
Your *Pathway* TO A **BETTER** *Practice*
▶▶▶▶ AND A **BETTER** *Life*



5 on the Fly Friday

keeping you informed, inspired & balanced

What I've Been

Reading



Is working from home (WFH) here to stay?



Whilst this is a UK article, I wanted to share it as I think the comments at the bottom of the article will give you some extra food for thought.

Unsurprisingly, the most common choice among contributors was neither WFH or a full reversion to office life, but somewhere in the middle. With technology allowing firms greater flexibility, it seems that many have grasped the opportunity to commit to a hybrid working dynamic.

And to be honest that is what I am hearing around the grounds. I've been speaking to long term employees who have told me that if they are made to go back to the office full time, they are going to resign. I've been told by employers that they are interviewing candidates for positions and one of the compelling reasons they are on the hunt for a new job is that the WFH option is no longer available.

In an Employment Hero article from the beginning of the year about the Top 10 Work From Home Trends in 2022 they say that studies have shown that 84% of people enjoy working from home and 92% would continue to work from home regularly if given the opportunity!

What does your working from home / return to office / flexible working policy look like?

The new financial year is a great time to review, revise and set KPI's and this could be an area worthy of consideration.

[Read the accountingWEB article](#)

[Read the Employment Hero Work From Home Trends in 2022 article](#)



Stress, Tired and Disillusion

I've been talking to many practice owners who are stressed and tired with still so much work in front of them between now and 30 June and I'm reading so many Facebook posts about practice owners who are that too and simply disillusioned!

The factors behind the heartfelt, frank and raw comments, the feelings described and the resentment being shared are all due to the following:

- more legislation
- more red tape
- more work as a result of the pandemic assisting clients access economic stimulus payments and grant funding and offering support and counsel to clients doing it tough

- more demanding clients wanting everything yesterday
- more clients with a reduced appetite and willingness to pay for your time and expertise
- demanding brokers insisting on bank letters being signed and apparently you are the only accountant that they have come across that won't sign (even though we know that isn't the case)
- losing clients that you have gone above and beyond for
- more hours are required to meet demand and the ATO deadlines
- profitability can be taking a hit and so too does your remuneration which may then cause financial pressure and impact on how successful you feel

So what can be done?

Now I know that COVID is being blamed but many of these issues were being experienced prior to March 2020. COVID has just amplified and exacerbated things.

My advice is to sit back and take stock of things. Take some time out and focus on you and your practice. Take some time out just for you and don't feel guilty.

Get some inspiration from others. Listen to some podcasts. Crunch your numbers and make the call so in 2022/2023 you do have a practice you love and a life you love.

If you need my help, you can book in a one-off call with me for \$550 or come join The Balanced Firm Community. It's just \$29.99 per month or \$329.99 for the year. You will get so much support and encouragement from not just me, but from members - think huge cheer squad and counselling crew!

So what's The Balanced Firm again and Why I established the community?

I bring together small & solo accounting practice owners **to** master their practice management skills and to take control of their practices and their lives through community conversation, courses, group coaching with peers and 1 on 1 accelerator coaching **so that we can all** have fun rewarding and profitable practices, the confidence and courage to make decisions aligned to our individual visions and enjoy guilt free time away from our practices.

[Book a Strategy Call with Me](#)

[Join The Balanced Firm Community](#)



It's 2022 Tax Time and I have you covered!

For the past 4 years, I have been helping small and solo accounting practice owners achieve better organisation, systemisation, efficiency and profitability.

A couple of ways I do this is through two products I release in May / June each year and I'd love to share with you what they are.



First up is my 2022/2023 Pricing Guide and Menu of Services. Many practice owners are pretty sure that they are undercharging and leaving money on the table, but they just don't where to start and realistically how their fees compare to others. Like I said to one member of The Balanced Firm yesterday, there will be plenty of people that will charge less, but do they care and go the extra mile? Are their quality levels the same? Sometimes when we see or hear what others are charging, comparing and setting our fees based on that can be like comparing apples and oranges and seriously, it's costing practice owners money and potentially their happiness and wellbeing.

I had high standards and I never apologised for that. I paid my staff very well. I invested in IT and software. I didn't cut corners. I gave good client service. I wanted a higher salary than I would have earned as an employee. But these things all cost money and my fees had to cover all that.

So I've collated a pricing guide with nearly 70 of the most common services accounting practices provide. I share the fees I charged back in 2016/2017 (which was my last year in practice) which my clients happily paid and have indexed them to the year 2022/2023 and added a few tweaks here and there.

All you need to do is

- Enter your current pricing
- With your rates and mine side by side, decide your 2022/2023 fees and set yourself up to quote, engage and re-engage with confidence, ease and greater profitability
- And I've included a professional letter to help you communicate and explain your fee increases to clients that you may like to use in its entirety or as inspiration for your own.

Get hold of one of these guides for just \$197 or \$167 for members of The Balanced Firm - charge an extra hour of time and you will have recouped your investment which I think you will get within the first day of reading through the guide!

Click [here](#) to purchase via my website

Click [here](#) to purchase via The Balanced Firm



Next up is my 2022 Tax Time Bundle for Individual ITR Clients.

It's everything you need to deliver an efficient, streamlined and profitable ITR service to your individual clients without compromising on quality and thoroughness.

There's client questionnaires, pricing list and guide for basic ITR fees, short form engagement letter, email scripts, work papers, front cover, logbook.

What you'll get:

- ✓ ITR Practice Work paper (Excel & PDF)
- ✓ ITR Client Questionnaire (Word)
- ✓ Rental Property Client Questionnaire (Word)
- ✓ ITR Master Fee Schedule & ITR Fee Request Schedule (Excel)
- ✓ Tax Return Front Cover (Word)
- ✓ Logbook (Word front cover and inserts)
- ✓ Rental Property Income and Expense schedule (Excel)
- ✓ Rental Property CGT schedule (Excel)
- ✓ New Client Information and ITR Terms of Engagement (Word)
- ✓ Fact Sheet – ATO Proof of Identity Check Requirements (Word)
- ✓ Fact Sheet – Private Health Insurance Rebate (Word)

All documents come as a bundle personalised with your logo and brand colours. If you are wanting the hard work done for you, this is a no brainer!

Let me brand you a bundle for just \$597 or \$547 for members of The Balanced Firm - charge an extra hour of time and you will have recouped your investment which I think you will get within the first day of reading through the guide!

Click [here](#) to purchase via my website

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PS Up until 9pm last night website changes were being made and I received an email saying everything will be ready for purchase today so please be patient. I can confirm everything is available for purchase in The Balanced Firm and already available with pricing guides and "brand me a" bundle purchased.

What's on *Next* week

Next week I will be contemplating the contents of my upcoming Trenches Virtual Summit session.

The topic myself and Paul Meissner will be discussing is **Revenue Growth vs Personal Happiness**.

The session is 11:00am, Tuesday 21 June 2022 and it's FREE!

Here's the [link](#) to register.

I was pretty stoked to see that as of yesterday, 489 attendees had booked to see our session.



On Thursday I have a CA ANZ Public Practice Advisory Committee meeting with should be fun.

While talking CA ANZ and professional bodies in general, there has been a lot of talk in forums especially over the last couple of weeks about whether they are still worth belonging to. Well for me it's a big yes. Whilst I must admit, I didn't get that much out of my membership when I was in practice, I think there was an incredible amount of value in recent years as a result of the pandemic. Accessibility being one thing with more offerings going online (in person conferences can be expensive to attend and out of the reach financially and logistically to some) and much more practical content (technical, health and wellbeing, technology, practice management) that can make a difference to the lives of members and PPC holders.

Like anything, there often is so many things that we are either not accessing or using so I thought I would highlight a few of the things I use and have accessed as a benefit of my membership.

- [LinkedIn Learning](#) (free)
- [CA Capability+](#) Assess your capability and review results and learning recommendations (free on My CA)
- [HCF Health Insurance](#) (reduction in premium) which gives me Hello Fresh (10% discount)
- Audi Corporate (free 3 year servicing)
- [Qantas Club](#) (corporate rates)

So do yourself a favour and check out all the added bonuses that your professional body membership provides you and start taking advantage of them in the coming twelve months!

Until next time, keep well and keep balanced!
Amanda



"Just because something is familiar, doesn't mean it's safe. And just because something feels safe, doesn't mean it's good for you."

Brittany Burgunder



Community Subscription

For less than \$1 per day join other small & solo accounting practice owners for collaboration, conversation and support within a private community. With added perks of masterclasses, zoom sessions and resources for practice management.



Courses & Resources

Online, self paced and DIY courses some of which are available all year round and others that are released to coincide with cycles of the accounting year. Perfect for small and solo accounting practice owners who need assistance in particular areas of their practice.



Mastermind Group Coaching

Join a focused, motivated capped group of practice owners just like you! Create the management structures, systems and learn strategies to take control build a profitable business you love. Be kept accountable & get results faster!

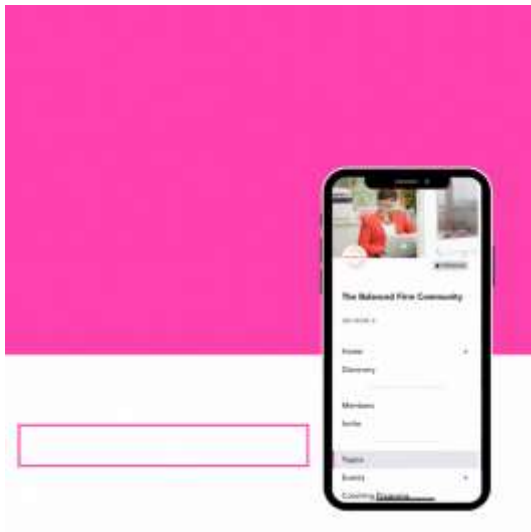


1 on 1 Accelerator Coaching

The ultimate back stage pass to Amanda's experience and expertise in finding your practice sweet spot faster! Create sustainable structures & strategies to ensure you prosper financially & design a life you love. Very limited spots.

[IN A PICKLE? | Book a Strategy Call](#)

[2022 TAX PLANNING COURSE | Join now](#)



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