

My apologies for contacting you directly.

I would like to inform you of a new service that, **ESS BIZTOOLS** ([www.essbiztools.com.au](http://www.essbiztools.com.au)) is developing to assist Bookkeepers who are interested in offering a range of supplementary **Advisory Services** to your clients – SMEs, Charities, Not-For-Profit, Sporting Organisations.

**INVITATION**

We are presenting a series of free webinars to Bookkeepers and Accountants that I would like to invite you to participate in.  You can invite your Colleagues and Team Members to participate in the webinars as well.

We are planning to present three webinars for **“Advisory Intro”** which will run for about 45 minutes.  The next day we are presenting a Q & A Session probably for 45 minutes where you will be invited to ask questions or make suggestions about what you would like to see included in an Advisory Package that you can use with your Clients.

The first “**Advisory Intro”** webinar is being presented on [Tuesday, 19 March 2024 at 11.00am AEST](https://essbiztools-au.zoom.us/webinar/register/WN_HugNYSyWSJG_IaIEc8UneQ) with the follow-up Q & A session being held on [Wednesday, 20 March 2024 at 11.00am AEST](https://essbiztools-au.zoom.us/webinar/register/WN_eH4Akka_SkOPUbudCYF8nw).  To register for these webinars please click on their link.

If Tuesday, 19 March 2024 does not suit you for the first **“Advisory Intro”** webinar you can register to attend at a subsequent webinar details of which are available by [clicking here](https://www.essbiztools.com.au/webinars).

We will take note of all suggestions and some of them may be incorporated within the first release of **“Advisory Intro”** and some of them may be noted for inclusion in the second release which we envisage occurring in July, 2024.

**WHO ARE WE?**

**ESS BIZTOOLS** delivers Business Advisory Services product packages to Accountants, Bookkeepers and Business Consultants around Australia via our website.

Our members utilise our product packages, videos, newsletters to deliver Advisory Services to their clients therefore saving them time and money in the development of their own documentation.

My name is Peter Towers, I am the Founder and Managing Director of **ESS BIZTOOLS**. My background is that I have been the Senior Partner of an Accountancy Firm, Chief Financial Officer and Company Secretary of a Listed Public Company, Business Consultant.

**WHAT ARE WE OFFERING YOU?**

We are in the final stages of planning the launch of our new product package – **“Advisory Intro“** which has been developed to assist Bookkeeping Firms and Bookkeeper Sections within Accounting Firms to deliver **Advisory Services** to SMEs, Charities, Not-For-Profit and Sporting Organisations.

You can view a summary of the resources that are available within **“Advisory Intro”** and obtain a sample paper that we have developed.

**WHY ARE WE LAUNCHING “ADVISORY INTRO”?**

Over the last few years we have received enquiries from Bookkeepers about the resources that they could access by becoming a member of **ESS BIZTOOLS**. We have been very pleased that a number of those Bookkeeping Firms proceeded to become members of **ESS BIZTOOLS**.

We have developed **“Advisory Intro”** to assist Bookkeeping/ Accountancy Firms to offer advice and provide supporting articles to a client to answer questions or to proactively bring to the client’s attention something that may be of interest to them because of their industry, location or just their desire to **”scale up”** their operations.

For example, if you are aware that a Client is undertaking Research and Development activities you will have an **“Introductory Research and Development Paper, Flowchart, Video”** that you can access to give you the resources to discuss the requirements relating to the need for a business to be incorporated as a company and the type of record-keeping that they need to maintain for the company to be able to claim the Research and Development Tax Incentive.

Your client might be an Exporter and you could bring to their attention the Export Market Development Grant and if you wish, assist them in preparing the application forms (because within the **“Advisory Intro”** product package you will have material on the Export Market Development Grant).

Your client might be a Tradie, and when you ask them how do they set their **“Charge Out Rates”** you might get an answer like this; *“I heard a competitor talking at a café and decided to use their charge out rate”*. You could point out to your client that he/she probably have no idea of the productivity being achieved by their competitor’s team members, the overheads of their business and is their competitor trading at a profit?

Included in the **“Advisory Intro”** package is the **ESS BIZTOOLS** “Tradie Charge out Rate Calculator” which some of our members are having great success with because they are supplying a significant service to their clients and helping them run better businesses and also generating additional fee income.

**TIMES ARE CHANGING!**

Are you aware of the comments made by the Tax Commissioner at “Xerocon 2022”?:

*“You must understand that if your business model is high-volume, low margin, simple tax returns, your business will not be viable in 3 – 5 years’ time”.*

*“You should be looking to diversify to remain viable longer term”.*

*“Focus on becoming a brilliant and trusted advisor”.*

**WHAT’S IN IT FOR YOU?**

I believe there are going to be significant changes in the marketplace over the next two years – basically in line with the Tax Commissioner’s comments.

It takes time to introduce new services to Clients and to train your Team and to commence the marketing and communication with your Clients and Prospects – so now is a good time to get started.

By adding Advisory Services to your product offering to your clients, you will be definitely **“Differentiating Your Services”** and you could develop a reputation that you are a **“Trusted Advisor”** in industries such as Tradies which will assist you to attract additional clients, if you want them.

**INVITATION TO FREE WEBINARS**

If you wish you can also attend the free webinars for our other Product Packages:

* Business Advisory Services Starter Package
* Advanced Package
* Financial Forecasting Package

There are also three webinars for each of these packages and Q & A sessions similar to the **“Advisory Intro”**. To register for these webinars please [click here](https://www.essbiztools.com.au/webinars).

Thank you for investing the time in reading this email and we do look forward to your participation in our webinar. If you have any questions please do not hesitate to contact us – email [peter@essbiztools.com.au](mailto:peter@essbiztools.com.au) – telephone 1800 232 08

Kind regards,

**ESS BIZTOOLS Pty Ltd**

Peter Towers – Managing Director

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