



## EasyStart

... our new small business support programme

Research shows that **4 out of 5 businesses fail within the first 3 years**. Even worse... **57%** of business start-ups fail in the first 12 months!

It has also been found time and time again that businesses that plan and seek professional advice from the outset have a significantly greater chance of being very successful.

**EasyStart** is designed to help your business overcome the hurdles that trip up 80% of new businesses, and to help it become highly successful.

So how much will my investment in this service be?

As you will see, it's worth as much as £8,000 plus VAT – but the good news is that your investment can be as little as £199 plus VAT.

What's more, since we appreciate that cash flow is all-important in the early years of a new business, we will invite you to make a small payment up front and the balance spread over the year as 10 monthly standing order payments – **with no additional charge**.

	Initial Payment	10 Monthly Payments
<b>2-Star Service</b>	£199 + VAT	Nil
<b>3-Star Service</b>	£109 + VAT	£49 + VAT
<b>4-Star Service</b>	£79 + VAT	£117 + VAT
<b>5-Star Service</b>	£29 + VAT	£157 + VAT

<b>What is included in the <i>Easystart</i> package?</b>	<b>2*</b>	<b>3*</b>	<b>4*</b>	<b>5*</b>
Advice from one of our Business Advisers worth £400	✓	✓	✓	✓
Basic Bookkeeping training worth £300	✓	✓	✓	✓
Legal, financial and other professional advice worth £350	✓	✓	✓	✓
Our 57 Ways to Grow your Business resource worth £150		✓	✓	✓
Cloud based bookkeeping system worth £240		✓	✓	✓
Business Growth Programme worth £6000			✓	✓
Raising finance worth £500			✓	✓
Computerised accounting systems installation worth £575				✓
Business Builder Forum membership worth £480				✓
Discounts on other services	<b>5%</b>	<b>5%</b>	<b>10%</b>	<b>10%</b>
The <b>EasyStart</b> pack	✓	✓	✓	✓
Unlimited free ad hoc advice	✓	✓	✓	✓



### **EasyStart**

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What is included in the **Easystart** package?

1. **Advice from one of our Business Advisers** - Up to four hours with one of our Business Advisers or professional contacts to discuss taxation, legal requirements, insurance, financial planning and accountancy issues in respect of setting up your business. We will also deal with all the paperwork for submission to the taxation authorities – we will take away the worry of getting on the wrong side of the taxman! (Worth £400)
2. **Bookkeeping training** - Comprehensive bookkeeping training . A well-kept set of books and records will provide you with reliable information regarding the performance of your business and keep accountancy fees to a minimum. (Worth £300)
3. **Free legal, financial and other professional advice** – As part of the **EasyStart** package we have negotiated an hour long meeting with a selection of professionals including a local solicitor and a local independent financial adviser – who all understand the world of business. You will be able to ask about any business related issues you may have, and advice regarding pensions, investments and insurance – all free of charge. (Worth £350)
4. **Our 57 Ways to Grow Your Business Resource** - All the ideas in this resource ultimately revolve around four basic insights about growing a business. You can:  
Increase the number of customers  
Increase the number of times each one does business with you  
Increase the average value of each transaction  
Increase your own effectiveness and efficiency
5. **Cloud based bookkeeping system** – Access to our online bookkeeping records to enable you to produce professional looking invoices, record purchases and where necessary help with VAT reporting and filing. Our simple to use service will have you up to speed in no time providing you with reliable information regarding the performance of your business including who owes you how much and also who you owe and when this is due..
6. **Free 12 month membership of our monthly business club, Business Builder Forum** – To help you become even more successful, you receive free membership for a year. Attendance at these monthly forums means you will discover business-building ideas; learn from other successful business managers; and have the opportunity to network with local business. (Worth £480)
7. **Business Growth Programme** – We recognise that all our business clients’ want more sales, more customers and more profit (especially in the current economic climate). Of course this not only helps you, but in turn the more money you make the more opportunities we’ll have to help you.  
So after much deliberation we have invested a significant sum in sponsoring the ‘Business Growth System’ (BGS), one of the world’s most successful marketing and business growth systems. Sponsoring the BGS has given us the opportunity to make it available to ALL our business clients.



This means you get full and unlimited access with IMMEDIATE effect. The system normally sells for £500 a month (£6,000 a year) per business, so this is something of real value and I strongly urge you to take full advantage of it.

8. **Computerised accounting systems installation** – installation of Sage One full company set-up, advice and setting up your opening balances. (Worth £575)
9. **Raising finance (including forecast cash flow and profit and loss)** - Preparation of detailed cash flow and profit and loss forecasts for your first year in business. You will also get unlimited meeting support with bank managers. As well as being suitable for presentation to your bank if finance is required, these forecasts will provide a target for you to achieve during your first year in business. (Worth £500)
10. **Discounts on other services** – You will be entitled up to a 10% discount on the following services for the first twelve months:
  - Payroll service – we will deal with all the paperwork and take away the worry of penalties for late or incorrect returns.
  - Bookkeeping service – let us deal with all the paperwork and free up your time to concentrate on running a more successful business.
  - First year of trading annual accounts and tax return services
11. **The EasyStart pack** – As part of the package you will receive a pack full of useful resources to help make your business a huge success. This will include a selection of our insider reports, such as '**Accounts Made Easy – Practical advice to help you make sense of your accounts and your business**', our '**New Business Kit**' and other useful reference material.

And, most importantly...

12. **Unlimited free ad hoc advice** – as a valued client you will have unlimited access to our entire team for advice on ad-hoc matters. This means that you can call on us at any time knowing that you will never be charged for our time or advice. So I hope you will feel free to speak to us whenever you need to, without ever having to worry about the cost.

Of course, if any of the issues raised at any of these unlimited consultations (or anywhere else) require research or analysis *beyond* the consultation, we will give you a fixed price quotation for that extra work *before* any additional work is started.

**This means you will never get an unexpected bill.**