon. And that's not such a bad thing...

The modern business needs a state of the art accounting system

* This has numerous benefits: it saves you a very significant amount of time, gives you 24/7 access to up-to-date financial information and reports, you can sleep at night knowing your sensitive financial data is always secure and backed-up automatically and it makes it easier to produce end of year accounts so lowers your fees.

Let's quickly sum up the main points

Using cloud accounting effectively will enable you to:

- * Stay legal – through helping you keep proper accounting records and keeping your data safe.
- * Save your precious time - You will save time that you can better use to grow your business.
- * Cost savings - You are likely to reduce accountancy fees for end of year financial statements.
- * Your future is at stake - Better financial information helps you to make better business decisions.



Let's get the bad news out of the way...

Cloud accounting systems are a huge improvement but are such a hassle to set up. When setting up any accounting system you need to set up details of your business, set up the chart of accounts (that's the specific types of sales, income, expenses, assets and liabilities unique to your business), and transfer any opening balances. Even for a small business this typically takes at least 10 hours. And probably much longer. Your time is precious. For a business owner who values his or her time at £100 per hour, this is £1,000 of opportunity cost (i.e. the amount you can earn if you don't have to do this) just to get set up. Do you really want to spend £1,000 setting this up yourself?

Your hassle-free set up solution

I specialise in cloud accounting solutions and setting businesses up on the cloud. I will do this for you, remove all the hassle, and you will know it is set up the right way and will save you hours of time and frustration. The table on the next page sets out what is included within the different service levels so you can choose the right option for your business.

Cloud Accounting Set-Up Options

Premium cloud set up - This is the best option for busy business owners who want the maximum out of their cloud accounting system so they can make the best business decisions based on the best quality information. Spread your payment your payment over 12 months.

Full cloud set up - This is the most popular option because you get on-going support for 6 months and you can spread the payments making cash flow easier. Spread your payment over 6 months.

Essential cloud set up - This option is best for those business owners who are simply looking to get a basic cloud accounting system set up fast. Payment is due on commencement.



KEY FEATURES	PREMIUM CLOUD SET-UP	FULL CLOUD SET-UP	ESSENTIAL CLOUD SET-UP
Analyse and select the best solution, Input company details, Chart of Accounts set up, Input debtor and creditor account details	✓	✓	✓
Bank feed set up	FREE	FREE	FREE
Reconcile your existing system, Enter sales and purchase ledger open invoices, Create your email and invoice templates	✓	✓	✓
Software subscription	FREE (12 MONTHS)	FREE (6 MONTHS)	✗
Training day	✓	✓	✗
Unlimited email and telephone support	FREE (12 MONTHS)	FREE (6 MONTHS)	✗
Create your fixed asset register, Sales Forecasts, Quarterly reconciliation	✓	✗	✗
Report Development	CUSTOM	STANDARD	✗
Follow up systems and business review	✓	✗	✗
Holistic system	FREE	FREE	FREE

Note: The price of this service is fully deductible for tax purposes, which means, in effect, HM Revenue and Customs will refund you a portion of the cost (subject to the rate of tax you pay).

