



No, we didn't do *[insert crazy thing here]*... But we changed our name and updated our logo! What do you think?

While we're talking BBA, let me take this opportunity to introduce you to our amazing team!



Boy, have we grown... with many thanks to **YOU** for your support and referrals!

**OH! AND KATE GOT MARRIED!!!! CONGRATULATIONS!!!!**



Back to our regularly scheduled content:

Greetings and welcome to August from [BBA Bookkeeping!](#) Beth here, refreshed and rejuvenated and ready to dive back into our summertime newsletter theme: Time Management.

But first, a big THANK YOU to Kate McDonald for taking on the newsletter last month to discuss the rewards of systematizing your business.

Which leads me to this month's topic, the close cousin of Systematizing: *Delegating.*

I've been on a serious learning journey this year and I'm so excited to be able to share what I've learned with all of you!

As Kate described, **delegating becomes a whole lot easier once you've systematized.**

Case in point: by systematizing the operations at BBA, I've been able to delegate certain tasks to my amazing team which has enabled me to:

- Take on more of a strategic role with clients, meeting with them one-on-one to discuss their vision and goals for 2021 (and beyond!)
- Create the [Hitting the Books with QuickBooks](#) online course
- Delegate the newsletter process to Kate and our fantastic copywriter,

I know what you're thinking. "But Beth, the systems piece sounds so daunting! Where do I start?"

Okay, I'll tell you. Do you want to systematize like a boss? **Involve your team in creating and implementing your systems and processes.** Enlist the folks who perform the day-to-day functions of your business to design the processes alongside you. Or, as (my personal Moses) Mike Michalowicz would say, **"Make your employees act like owners."**

The results are magnificent. For example, by creating processes as a team, we:

- **Alleviate guesswork:** No one asks, "should I do it this way?" Instead, they knew where to look to find out how to run a specific report, where to save it, how to name it.
- **Save time and increase accuracy:** Team members perform their client work in less time but with greater precision and fewer mistakes. Any oversight could be tied back to a missed step in a process on a checklist.
- **Communicate better:** Standardized naming conventions reports created an internal shorthand that decreased misunderstandings and makes training new employees a breeze.

The list goes on, but the most significant benefit is that my mission to create a company where I would want to work, where "Happy workers make happy clients" is a reality.

My team feels like their opinions matter, and the time savings means they too can look at issues more strategically. **They get to continue to act like owners.**

We reap what we sow, and systems reap freedom to delegate.

Sow away!

*-Beth*



# What Beth's Listening To

If you're looking for some more inspiration to get you motivated in both your business and personal lives, check out some of the podcasts I've been listening to:

[The Sassy Strategist](#) - Kim Dawson

[She Built This](#) - Emily Aborn

[Run Like Clockwork](#) - Mike Michalowicz (can you tell I'm a superfan?)

[The Life You Crave](#) - Lia Pinelli

[Well & Simple](#) - Marissa Szabo

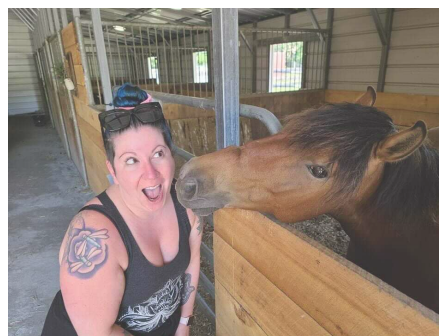
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## Small Biz Spotlight



I know I just talked about them a few months ago, but I had the pleasure of visiting [Holmestead Harvest](#) in person last weekend and could NOT pass up the opportunity to share how awesome it was (and how delicious the Cinnamon Toast Crunch donut was). It makes me so happy to see small businesses thriving, and to give support whenever I can.



## Hitting the Books With BBA

## Hitting the Books Update

I've said it before, and I'll repeat it: Ignoring your numbers isn't going to make them go away, and it sure won't help your business grow.

But have no fear, BBA is here with our online, on-demand QuickBooks course, [Hitting the Books](#).

Designed for entrepreneurs frustrated with learning QuickBooks or who've put off dealing with them, [Hitting the Books](#) unveils the mystery behind bookkeeping and QuickBooks.

Led by QB ProAdvisor Elite/Boss Lady Beth Blaney, business owners will learn:

- How to navigate QuickBooks Online
- How to enter and match transactions
- How to populate and read reports

Here's what people are saying about learning with Beth:

**"Beth is not only an incredible teacher, but she is a warm, engaging and lovely personality that instantly makes you feel at ease. She skillfully breaks down the content into easy to learn pieces, empowering you to tackle your own bookkeeping."**

**~Hayden Orme, Handled. By Hayden**

If you've decided enough is enough and want to get a handle on your bookkeeping, then [Hitting the Books](#) is the class for you!

**Snag early bird pricing AND early access to the first THREE modules by signing up via coupon code EARLYBIRD by August 15th!**

Not quite ready for a full-on course? Then dip your toe into the water and [join our Hitting the Books for Entrepreneurs Facebook community](#) where no QuickBooks question is off the table.

Membership in the group is free, and you'll enjoy the company of supportive business owners like yourself who are in the same boat!



providing small businesses and solopreneurs freedom from the number-crunching and office work that pulls them from their fields of expertise. We relieve our clients of the demands of running an office so that they can find freedom to focus on what they love to do. We alleviate the stress and chaos that can accompany bookkeeping and office tasks. We also keep up with new regulations so you don't have to!

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