

Who ever thought working with a CPA could actually be *fun*?

Dear _____:

Let's face it: CPAs get a bad rap. Most people think CPAs are stuffy and that they talk "at," rather than "to," you. Or, that they spend their days hunched over numbers and spreadsheets, rearing their heads just long enough to deliver much-dreaded news about what you owe or how far you are in the hole.

I'm not that kind of CPA.

I'm a top-notch number cruncher and financial coach with a sweet spot for small businesses

Like most CPAs, I really like numbers. I really like people, too. And I understand them. I also understand that business is not just about growing the bottom line; it's also about growing relationships.

My name is _____. I'm a CPA, virtual CFO and consultant with a solid record of success and achievement in financial services and accounting. I specialize in working with small businesses which need financial advice or expertise but don't have the financial resources to hire full-time staff to handle it.

Call me today at (xxx-xxx-xxxx) if you see yourself in any of the following scenarios:

- You've grown your company to a decent size, but have no clue how to get to the next level in profit or revenue
- You need help setting up or converting to a new accounting system
- You need someone to "translate" balance sheets and cash flow statements and tell you clearly what they mean for your business and how you can adapt accordingly
- You want to completely outsource your financial and accounting work

Whether you need *Virtual CFO services, QuickBooks consulting, financial coaching, payroll services, or business intelligence reporting*, I can help make your accounting and business operations more efficient and help you make better financial decisions.

My big business finance skills = big results for your small business

Whether you're a multi-billion dollar, global corporation or a small, local business, you need reliable, efficient accounting systems in place to ensure your operation runs smoothly.

I've worked on both sides of the fence, and when you partner with me, you get the unique insight and experience of a financial services professional who is able to do what you cannot--analyze your situation objectively and from several different angles. I've successfully analyzed the financial plans, forecasts, and reports of a multi-billion dollar construction company and helped it to run more smoothly, and I can do the same for your small business.

Here are three things I guarantee you'll get when you choose me as your financial consultant:

- *A profitable business*, resulting from streamlined, efficient systems and operations that work
- *More time* to focus on what you do best in your business
- *Peace of mind*, knowing that all of your financial information is accurate and timely

Call me today at (xxx) xxx-xxxx, and I'll send you my **FREE e-book**, "*Building Financial Confidence*." It's packed with practical tools and tips that small business owners just like you can use right away to help solve your biggest financial problems.

And, visit my website, _____, to sign up for one of my small business consulting, coaching, or financial planning packages.

Managing your business finances can be scary, but it doesn't have to be. It can be easy, understandable, and once you get the hang of it, even *fun*.

Call me! Let's get started today!

To Your Success,

Cathy