



## **TRIFOLD BOOKKEEPER ADVISORS – THE NEXT STEP COURSE** **INFO SHEET**

### **Overview**

Designed for those who want to know how to create a profitable and sustainable financial plan for their business, “The Next Step” course is the perfect choice! Whether you want to start your own bookkeeping business and don’t know where to begin ... or have been running your own business which isn’t quite as profitable as you hoped, this course provides a simple system that will help you create a cash-flow map, become more confident in money-related decisions, and ultimately identify areas where you can become more profitable. During this course, students are guided through a deep-dive into their own business financial processes to identify where problem areas might exist, how to change them, and then forecast future success using an actionable roadmap.

### **Course Content/Material**

The Next Step course content uses the “Cashflow Canvas”™ system – a color-coded, three-part system with the objective of helping you accurately understand and map out your business finances. It implements eight essential building blocks – one block at a time, allowing you to see the “big picture”. Students will use a workbook to test, visualize and align their business financials before moving into tools that help build a realistic budget and forecast for the future. Course material is provided in the course fee and access will be provided once the course fee has been paid. (see our webpage for further information at: <https://trifoldbka.ca/courses/> Homework will be shared using a private folder in SharePoint. (see next page for detailed course content)

### **Course/Class Length**

This course runs for a total of **5 weeks**, with **one** class per week. Each class is **2.5 hours** in length. Bookkeeping Fundamentals courses are held on **WEDNESDAYS**. The time frame will either be 10:30 am to 1:00 pm or 1:30 to 4:00 pm Mountain Time, depending on the course start date.

### **Course Format**

This course is held live and online (via Zoom) students are guided by a certified, experienced coach. Students can expect interactive learning with exercises, real-world examples, and personalized feedback, all done in an enjoyable atmosphere.

### **Student Expectations**

Our expectations of students include being on camera for the duration of each class, participating in class, and completing/submitting all of the homework assignments within the required timeline. A private FaceBook group must be joined which provides support to each course group and serves as our main communication source once the course starts. Requirements for the course ‘Attendance Certificate’ includes full attendance of all classes and successful completion of the course homework.

### **Course Cost**

The cost of this course is \$990.00 CDN plus applicable taxes. A 50% deposit is required to reserve a seat in the course, with the balance due 10 business days before the course start date.

### **Refund Policy**

*Our refund policy:* Full Refund if written notice is received 30 days (or more) prior to the course start date. If less than 30 days' written notice is received, then the deposit will be forfeited. There is no refund available after the course start date.

The Partners of Trifold Bookkeeper Advisors

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## **TRIFOLD BOOKKEEPER ADVISORS – THE NEXT STEP**

### **COURSE CONTENT**

**This course covers the essentials of business finances, budgeting and financial roadmap building, including (but not limited to) the following:**

➤ **Learn the Landscape**

A study of your financial reports and how they inter-relate to provide a clear understanding of your current situation

➤ **Building Block 1**

Revenue Streams – what you sell and how you sell it, target markets, historical sales, top three producers

➤ **Building Block 2**

Direct Costs – cost of sales, cost of goods sold, variable expenses (material, input, employee and subcontractor costs)

➤ **Building Block 3**

Price Points – pricing based on competitive landscape, costs to produce and value offered to the buyer

➤ **Building Block 4**

Assumptions – estimating when revenue streams will sell, how much will be sold, and when the funds will be received

➤ **Building Block 5**

Team + Personnel – costs associated with recruiting, training and retaining the company's employees

➤ **Building Block 6**

Space + – costs incurred to keep the doors open, the lights on, security, repairs and maintenance, and mortgage/rent

➤ **Building Block 7**

Operating Costs – costs incurred to keep the business operating efficiently (insurance, office supplies, fees, software/hardware, memberships and licenses, etc).

➤ **Building Block 8**

Marketing + Sales – identifying fixed costs incurred to convert prospects into clients from initial awareness to closing a sale plus other costs such as business loan payments, credit cards, and other debt

➤ **Filling the Forecast**

a specialized spreadsheet tool for calculations to help ensure profitability

➤ **Forging the Forecast**

working the business with what you've learned

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**This course includes this “bootcamp” training, 365 day access to the course material, measurements of your progress and access to a certified Cashflow Canvas Coach!**

***Visit our website where you will find information on the following:***

- Course information <https://trifoldbka.ca/courses/>
- Course Testimonials <https://trifoldbka.ca/testimonials/>
- About Trifold Bookkeeper Advisors <https://trifoldbka.ca/about/>