



Message Book

Guide To Communication of Our Value Proposition & USP

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Section 1 - Key Information About Brooke

Who is Brooke?

Our ideal student is Brooke, “the house arrest mom”. Brooke is a stay-at-home mom (with school-age children) who **wants to contribute to the family income** and has *already decided* that she **wants to work from home**.

Brooke’s *primary motivation* is that **her family needs more money** (beyond her husband’s income) to enjoy the lifestyle they aspire to, but **she doesn’t want to sacrifice her role as a mother** to get there.



The *main job* Brooke wants to complete is to **create the lifestyle that she and her family desire**. This is a lifestyle where **her family is financially comfortable**, but where **she has a healthy life/work balance** and where **she can be happy both in her work AND in her role as a mom**. This ultimately means *she doesn’t have to “sacrifice family for finances”*.

Brooke’s *#1 pain* is her **lack of confidence since having her kids**. She has a **fear of failure** in her ability to succeed back into the work world, performing activities that would require other people to pay her money (determine her value). **She’s afraid that she may have been left behind** *because of her choice to become a mother*.

Brooke understands that she’s asking her family to invest a tremendous amount of effort to allow her to accomplish this, and she’s worried that she will fail and put her family in a worse financial situation than when they started.

Brooke’s Context

When Brooke had her first child, she knew that she had to make a choice:

- 1) She could become a stay-at-home mom, raise her children from home and avoid the guilt of putting her kids in daycare, but at the **cost of a reduced income** for her family.
- 2) She could put her kids in daycare, go back to work, earn money for the family, but **feel guilty** about her decision to do so.

Because her husband is the primary breadwinner, Brooke was able to make the decision (along with her husband) to become a stay-at-home mom, and put the

idea of contributing to the family income in the back of her mind so she could focus on her new role as a full-time mother.

Now, as Brooke's kids have grown up to school-age, she's come to the realization: "**we're not getting ahead** as much as I'd like, with only my husband working."

This is the cause of tension between Brooke and her husband. She's worried and anxious about money because there's not enough cash in the bank account at the end of each month. Finally something triggers the "*we need more money*" conversation. This could be something like a broken air conditioner, and they've had to charge \$5,000 on the credit card, pushing their credit to its limit.

During this conversation, Brooke and her husband both agree that they DO need to bring more money into the household. But **they still want Brooke to be there for the kids** because she adds a ton of value as the amazing, loving, caring mother that she is.

They also talk about how her brain is "turning to mush" at home during the day when the kids are at school, with a bunch of down time that she's trying to fill.

The family doesn't need her to earn a huge income, she's only looking to generate an additional \$1,000-3,000 per month, but she had no clear idea how she could do that.

The conversation concludes when both Brooke and Hubby share potential ideas about what Brooke might be able to do to contribute to the family income, and she starts to do some research online about what her options might be. Brooke's husband also starts to ask others about what might be a good way for her to bring in some extra money.

Brooke wants something that:

- Allows her to **set her own schedule** and work as much (or as little) as she likes, so she can be available for her family and continue to care for her kids as she wants (freedom and flexibility are the primary concern.)
- Is a **legitimate way to earn money** (she doesn't want to do anything shady.)
- Has **low start-up costs** (she can't afford to invest a lot of money.)
- Has a **quick turnaround**: she wants to start to earn money relatively quickly.
- Is **work she enjoys** (she wants to feel relevant, important and needed in her work.)

Bookkeeping has popped up on her radar, but she's still not sure if it's right for her and **she has no idea where to start.**

The Dream Scenario (Status and Hope)

The dream for Brooke is that **she overcomes her self-doubt** and makes a focused effort to earn money, quick, and to be considered a success by everyone.

Not only does Brooke earn additional cash fast, but she and the family's status is elevated.

In her dream scenario, Brooke is able to demonstrate that **she's responsible for her family's new financial success and improved status.**

An ideal example of this would be to bring the family on a dream vacation (pesky in-laws too), where she and her husband pay for everything with cash that she has earned.

Brooke no longer has to sweat the small indulgences that she wants for herself (beauty and pampering, such as facials, manicure and pedicures, weekend girls trip), or her family (buying new Nike's for her son or a new dress for her daughter while they're out shopping.)

The household **consumer debt has been eliminated**, and they've **paid off the cars and paid down the mortgage.** They've also **have a nice emergency fund** and have **saved for her children's college.**

Brooke's home and status have gradually begun to "level up" with new appliances, a new kitchen, new couch, and all of the material signs that they're moving in the right direction towards the ideal "comfortable" life she's always dreamed of.

Brooke's also able to use her new position of wealth for good, because she's in a financial position to give to others and not have to ask for it back, such as being able to help friends and family in need.

The ultimate capstone to Brooke's dream would be to have her husband specifically and verbally acknowledge the role she played in getting the family to their better future. Something to the effect of:

"Two years ago I didn't believe that we would make it, and look at where we are now. And it was all because of you. I was wrong and you were right. Thank you. I'm so lucky to have you. My mother doesn't know what she's talking about. I can't wait to see her face when we tell her the trip we're taking is all being paid for by money you earned in your new business."

The Living Hell (Despair)

The Living Hell for Brooke would be making the decision to start a bookkeeping business, investing significant time, money and effort into the project and, after a prolonged period of trying, she's forced to admit "I have failed. This was a terrible decision."

She dreads hearing the words, "I told you so."

In her nightmare, she convinces her family to contribute to the cause by investing their own energy and effort while she focuses on starting her business. Dad now has to pick up the slack around the house by cooking dinner and taking the kids on extra trips. She's asked him to sacrifice his down time, which is his distress time from being the provider/breadwinner, and she knows this is asking a lot.

During her journey, she continually struggles to learn the skills that would make her a good bookkeeper. When she tries to get a new client, she's initially laughed out of someone's office while trying to sell her services.

She finally manages to convince one business owner to give her a chance. But after 6 months the client re-examines their books and they realize they're in debt because of a mistake Brooke made.

She's found out as an imposter who doesn't know what she's doing, and the client decides to take legal action against her because of her incompetence.

After walking away from the attempt to help her family, she's heartbroken because of the loss of respect she's quietly getting from her husband. All because she tried and she couldn't make it. She knows that he would be thinking, "I know I could of done it, but I guess she couldn't figure out (insert important part of the puzzle she wasn't able to crack)"

She's terrified of developing a reputation as the woman who "was a great stay-at-home mom, but couldn't quite make it as a business owner". She begins to dread the question "What happened to that business you were working on?" which surfaces from her social circle and around the Thanksgiving dinner table.

Ultimately, in her Living Hell, her family is now worse off because she convinced them to take the financial risk of letting her try her hand at some stupid business opportunity. She took \$3,000 away from my kids mouth and, the way things are looking, her family is never going to be able to get out of the financial hole they're in. Not only that, but she now feels more trapped in their lifestyle because of the

sacrifice she asked her husband to make and guilty for her role in the failure. She also feels that she's become more helpless and she's worried, thinking "If he leaves me, I have nothing to fall back on."

Ultimately, finances in the family get worse, and she's forced to give up her role as a stay-at-home mom and she now has to take a job in the local town with a long commute. She has to put her youngest kid in day-care, and she now has to work a full-time job and fill the role of a full-time house wife. Her lifestyle has degraded considerably and she's totally exhausted, with her family life not improving all that much.

The Hidden Conversation

In short, **Brooke wants to feel better about herself.**

Brooke's main desire is to contribute to the family income, but **secretly she wants to feel more important** to the family by considerably contributing to the income—more than anyone expects.

Brooke feels she would gain more respect from her husband if she was able to successfully earn her own money, and show that she can bring financial value to their relationship and the household. She wants to show him that he would be a fool to ever think about leaving her because she can be a great mom, who is also a really smart business woman.

Brooke likes the idea of gaining a certain amount of safety, control and power over an income stream that she's totally in charge of, which she can then use to make her family's life better.

Brooke **secretly wants to be wanted again.** Her kids are growing up and no longer “need” her the same way they used to, beyond meal prep and house chores. She sees that this trend is only going in one direction, and **she has a burning desire to become relevant and important** in someone's life again.

Deep down, Brooke would love to be able to earn enough money with this new venture that she can give her husband the option of retiring early or to quit the job he hates. She wants to be in a position to give the option so that **he sees how lucky he is to have her**, and so they have a better family life because less burdened in his role as provider.

Other trigger contexts Brooke may find herself in

- *Kids are now school age* and Brooke has more time to herself at home
- *Financial low point* - some incident has occurred - like an unexpected bill that they can't pay, or where she and her husband realize that they're not where they would like to be financially and they can't continue doing the same thing and still survive
- *Lack of savings* - one of the kids wants to go to college, which prompts Brooke and her husband to realize that they don't have the money saved up for it.

- *Guilt* of dropping the kids off at daycare and realizing that she's not the raising them, while also mindful of how much they're paying for it
- She's had another child (2nd or 3rd) and she and her husband realize how much their kids are actually costing them and looking at the opportunity costs of having a stay-at-home mom who can earn some money

The Key Decisions Being Made

First decision:

Which profession will allow me to be satisfied as I contribute to the family income without sacrificing my role as a mother?

Second decision:

Which bookkeeping business training is going to give me the best chance of successfully earning money from home?

Market Awareness & Sophistication

Awareness - How aware is Brooke of her problem and the solutions available?

Brooke is aware of the problem she's facing right now, but doesn't know which solution (profession) is right for her. She's not even sure if there is a solution out there that can teach her everything she needs to know.

Sophistication: How many other solutions to this problem has Brooke seen?

A few solutions have been shown to Brooke and she's done her research to get a few ideas on ways to earn more money. She may have tried one or two ways to earn money (like earning money with a blog), but she isn't a very sophisticated customer when it comes to the topic of bookkeeping. We are most likely the first (or second) product she's seen about starting a bookkeeping business from home.

Section 2 - Meeting Brooke In Conversation

Here's how to converse with Brooke and **what she's interested in** hearing about.

What are the main topics that Brooke wants to learn about?

1. How to create a lifestyle where her family is financially well-off (reasonably) and has a great work/life balance where life comes first.
2. How to start and **build her own bookkeeping business with no experience**.
3. The **skills required** to start and succeed as a bookkeeper / business owner.
4. **Support and encouragement** about what it takes to become a successful business owner.

What are the Jobs Brooke must complete?

Functional Jobs:

Jobs that Brooke tries to perform, tasks she tries to complete, and problems she's trying to solve:

- **Being a valuable stay-at-home mom for her family**
 - Maintain the health of her family
 - Maintain the marital relationship
 - Be present for the family (attend kids activities)
 - Manage finances (pay bills & prepare their taxes)
 - Manage and clean the house (shop for groceries and run errands shopping)
- **Tackling the fear: Personal development in order to become a business owner**
 - Create the lifestyle that she and her family loves, where she can be happy in her work, with a desirable life / work balance
 - Shift her mindset towards the lifestyle she dreams about
 - Detachment from her existing way of earning money (in a job)
 - Overcome fear and realize that it is possible to have a lifestyle of family AND finances
 - Figure out what she wants in life and map out the route, from where she is to where she wants to be
 - Become a self-sufficient individual who can make her own choices
- **Start her own bookkeeping business**
 - Marketing
 - Send out the first cold email
 - Create her first proposal

- Get her first client
- Meet a client for the first time / perform her first consultation
- Get her first testimonial or positive client feedback
- Get her first referral
- Find new clients regularly
- Attend to her first networking event
- Set up the business
 - Start the business
 - Form her company
 - Get her business cards and website
 - Open up her business bank account
- Run her business
 - Figure out how to be her own boss for the first time
 - Manage and keep clients happy
- Learn bookkeeping skills she needs to run her business
 - Get certified
 - Complete her first project successfully

Social Jobs:

Jobs that make Brooke look good, gain power or status. This describes how she wants to be perceived by others:

- Be the Super Mom who can do it all - earn money, work at home, and take care of kids (children are happy to have mom around and she has power to contribute to the family income).
- Provide security and safety (monetary and vocational) for the family.
- Be a good role model for her kids, particularly her girls who should know that they can be more than just stay-at-home mom. Also show her boys that moms are more than just housekeepers.
- Acknowledgement of her value in the family, outside of her usual role as stay-at-home mom. Show her husband that she's a keeper and someone worth holding onto.
- Have her husband / mother tell his / her friends, "Did I tell you what Brooke did?".
- Be perceived as a strong, independent woman who earns her own money.
- Attend events (like PTA) and one-up the other stay-at-home moms by being a strong, independent business owner who also raises her kids.
- Not have to ask her husband for permission to spend money, or feel guilty about it.
- Impress her clients and colleagues with her work - look professional by meeting deadlines.
- Impress other house-arrest moms, and her extended family, with her successful business.

- Get her first business card and website so prospects know she's legit.
- Other Moms say: "How does Brooke do all that?" and her parents brag about how successful she is and how proud they are of her.

Personal Jobs:

Jobs where Brooke wants a specific emotional state:

- **Security and control of her personal life**
 - Feel prepared for future events that they haven't prepared for (car engine overheats, college education)
 - Not fight fires and live for the day. Able to see beyond next week.
 - Not feel the pressure of how much time she wastes during the day.
 - Feel like life is stable - enough money, a good house, and the ability to pay for things like vacation.
- **Belonging**
 - Realization that she found her tribe.
- **Meaning**
 - Feel like she found her calling, purpose, and meaning beyond the functional things that she does.
 - Feel valued for what she can contribute to this world.
- **Become her own boss**
 - Feeling of accomplishment
 - Feel free/independent
 - Feel confident and secure about her ability to earn money
 - Be comfortable when it's time to put herself out there
- **Feel respected by family and other house arrest moms**

What are the Pains that Brooke experiences?

Undesirable Outcomes:

Functional, social, emotional, or supporting outcomes/problems Brooke experiences

- Find out her mental barriers and doubt are true
 - Self-doubt. Doesn't believe in herself and her skills
 - Marketing. She doesn't believe she can do it.
 - Afraid of her own ability to accomplish the results she's trying to get.
- Feel guilty knowing that family members had to pick up her "slack" and then she ultimately fails.
- Not earn enough money despite a huge amount of effort.
- Feel stupid when it comes to learning - software, concepts, process.
- Feel external pressure to do it right and not fail.
- Need approval from husband - "I've got to talk to my husband about this and get his approval".
- Scammed into something that isn't legit.
- Costing the family money
- Feel overwhelmed and unclear about what she should do.
- Not feel confident about how she can succeed.
- Not have enough money for her dream lifestyle.
- Have her husband or family member say "I told you so".
- Not have enough time to do the things she enjoys.

Obstacles:

The things that stop Brooke from taking action or getting started with a job

- **Personal obstacles**
 - Get the family on-board.
 - Think with a scarcity mindset.
 - Overcome her fear of failure - lack of self belief.
 - Resist talking to potential customers because it scares her - she doesn't want to look stupid.
 - Feels like she is bad with technology.
 - Think that business is something that only other people can accomplish and succeed in.
 - Disruptions of family life.
 - Think the sacrifice is more than the reward.
 - Tried and failed before, or tried an unproven or unsound solution in the past.
- **Uncertain where to start with bookkeeping and business**
 - No clear picture of what future success looks like.

- Lack of bookkeeping skills and experience - why would someone choose me?
- Clueless about business and marketing.
- Think that bookkeeping will go away because of Artificial Intelligence (AI).
- Lack of clarity about what she's supposed to do next. She doesn't have a plan of action or understand how to succeed - No roadmap for what steps she should take and in what order.
- Steep learning curve - learning the bookkeeping skills and the marketing skills.
- Thoughts that starting a business is more complex than it actually is.
- No coach or mentor.
- Give up too soon without knowing what success at each stage should look like.

Risks:

Things that could go wrong and have important negative consequences

- **Regret**
 - Afraid of being 60-70, look back and say, "I never tried."
 - Afraid of keeping the life she has, hoping that she'll get different results doing the same thing.
- **Going further in debt or putting her family in a worse situation than she started**
 - Risk of looking like a fool for falling for some "online scam".
 - Create a dangerous situation and putting her family into the unknown.
 - Make a mistake and lose what little they already have.
- **Loss of respect from husband and kids**
 - Fail and told, "See, I told you so."
 - Set a bad example for the kids.
 - Loss of respect from husband. She tried, but she couldn't make it.
 - Risk of trying to help the family and then feel guilty when she's responsible for putting them in a worse situation.
- **Loss of face from her social circle**
 - "What happened to that business you were working on?"
- **Getting laughed at by prospects when pitching her services**
 - Afraid of getting laughed out of someone's office while trying to sell herself.
 - Not being hired by anyone.
 - Risk of no one going to hire me
- **Not being a fit for starting her own business**
 - Risk of the realization that she's not cut out to start a business.

- Afraid to make a mistake and cost the client money instead of saving it.
- Afraid of being found out as an imposter who doesn't know what she's doing.
- Afraid of success - because she doesn't feel she deserves it.

What are the Gains that Brooke is looking for?

Required Gains:

The gains that make a solution work

- Learn the bookkeeping skills she needs.
- A walkthrough of setting up her business - the right way.
- Get at least one client.
- Earn some money with her bookkeeping skills.
- A clear picture of what she's supposed to do and in what order.

Expected Gains:

The basic gains that your client expects from a solution, even if it will work without them

- Earn an income while maintaining freedom and flexibility.
- Enjoy her work.
- Get clients that she likes to serve.
- Know what mistakes and pitfalls to avoid.
- Earn money within a few months.
- A low barrier to entry (not a high learning curve and low upfront cost to start).
- A support network on her journey, so that she's not alone.
- Earn good money and significantly contribute to the family income.
- Be able to lower her debt.

Desired Gains:

Gains that go beyond what's expected, which the client would love to have

- **Create a "dream" lifestyle with a strong life/work balance where life comes first**
 - Have a lifestyle around family.
 - Do work that also gives her freedom.
 - Control of her time.
- **Meaning, purpose, and impact**
 - A career path guaranteed for success - she expects that she will succeed.
 - She expects that it's something she can believe in.
 - She expects that she's going to be able to earn good money with it.
 - Something reputable that she can tell others about.
 - Something she doesn't have to be embarrassed to talk about.
 - Do meaningful work in life.

- **Extra cash for herself and her family without needing someone else's permission**
 - No debt - eliminated all the consumer debt. Clear the mortgage and car payments.
 - Have a cushion for her to be able to cover unexpected expenses.
 - Big future payments are covered - "I have money for Sally and Johnny's college fund".
 - Able to help others - "If my friends or family need help, I'm in a position to give and not have to ask for it back".
- **Prove to the naysayers that they were wrong by demonstrating she's someone who can achieve things**
 - Have a lifestyle that everyone else is jealous of and everyone else wants.
 - Have others ask: "how do you do that?"
 - Be the person that can teach others and give advice on how to achieve the AND lifestyle.
- **Become a role model for other people (family, friends, Moms, clients)**
 - Be a role model for her kids
 - Be a role model for other house arrest moms

Unexpected Gains:

Gains that go beyond the client's expectations and desires

- **More money than she ever expected**
 - Dream vacation, pay cash, and take the in-laws. Demonstrate her wealth and improved status.
 - Doesn't have to sweat the small indulgences
 - Have access to her own money that she earned - Not have to ask her husband for permission.
 - Have the couple's talk where they finally have margin - "What will we do with this extra money?"
 - Buy new clothes and identity defining objects (new cars, trinkets and widgets).
 - Buy nice stuff for her kids.
 - Finally able to say "yes" to things her kids want to do, which she had to say "no" to before (Steak at dinner, a trip to Disneyland)
- **Become admired and respected as a powerful contributor to the family**
 - Winning and success - husband sees that she's doing this and she contributes to our family income in a meaningful way.
 - Husband acknowledges her role in the family's success.
 - Hear that her mother / family are bragging about how amazing she is.
- **Have more time to take care of her own needs**
 - Gets fit because she can go to the gym.

- Healthier and sexier because she has time to focus on herself.

Section 3 - The Offer

Here's how we converse with Brooke about the offer...

The Old World

Why Brooke thinks she can't have it

After [Brooke and her husband discussed her contributing to the family income](#), she started to research ways she can start to earn some money.

She discovered that her options were:

- Get a job
 - Go back to the profession she was in (didn't really like it)
 - Go work at the GAP folding t-shirts (just to generate income)
- Get involved in some form of Multi-Level Marketing (MLM) like selling Mary Kay® or Tupperware®.
- Earn money online (survey websites, a blog or medical billing)
- Sell real estate
- Alternative services (virtual assisting, proofreading, transcription, graphic design, etc.)

None of these options resonate with Brooke because they either mean she has to:

1. Give up the freedom and flexibility that she's looking to retain in order to get a job, or
2. Sell repeatedly, and aggressively, as part of some "money making opportunity".
3. Do boring, repetitive, low-value work that doesn't have a large impact on the lives of the people she serves.

What Brooke wants:

- A reliable, recurring way to earn money, because she wants to make sure she gets paid every month.
- Freedom and flexibility, because she wants to be able to fit her work around her role as a mother.
- Legitimate and respectable work, because she doesn't want to do anything greasy.
- Makes her feel relevant and important, because she wants to be happy in her work and feel like she's contributing.

- Short turnaround time, because she needs to start earning as soon as possible.
- Low startup costs, because her family can't afford to invest a lot of money to make this work.

Something has told Brooke that she should be able to contribute to her family's income without giving up her role as mom, but she hasn't been able to find what that "thing" is, and she's starting to believe that maybe it's not a reality.

Why it Really Hasn't Worked

The real reason that Brooke hasn't solved her problem yet, is because what she's looking for is to **work on her own terms**. She's looking to "do the work" during her free time, and get paid consistently, but employers are rarely willing to pay her to work from home on her own schedule.

On top of that, Brooke hasn't really considered starting her own business to deliver a valuable service, because she has no idea what she could do, and she thinks that starting a business is "beyond her" because of her low self-confidence.

The New Possibility

What Makes This Different

Starting a bookkeeping business is different, because it allows her to essentially "own her job" by creating an income source that she's in control of, where she gets paid every month for providing a real and valuable service.

Bookkeeping has become a great way for Brooke to earn a legitimate income, all while working for herself, from home, on her own schedule because:

- **It has high earning potential, and low startup costs** - This makes it the **#1 most profitable business** according to *Entrepreneur Magazine*®. Avg. bookkeeper stats from Bureau of Labor Statistics (BLS) - \$41,730.
- **It's legitimate and respectable** - It allows Brooke to earn an income by providing a value service that others pay her to deliver. It's a time-honored and proven profession, having been around for the past 400 years, so it's not going anywhere.
- **She gets paid every month** - Bookkeeping is a monthly service, so she has automatic recurring revenue from each client.

- **Flexible virtual business** - with bookkeeping, Brooke can work from anywhere she chooses, and set her own schedule. She doesn't have to meet with her clients or team physically. All the work can be done virtually.
- **Short start-up time** - Short amount of time to get the skills required and start earning money within a few months.
- **Huge compulsory demand** - due to the government requiring businesses to keep financial records. Huge number of businesses in the US and globally (300 million+)
- **She's a high value service provider** - makes her feel relevant and important doing financial work for each company

Why wasn't this possible before?

1. You can now work 100% remotely without the need to show up to a client's office

- **Old way:** owning a bookkeeping business was essentially a series of part-time jobs. You had to show up at your client's offices to access their records and their bookkeeping/accounting software, which was on a company desktop computer
- **New way:** with cloud based bookkeeping software, and receipt management, there's no need to show up at the client's office; you can work 100% remote.
- **Old way:** people were reluctant to allow you to work remote because it was a novelty and it wasn't understandable.
- **New way:** most business owners now don't care where their bookkeeper is, just as long as the bookkeeping is done correctly.

2. You no longer have to go to a traditional college to learn how to become a great bookkeeper

- **Old way:** you had to learn the theory in a college or school, then go out and get a job with somebody (a business or bookkeeping firm) to get the practical application.
- Used to be 18 months for theory, and then 2 years in a job, which meant you had to wait 3.5-4 years before you even get to run your own business.
- Even then, you didn't have any experience with marketing, business skills or client management.
- **New way:** Apprenticeship/learn on the job model - an online approach to learning, where you get the minimum viable theory at your own pace, before you move into real-world application. Requires a support community that supports you through your real world problems, means you can learn the skills you need to get your first client in as

little as 3 months.

3. Bookkeeping has evolved to become a high-value profession

- **Old way:** You used to get paid for data entry, which was boring and tedious, and your rate reflected it.
- **New way:** with the advancements of technology, most of the data entry is automated.
- This has freed up time for higher level analysis and advisory work, making you more valuable to your client.
- Bookkeepers now earn \$80~ /hr based on Quickbooks recent study.
- More fulfilling, more valuable, and better compensated.

Alternative Options Breakdown

Get a (part-time) job

Brooke considers this the most reliable and legitimate way to make money, because she's worked in a job before and she understands the value of receiving a steady paycheck. Straight away she would think about going back to the job that she had, if they could take her on a part-time basis.

She's attracted to this option because she knows she can start to earn money almost immediately without any investment. Unfortunately, she'd have to physically show up at an office and she wouldn't be in charge of her own schedule. She also realizes that she's not going to be able to get a high-skill career job, and she won't be fulfilled by folding shirts at the Gap.

Reliable way to make money: Yes

Legitimate and respected: Yes

Freedom and flexibility: No

Makes her feel relevant and important: No

Quick turnaround time: Yes

Low start up costs: Yes

Multi-Level Marketing (MLM)

Brooke knows that it's possible to earn money with Multi-Level Marketing. She's familiar with a number of MLM companies, having been approached 5-10 times about "an opportunity" to become her own boss. These have most likely been Mary Kay®, Avon® or Tupperware®. With caution, she's looked into it and she's seen that you're only SORT OF your own boss. She would still have to attend meetings, and others still determine her schedule, because she has to sell stuff when other people

are available.

She's also not enthusiastic about the idea to sell stuff to her friends, and she's also very aware that her income is 100% commissions based and unpredictable. And even if she does make one sale, she has to constantly sell to make sure money keeps coming in. She's also smart enough to know that very few people make any significant money with MLM.

Reliable way to make money: No
Legitimate and respected: No
Freedom and flexibility: Somewhat
Makes her feel relevant and important: No
Quick turnaround time: Potentially, yes
Low start up costs: Yes

Make money online (a blog, Etsy store, etc.)

Brooke is attracted to the idea to make money online. She knows that a lot of people earn a living through the web, but she has no clue how to get started. During her research, she found a bunch of different ideas. Some of which she immediately discounted (online market trading), and some of which she may have done (get paid for online surveys or reviewing websites).

For any of the items she did try, she soon realized that the tasks become boring and repetitive. They also don't bring in enough money. Brooke has played with the idea to start a blog, because she's read about women that make a fortune with their blog, but it's a world that's completely foreign to her. And she has no idea how it would make her money.

Reliable way to make money: No
Legitimate and respected: Kind of
Freedom and flexibility: Yes
Makes her feel relevant and important: No
Quick turnaround time: No
Low start up costs: She's not sure

Sell Real Estate

Brooke is considering selling real estate. She likes the idea of helping people find a new home, but she's not particularly attracted to the idea of selling. She also realizes that she's going to have to work evenings and weekends, put on open houses when people want to look at houses. Brooke knows that OTHER people are able to make

some good money, but she has no idea if she can do it.

Reliable way to make money: Maybe

Legitimate and respected: Yes

Freedom and flexibility: No

Makes her feel relevant and important: Yes

Quick turnaround time: No

Low start up costs: She's not sure

Alternative Virtual Services

Brooke is aware that there are a range of other "virtual" services she could provide, like: transcription, graphic design, proofreading, or being a VA. She's looked at these and she thinks she COULD do them, but she's not sure whether she'd enjoy them or not. Proofreading and transcription services seem kind of boring, and she's more of a "numbers" person, rather than a word person. She also doesn't feel like they are very important work because they don't have a large impact on the company's outcome.

Reliable way to make money: Yes, but not recurring

Legitimate and respected: Yes

Freedom and flexibility: Yes

Makes her feel relevant and important: No

Quick turnaround time: Depends on each situation (transcription, yes. Graphic design/programming no)

Low start up costs: Yes

Origin Story Of The Offer

LONG FORM:

- Back in 2014, I ran a bookkeeping firm where I trained over 100 bookkeepers.
- I'd trained so many because bookkeeping was a big part of our business strategy.
- We would acquire a new client with bookkeeping and wow them, before upselling them with consulting and tax services.
- While running my firm, it was always hard to hire (and keep) good bookkeepers because they were in high demand
- When you offered them a job, they'd be cautious to take it because they would already have a whole bunch of clients.
- When I offered to pay them \$25/hour, they'd realize that they already had clients that were paying them, at times, \$80/hour or \$500/month.

- You could find a regular bookkeeper that wasn't very good, but you'd usually have to train them all over again, and that normally didn't work out. It was difficult to break them of their "bad bookkeeping habits".
- Because it was so hard to find good bookkeepers, I had to find another way to get the bookkeepers I needed for my business.
- I realized early on that I would have to train people from the ground up to the standard that was required for my business
- So, I started asking "what makes a good bookkeeper?"
- I realized that all of the best bookkeepers had certain things in common; certain traits and abilities, like they were detail oriented and they weren't afraid of working with numbers
- So, I started looking for people that fit that description and developed a method to train them to become bookkeepers
- With this method I trained over 100 bookkeepers at my firm
- Not only that, but I also trained some of my friends to become bookkeepers
- Back in 2007, the job market tanked and friends of mine, Mary and Keith, were feeling the pinch.
- Mary had been at her job for a long time but she only got two or three months severance pay.
- With the job market where it was, she couldn't replace her income immediately.
- Things were starting to get a little desperate.
- One day, Keith was explaining to me that Mary had lost her job and they were distraught because they depended upon her income.
- I knew Mary was very intelligent, and I knew that she had all of the character traits of a good bookkeeper.
- So, I said to Keith that she should start a bookkeeping business, because I had seen the demand for bookkeepers, even in the bad job market.
- Keith said to me, "Dude, Mary doesn't know anything about bookkeeping, you're crazy!"
- And I told him, "No, Keith, look I constantly have business owners asking me for bookkeepers and I tell them they're hard to find. All she has to do is learn some basic bookkeeping skills and she can come to 'work for me', just to get some hands-on experience."
- From there, Mary quickly managed to get a handful of clients and was able to earn the money that her family depended on.
- After that, word got out and a bunch of other husbands approached me.
- "Hey Ben, Keith told me that you were able to help Mary out...my wife would love to earn some money from home too."
- I ended up helping out a handful more
- Some of them only wanted a few hundred extra bucks a month. Others wanted to replace \$2,000-3,000 a month.

- Most of these women were already working somewhere in the local area, making \$8/hour, and they were asking themselves “Why am I doing this? I'm barely making any money. It's mindless, and I don't really enjoy it.”
- So, I did the same thing I did with Mary and I showed these other ladies how to become bookkeepers and gave them some pointers on how to find clients.
- None of them wanted to take over the world, but they were all able to earn the money that they wanted.
- Mary, the last account that I have, got up to like four or five clients over the course of 18 months and then she got her job back. But she still decided to keep those clients and have a side business.
- Later, at the end of 2014, I decided to sell my firm, and I really didn't know what in the world I was going to do.
- I didn't want to go back to accounting and bookkeeping just because I'd been there, done that, for 16 years.
- And that's when another situation arose where another friend of mine lost her job and didn't know what to do.
- I told her that she should start a bookkeeping business and that I could train her on how she could learn the skills and get a handful of clients.
- Then all of a sudden, I put two and two together and I realized that I've trained over 100 bookkeepers, and I've also trained four or five people to start their own bookkeeping business.
- I knew there was a huge demand for bookkeepers and that there was no reliable method for people to get the skills they needed to start a business.
- I thought back to how much of a difference it would have made in the early days of my family life to have my wife contribute to the family income while she was being the amazing stay-at-home mom that she was. Especially in the early years when we didn't have any money, it would've been really nice to have.
- So, I decided I was going to test to see if I could help others start a virtual bookkeeping business.
- I put it out on message on Workamper News, a website for people that traveled in their RV's.
- I did a live training, and next thing I knew I had 30 people sign up to learn how to start their own bookkeeping business.
- As simple as this “test” was, the attendees loved it and it worked. In fact one of my most successful students was in that first group.
- So, I decided to launch a full program in September of 2015 and we've been going strong ever since.

Big Promise & Offer

Value Statement - What is it?

Our bookkeeping business training helps stay-at-home moms who want to contribute to the family income (without sacrificing family for finances) by teaching them real-world bookkeeping skills and showing them how to setup their business to get clients that are happy to pay them premium rates.

Big Promise

Start your very own virtual bookkeeping business and create a lifestyle of freedom and flexibility, where you're in control of your income and your schedule, doing work that matters.

Offer

Bookkeeper Launch consists of the following components:

- *Bookkeeper Launch Program*
- Support from the Student Success Team
- Lifetime access to the *Bookkeeper Launch Community*

THE ENTIRE BOOKKEEPER BUSINESS LAUNCH PROGRAM

- Lifetime access to the full program, which includes everything you need to start a successful bookkeeping business
 - Bookkeeping Skills and Knowledge
 - Setting up your business correctly
 - Marketing to get premium clients
 - Client and business management so that you maintain a great lifestyle business.
 - A library of templates and examples for everything you need in marketing, and business operations.
- Proven Bookkeeper Marketing System
 - Bookkeeper Business Launch comes with a marketing system that has been specifically designed for bookkeepers

- Proven to work and based on what our real world bookkeeping students are using today.
- Learn Real World Bookkeeping Skills In Months, Not Years
 - It is 100 percent self-paced.
 - Suggested study track
 - For all of the skills, you'll be presented with the theory, then see it in action, and then you actually get to go do the bookkeeping skill or execution or report or task.
 - So you're not just learning it on paper, you're learning it on the actual software application you'll be using.
 - EXAMPLES, EXAMPLES, EXAMPLES
- Watch and Learn How You Like
 - Online access from anywhere
 - The entire program in full HD video
 - Every lesson transcribed
 - Audio recordings of every lesson
 - Notes at the beginning of every module
 - Comes with downloadable PDF worksheets
 - POTENTIAL IN FUTURE: The workbook
- Specific Technology Recommendations
 - Shows you exactly what tools you should be using in your business
 - Walkthroughs for the most prominent bookkeeping softwares (Xero and Quickbooks)

STUDENT SUPPORT:

GET ALL OF YOUR CHALLENGES ANSWERED BY OUR STUDENT SUCCESS TEAM

- Live Q&As every single week
 - The live Q&As are meant for us to be able to give live answers to questions that you have.
 - It's about detailed support from us as an organization, where as the Facebook page is about support from your peers.
 - Come on once a week and help you through any specific questions, challenges, opportunities, whatever that you have.
- Email support
 - Happiness rating averages 97 percent
 - Typical response time is less than 72 minutes (during business hours)
- Direct access to our Student Success Team

- Some are students who have gone through the program and gone on to become successful bookkeepers
- Some others are seasoned professionals who will bring their years of experience in to assist you
- They've been in your shoes, they started with zero clients, and now they've experienced great success. So we brought them onto the team to help you achieve the same time.

BL COMMUNITY:

24/7 HELP FROM THE LARGEST (AND MOST SUPPORTIVE) BOOKKEEPING BUSINESS COMMUNITY

- Largest Bookkeeping Business Community with over 9,300 members
 - Provides a sense of belonging with your tribe -- people who are on the same journey as you, to start a bookkeeping business!
- A peer group and network of like minded and successful bookkeepers.
- Includes instructors, students, and the Student Support Team.
- Get help with any specific bookkeeping, marketing, or business challenges you run into (like how expenses should be categorized, or report)
- Get 24/7 answers to every struggle you might run into - someone else has already been there, done that!
 - Sense of community, belonging, and knowing that no matter what time of day, year, you can go in there and get answers.
- Provides a think tank of over 9,300 people all working towards the same goal of creating a thriving bookkeeping business in this modern era!
- Discover what specific marketing strategies your peers are experimenting with and using to get new clients today.

The Transformation

What does the before picture look like?

Brooke is a stay-at-home mom overwhelmed with life's problems, which largely exist because of a lack of money.

She wants a cleaner house, but kids make it hard to keep things organized and functional. She wants to fix or buy furniture and appliances, but money's too tight. She wants to entertain, but her household embarrasses her slightly, and she can't afford to provide the additional food and drink for everyone.

Her husband isn't providing enough and she's starting to resent him because he can't meet her needs. When she can't contribute to her family's income, she feels worthless and unsafe in her relationship. She wishes the family had more money, and she wishes that she had more respect, and self-worthiness, especially now novelty of being married and having kids has worn off.

She feels immense pressure in life and just wishes she was able to spend more time being happy with her husband and kids as a REAL family.

What does the after picture look like?

Brooke is a stay-at-home mom who gets to spend time with her family while working at home and earning steady income for the family.

She's able to buy back time with her family while keeping the house in order. There's no more debt because money isn't tight. People are freely invited to come over because she now has the money to entertain people, and she has a beautiful household that she's excited to take people on a tour of.

She feels like her relationship is finally back to where it used to be. The romance is strong again, there's regular sex, and they can finally have date nights together. Bob feels relieved not to be the sole breadwinner for the family.

Brooke's developed a lot of self-confidence in her ability to provide for the family while helping other people in business. She gets to do more things for herself and take care of herself better. She feels like her husband and her kids respect her a lot more, and her family enjoys spending more time together.

Our Unique Selling Proposition

Our Proposition Question:

If I am a stay-at-home mom who wants to contribute to the family income (without sacrificing family for finances), why should I choose *Bookkeeper Launch* rather any other bookkeeper business training program?

Our USP Statement...

...because it's the only bookkeeper business training that shows me how to bootstrap¹ a 100% virtual bookkeeping business from scratch², while making me a member of the most active community of VIRTUAL bookkeeper business owners³.

Breakdown of Top Claims of Value

1. Claim #1: Shows you how to bootstrap a bookkeeping business

Facts to support this claim:

- Includes a 10-week business launch plan
- Doesn't require a formal bookkeeping education (nearly 2 years of learning) so you can start earning ASAP
- Cost of getting an associates degree in bookkeeping is \$6500 (Penn-Foster - double check school) - doesn't include any marketing or business. Just prepares you to get a \$15/hr job
- Shows you how to start your business for less than \$1,000
- Teaches marketing methods that don't require any advertising spend
- Focus on "lean startup" for bookkeeping business

2. Claim #2: A comprehensive system to build a 100% virtual bookkeeper business from scratch

Facts to support this claim:

- Taught from the assumption that you know nothing about bookkeeping or running a business
- Entire program is specifically designed to show you how to start a 100% virtual bookkeeping business through the Internet (even if they're local)
- Shows you how to earn rates of \$60-80/hr
- FUTURE: Includes a professional bookkeeping workflow based on 14 years of bookkeeping experience for maximum efficiency
- Contains 4 primary units (bookkeeping skills, business and setup, marketing, lifestyle)
- 229 lessons, 55 hours of instruction
- Support: Live Q&A and unlimited email support
- Lifetime access with unlimited updates and future version of the course
- Worksheets, template library, checklists, quizzes, etc
- Material is up to date on what works for a modern virtual bookkeeping business
- Software and tool recommendations for a virtual bookkeeping business
- Study hacks - uses the most effective learning methods so you can acquire the knowledge as quickly as possible
- Walks you through how to get Xero and Quickbooks Online certifications for free
- Teaches you foundational bookkeeping skills

- Approach to learning covers the "minimum viable information" necessary to allow students to get started ASAP
- Tell/show/do format to skill acquisition
- Covers real world bookkeeping skills that people will pay premium rates for
- Covers business setup and operations specific for a virtual bookkeeping business
- Covers marketing specific for a virtual bookkeeping business
- Includes #XXX marketing tactics and strategies across a wide range budgets
- Material is updated/based on what's working now in the most active community of bookkeepers in the world

3. Claim #3: Most active community of bookkeeping business owners who are just like Brooke

Facts to support this claim:

- 3,403 total members
- 85% of members regularly engage/are active in the group (viewed, posted, commented or reacted)
- On average, over 1,800 posts per month
- 76.9% women (main segments are ages 25-34, 35-44)
- Members from 10 countries (US, Canada, Australia, South Africa, UK, Dominican Republic, Philippines, Mexico, Jamaica, Germany)
- Majority (99%+) other bookkeeping business owners
- Contains student support team and successful bookkeeping professionals to assist with challenges
- Contains BBL support staff include operations, technical and marketing experts, not just bookkeeping experts.
- Ben active and contributing to the group on a daily
- Topics of discussion include: advice on bookkeeping practicals, motivation and mindset, encouragement for others, sharing success stories, help with marketing, business setup, business operations/admin tips and strategies, latest tactics and strategies that are getting results, business applications and tools that work, how to get certified.

Supporting Claims

- Proven marketing system that gets you clients that are going to pay you premium rates as a virtual bookkeeper
- Program is created and taught by Ben Robinson - former CPA firm owner who has trained over 11,000 students to start their own virtual bookkeeping businesses

- WP Launch Club: Get your own website up (nearly DFY) exclusively for tax and bookkeeping professionals
- Lifestyle design system - shows you how to build a business that lets you create a life-work balance so you can live the life you want without sacrificing being a mom -
- Step by step walkthrough of how to setup your business so you are compliant, legit and optimized for running a bookkeeping business operation
- Teaches you all of the real-world, hands-on bookkeeping skills with exercises you need to become a high-quality and in demand virtual bookkeeper
- Tutorials and practice exercises for all of the practical marketing elements of running a bookkeeping business, so you can gain experience before doing it for real with a client
- Receive a certification from Bookkeeper Business Launch about your legitimacy
- Automatic recurring revenue without the administration - credit card and ACH - getting paid in advance
- Mindset coaching and training - shows you how to get your mind in the right place to become a successful business owner
- Marketing template library that you can copy and paste templates for your facebook posts, email pitch, marketing proposal, networking event script etc
- Templates and how-tos for business operations - boilerplate project management systems and software - and client management for bookkeeping

Guarantees

Bookkeeper Business Launch comes with two guarantees:

1. **An unconditional** 30-day No Questions Asked Money Back Guarantee
2. **A conditional** 12-Month Double Your Money Back “Achievers Guarantee”

You can find the specific language for both of these guarantees below.

Guarantee #1 - 30-day “No Questions Asked” Money Back Guarantee

When you join Bookkeeper Business Launch and you explore the program's materials, I guarantee you'll be satisfied with your purchase. If you're not satisfied, simply email our support team within 30 days of purchase and let us know that you would like your money back. We'll promptly return every last cent of the investment you made, with no questions asked. Our usual response time is 72 minutes during normal office hours.

**Guarantee #2 -
Our 12-Month
Double Your Money Back
"Achievers Guarantee"**

When you join Bookkeeper Launch and you complete all of the steps outlined in the program's action plan, I'm confident that you can earn at least \$4,000 with your new bookkeeping business.

In fact, if you don't earn \$4,000, I am willing to return your investment in the program, in addition to ANOTHER \$2,000 of my own money (for a total of \$3,999)....plus you get to keep the entire Bookkeeper Business Launch program for life.*

*To qualify for this guarantee, there are a few conditions you must meet, which are explained below. I hope you understand that I have to include a few conditions because I'm putting my own money on the line.

First, 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.

Second, we will ask you to provide proof of the work you've completed, by following the action plan you will receive once you join the program. This is to show that you've taken action and completed the required steps.

Remember the goal of this guarantee is to make you a success and these steps are intended to assess exactly what you've done, and what might have gone wrong.

Which is why, if you have not earned at least \$4,000 after 12 months, I reserve the right to provide you with one "Course Correction Plan" with the intention of helping

you overcome any challenges you encountered while trying to earn \$4,000 as a bookkeeper.

You'll have 90 days to implement this Course Correction Plan. If you implement it and you STILL haven't earned \$4,000, I'll happily fulfill my end of the bargain and we will give you \$3,999, the equivalent of double your money back (if you purchased the entire program in one payment).

THINGS TO ADD IN FUTURE

Character Diamond

Graphic Brand Identity

Voice Guidelines

Chain of Beliefs

Things we don't say

- Don't curse
- Don't use the word "hate"
- Never describe Bookkeeper Business Launch as an "opportunity"