



The **ALT**Accountant workshop on positioning, pricing, and innovation

Hector Garcia, CPA



A photograph of two young women with blonde hair, seen from the chest up, engaged in a conversation outdoors. The woman on the left is in profile, looking towards the right, and is wearing a dark green jacket with a white fur-lined hood. The woman on the right is facing her, also in profile, and is wearing a light-colored top. The background is dark and out of focus, suggesting a nighttime setting with some greenery. The text "Take a minute to connect with your neighbor" is overlaid in white on the right side of the image.

Take a minute
to connect with
your neighbor

#QBConnect | WiFi: QBConnect

CPE Process

In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **2 hours of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



Hector Garcia, CPA
CEO of Garcia & Company, PA
@QBKaccounting

Agenda

1. The four legs of stool: Quality, pricing, positioning, and innovation (5 mins)
2. Typical accountant stereotypes vs. The **ALT**Accountant (10 mins)
3. Workshop: Create Unique **Positioning** (30 mins)
4. Workshop: **Price** on Purpose (30 mins)
5. Homework **Innovation** workshops (10 mins)
6. Q&A (10 Minutes)
7. Final words (5 Minutes)



Introduction

From quality, positioning, pricing, and innovation to advisory



Accounting is about measuring the past

Advisory is about shaping the future



From “Art of Advisory” to The **ALT**Accountant



16:40 / 36:25



facebook.com/artofadvisory

The Four Legs of the Stool for a successful “alternative” practice

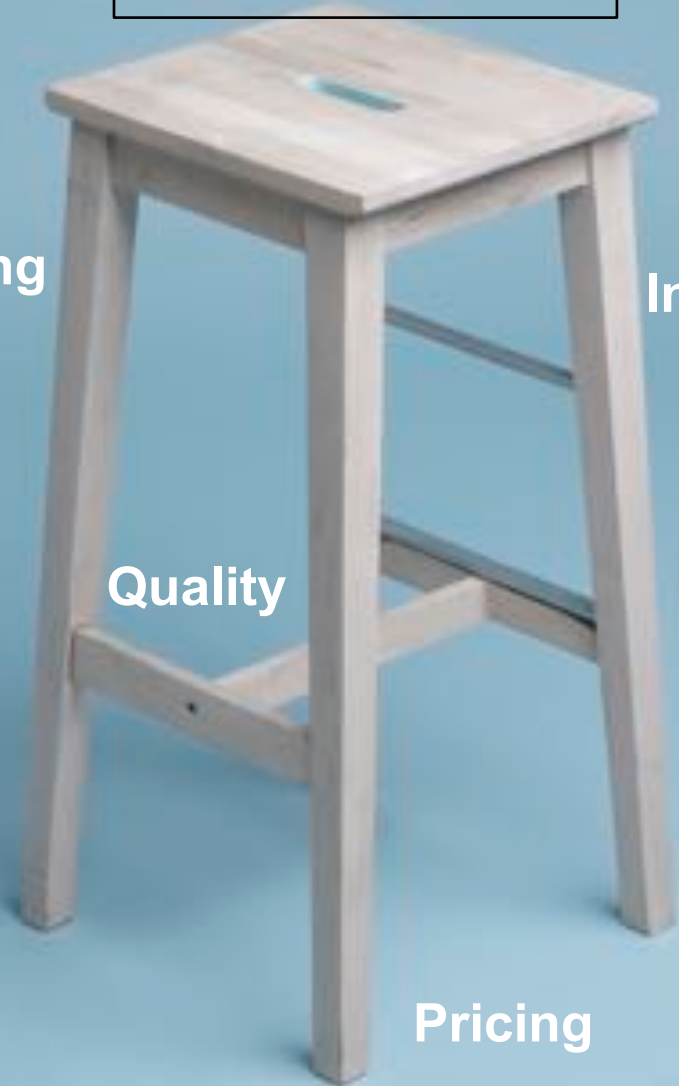
ADVISORY

Positioning

Innovation

Quality

Pricing



Why focus on positioning, pricing, and innovation

Unique Positioning will help you stand out from the everyone else and make you incomparable; which will de-commoditize your services

When you learn to **Price on Purpose**, you focus on what the customer values... which more often than not, it is not the actual accounting or bookkeeping work

When you practice **Disruptive Innovation**, you will challenge your self to think about new problems to solve in unique ways. Create a *monopoly* in your market

Why focus on positioning, pricing, innovation

Quality of work is a given, your customers need to always assume that you will deliver accurate accounting work

Advisory: this is the ultimate service you can perform for your customer; help them make better decisions to grow their business. Help them become better business owners and leaders. Help them **own their future**.



The **ALT**tidote to accountant stereotypes





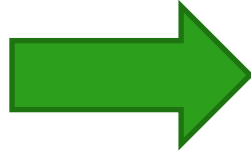
Boring / dull / technical

Generalist

Cheap / frugal

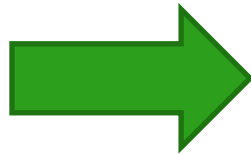
ALTtitude to accountant stereotypes

Boring/Dull/Technical



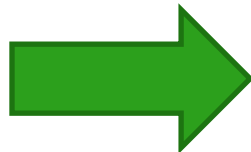
Use laymen terms, terms the customer will understand based on their industry, and talk about **their needs**, NOT accounting concepts

Generalist



Specialize, go deep in a narrow skillset, become authority on something very specific. Be known as an “expert”

Cheap/Frugal



Spend time with your customers. Be “generous” with your time and knowledge, free resources

The problem with zero sum



Typical accountant stereotypes

In an accountant's brain: debits always equals credits

Debits and Credits is a zero-sum game

“In the real world debits do not equal credits”

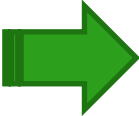
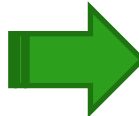
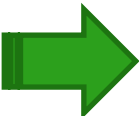
- Ron Baker, Co-Host of the *The Soul of Enterprise Podcast*

Entrepreneurs (our customers) do not have the spirit of zero-sum, they usually work (or feel that) much harder than what they get in return. And yet, they get up every morning to do it again.

A photograph of a sunset over the ocean. The sun is low on the horizon, casting a bright glow and reflecting on the water. The sky is filled with scattered clouds, some of which are illuminated by the sun's light. The water is dark blue with small waves.

Mindset of abundance vs. scarcity

From a scarcity to abundance mindset

			Abundant mindset
Positioning, focus, specialization	<i>"Less total number of potential customers for me"</i>		<i>"More services I can perform for my niche customer base"</i>
Pricing your services	<i>"I better charge for my hard work and clients are too cheap"</i>		<i>"I will charge a fraction for the value I create, my clients will pay for more value"</i>
Disruptive Innovation	<i>"Why change something that works and take unnecessary risks?"</i>		<i>"A new product/service will provide my customers choices and open new opportunities"</i>

A close-up photograph of a monarch butterfly's life cycle stages on a dark, horizontal branch. On the left, a bright green, oval-shaped egg cluster hangs from the branch. In the center, a dark, segmented pupa (chrysalis) is attached to the branch. On the right, a monarch butterfly wing is partially visible, showing its characteristic orange and black pattern. The background is blurred, showing more of the branch and some green foliage.

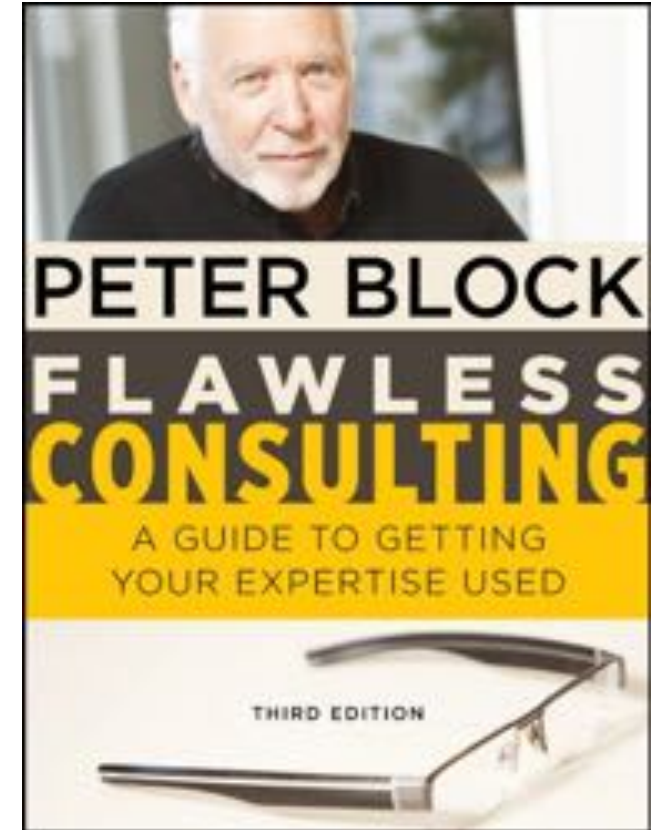
“All transformation is linguistic”
– Werner Erhard

The ALTAccountant checklist

- ✓ Is hyper focused on becoming best in class in a narrow category, becomes an authority in area of specialization, leverages knowledge
- ✓ Markets to a niche group
- ✓ Is hired as “the subject-matter expert”
- ✓ Is focused in creating value, and charges as fraction of the value created.
- ✓ Takes risks alongside their customers
- ✓ Constantly innovates with new products, services, and processes
- ✓ Uses language/communications to drive change
- ✓ **Designs their present and owns their future**

What role do you play?

- **Pair of hands:** The pair of hands mindlessly follows the client's instructions regardless of whether they actually make sense → *gets paid for effort*
- **Collaborator:** The collaborator partners with the client to define the problem and create and implement the solution.
- **Expert:** The expert swoops in, solves a problem for the client, and then leaves them to move forward on their own → *gets paid for results*





Workshop: Unique positioning





Unique positioning

What is positioning?

Your positioning strategy is best described as what you **do not do**

The customers you **don't take** say a lot more about your firm than customers you do take

Positioning is about building expertise and being well known as a **master of your craft**

What is positioning?

Positioning is the space you occupy in your customer's mind

Positioning is how your brand goes from being “different” to being **unique**

Types of positioning

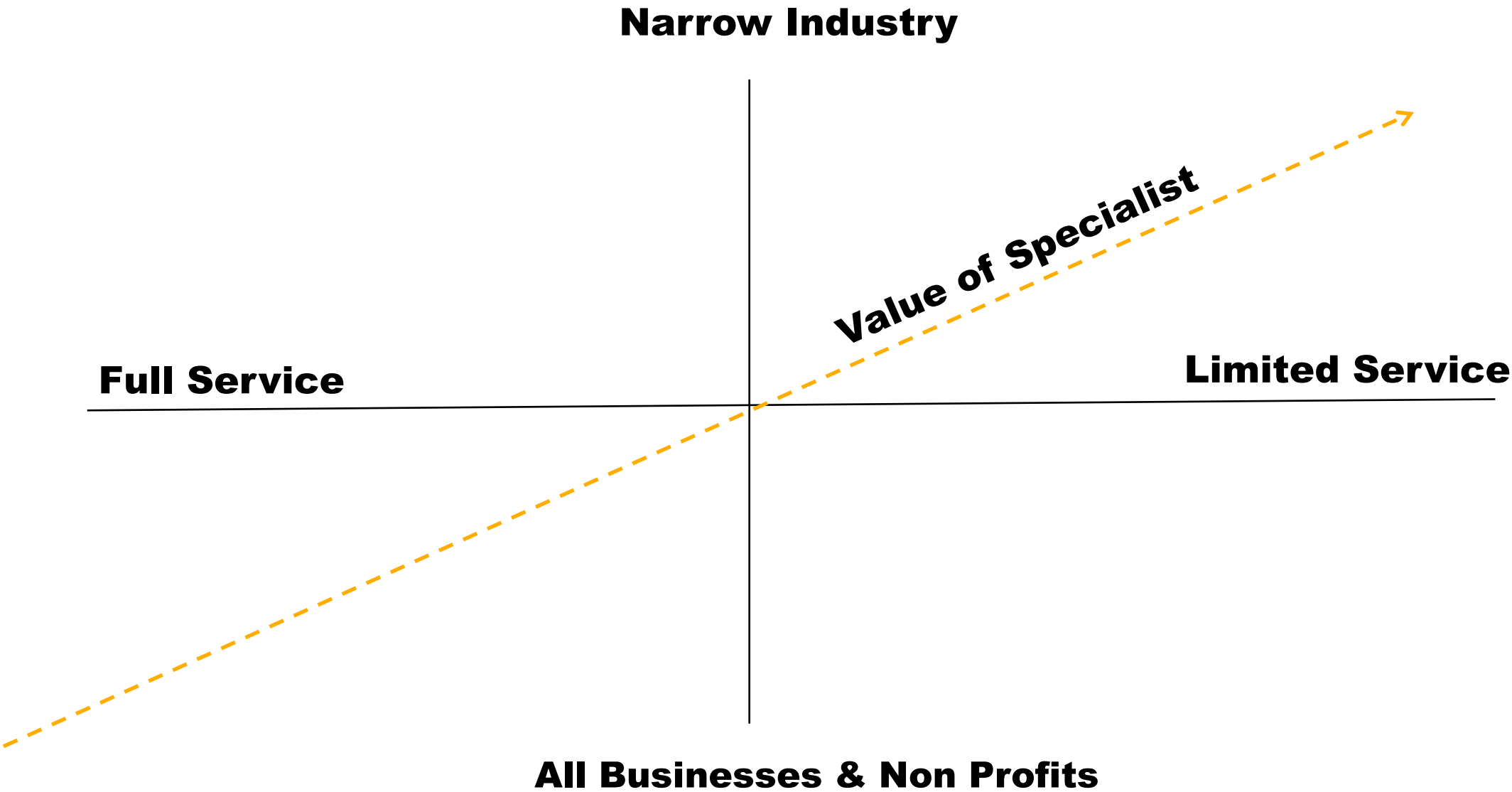
Vertical: industry, size, entity type, partnership composition.

Horizontal: type of problem, current unwanted state, future desired state. **Specialized or Unique Skill:** speed, finding errors, adjusting inventory, presentation/reporting

Vertex: where you well known for your expertise or specialized skill focused on the vertex of the vertical and horizontal

(AKA: The expensive problem)

Type of positioning





Paul Neal "Red" Adair

"If you think it's expensive to hire a professional to do the job, wait until you hire an amateur."



Evolving positioning statement

“I am an accountant for manufacturing companies”

Evolving positioning statement

“I am an inventory accountant for manufacturers”

Evolving positioning statement

“I am an accountant that specializes in inventory workflow management for manufacturers”

Evolving positioning statement

“I specialize in inventory accounting workflow for manufacturers needing to better understand their margins”

Evolving positioning statement

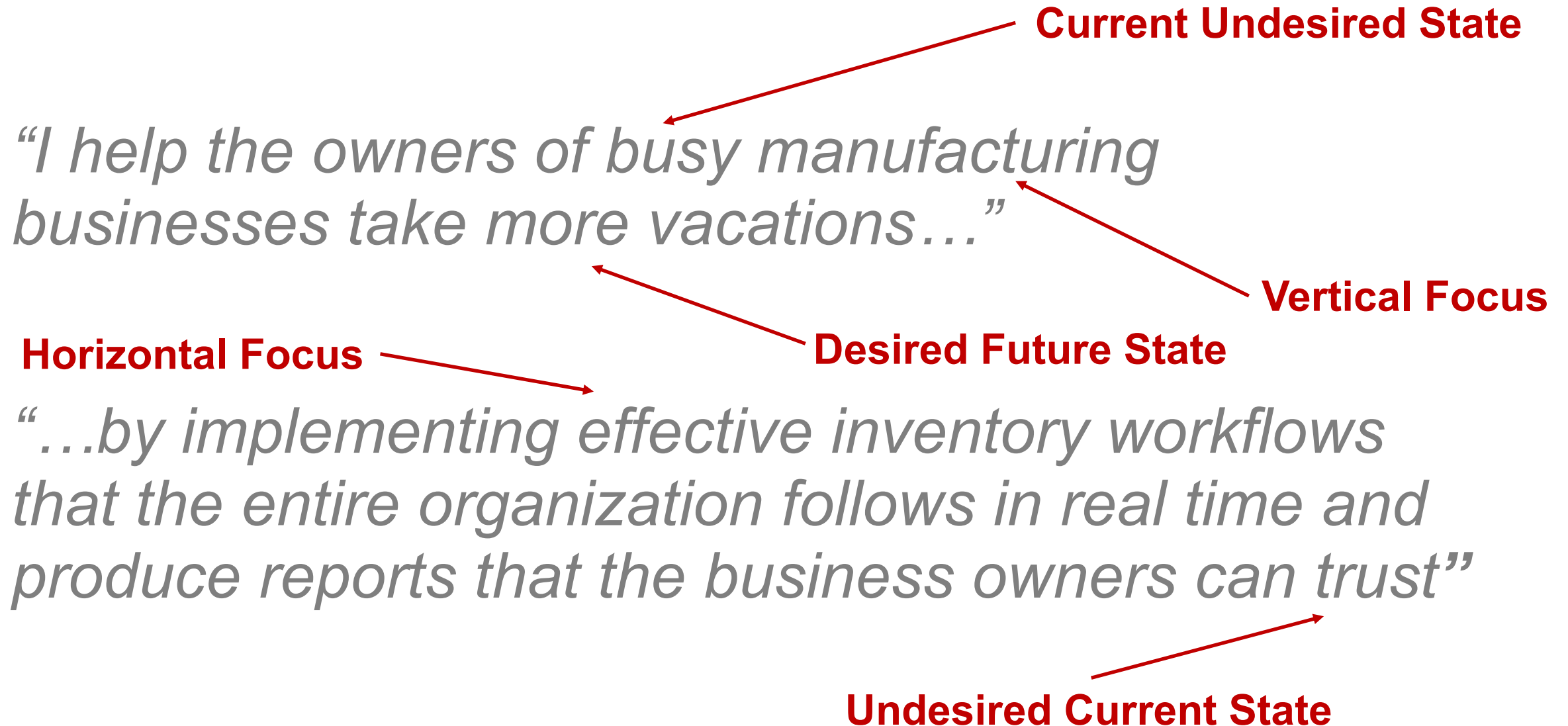
“I specialize in accounting for Wholesale and Manufacturing businesses”

My current in-person positioning statement

“I help the owners of busy manufacturing businesses take more vacations...”

“...by implementing effective inventory workflows that the entire organization follows in real time and produce reports that the business owners can trust”

Components of a positioning statement



My story behind my positioning statement

But why “take more vacations”?

“When my practice started to get busy, the hardest thing for me was to take a vacation, so I implemented an internal accounting workflow that allowed me to delegate and leverage my team to get more work done without me managing every aspect of the operation...”

... and manufacturers, like accountants, are in the transformation business – so I naturally, love them”

My current social media UPS

“I am a QuickBooks Consultant for Manufacturers with messy Inventory”

My current social media UPS

Horizontal Focus

“I am a QuickBooks Consultant for Manufacturers with messy Inventory”

Vertical Focus

Undesired Current State

Composition of a unique positioning statement

Target customer (vertical)

Specific problems (horizontal)

Current undesired state or pain point

Desired Future State or outcome

Specialized skill (or quick “how”)

The positioning statement formula

Unique positioning statement examples

I am the **X** for **Y**

X = Your role or specialty

Y = Your target customer (vertical)

*I am the **cloud accountant** for **dentists***

Unique positioning statement examples

I am the **X** for **H** **Y**

X = Your role or specialty

H = Current problem or structure/status

Y = Your target customer (vertical)

*I am the **cloud accountant** for **fast growing multi-location dental practices***

Unique positioning statement examples

I am the **X** for **Y** that wants **Z**

X = Your role or specialty

Y = Your target customer (vertical and/or horizontal)

Z = Desired Future State

*I am the **cloud accountant** for **dentists** that are looking to **expand to multiple locations***

Unique positioning statement examples

I am the **HX** for **Y** with **U**

HX = Horizontal problem you solve as a specialist

Y = Your target customer (vertical)

U = Undesired Current State

*I am the **cash-flow advisor** for **dentists** with **messy books***

Unique positioning statement examples

I solve **U** for **Y** as their **X** by doing **H**

U = Undesired Current State

Y = Your target customer (vertical)

X = Your role or specialty

H = Specialty/problem to solve

*I solve **cash flow issues** for **dentists** as their **Virtual CFO** that **provides real-time reports***

Unique positioning statement examples

I bring **Z** to **U** **Y** through **H**

Z = Desired Future State

U = Undesired Current State

Y = Your target customer (vertical)

H = Current problem/status (horizontal)

I bring order & clarity to multi-location dental practices with real-time accounting reports

Unique positioning statement examples

I help **U** **Y** with **H** so they can **Z**

U = Undesired Current State

Y = Your target customer (vertical)

H = Current problem/status (horizontal)

Z = Desired Future State

*I help **fast growing dental practices** with their **real-time accounting reports** so they can focus on **making their patients smile***

Unique positioning statement tips

Your customer is the hero and you are their guide

Tell the journey of transformation

Your belief system and brand must be felt

Your expertise should be obvious

You love what you do, so it should come from a place of passion

Your customer's needs are most important to you

Desired outcomes should be understood

Must stand for something of high value for you and your customer -> **FOCUS
ON THE EXPENSIVE PROBLEMS**

Unique positioning statement formula legend

H = Current problem to solve or structure/status

X = Your role or specialty

Y = Your target customer (vertical)

U = Undesired Current State

Z = Desired Future State

Workshop

30 mins

1. Draft your own UPS, try 2-3 different options
2. Get together in group of 3 people and practice it
3. Give each other feedback





Workshop: Price on purpose



A grayscale background image of a Russian passport page. A ruler is visible, and the text "ПАСПОРТ" (Passport) is partially legible in Cyrillic. The text "4219781" is also visible.

Price on purpose

Keys to pricing

Confidence in your own abilities

Reputation and brand

Understanding the source of value with the Value Conversation

Price as fraction of the value you can create

Offer a guaranteed outcome



Value conversation

Asking the initial key WHY's:

Why Me?

Why Now?

Why This?

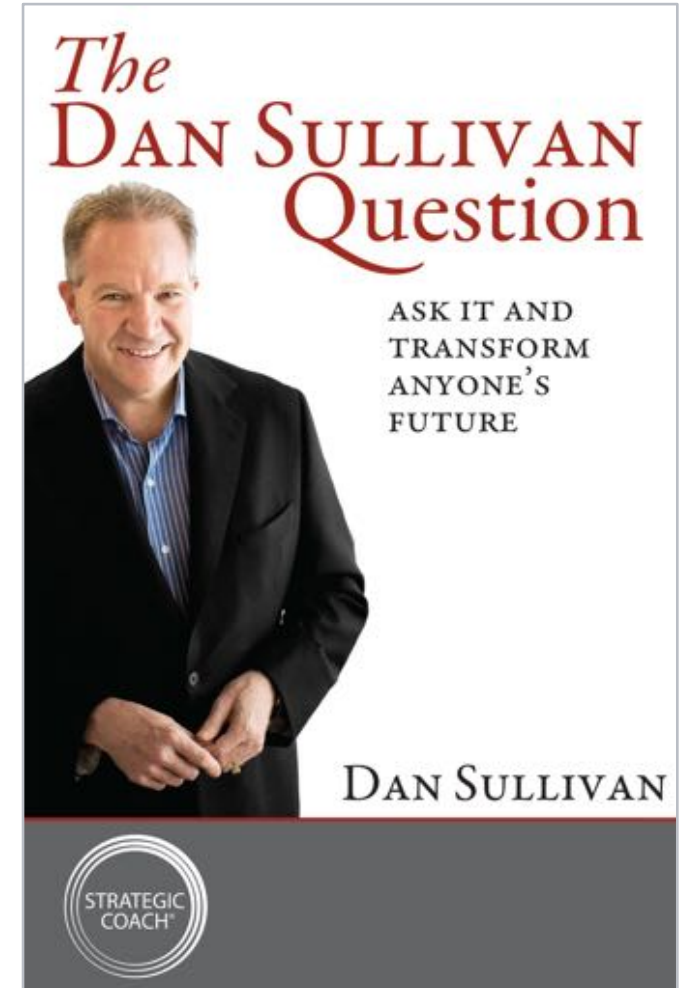
Why Not?

From “Value-Based Fees” by Alan Weiss



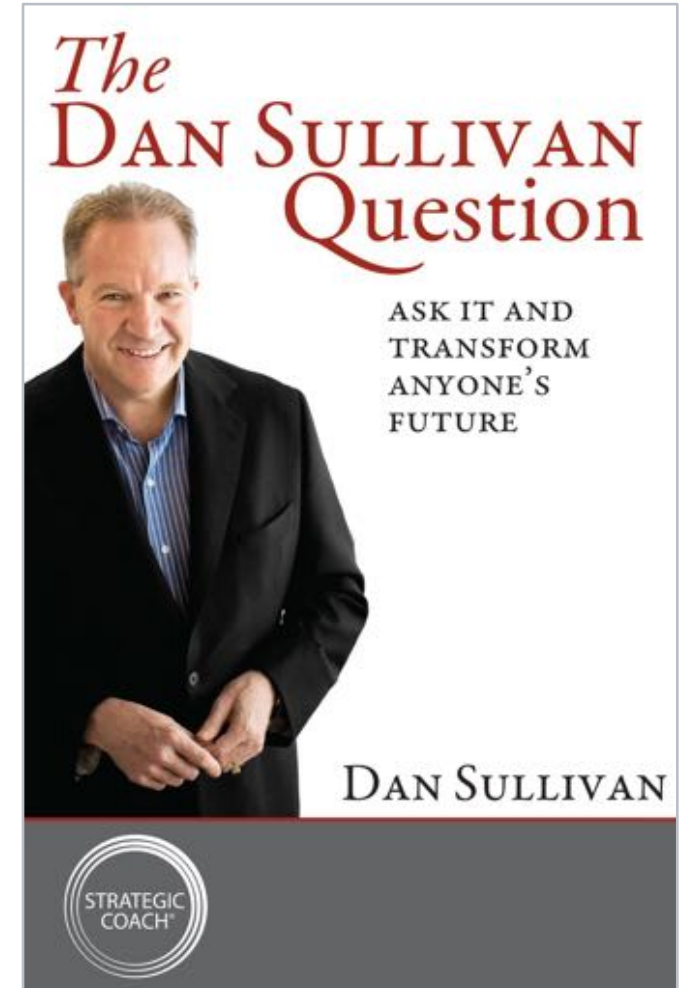
The ultimate value-based question:

“Imagine If we were having this discussion 3 years from today, and you were looking back over those 3 years, what has to have happened in your life both personally and professionally, for you to feel happy with your progress?”



The ultimate value-based question:

***Imagine** If we were having this discussion 3 years from today, and you were looking back over those 3 years, what has to have happened in your life both personally and professionally, for you to feel happy with your progress?”*



A bronze statue of Walt Disney in a suit, standing with his right hand raised in a wave. To his right is a smaller bronze statue of Mickey Mouse. They are positioned in front of Cinderella Castle at Walt Disney World. The castle has white walls and blue roofs with gold trim. The scene is set during the day with a clear sky. The image has a dark overlay to make the text stand out.

“If you can dream it, you can build it”

– Walt Disney

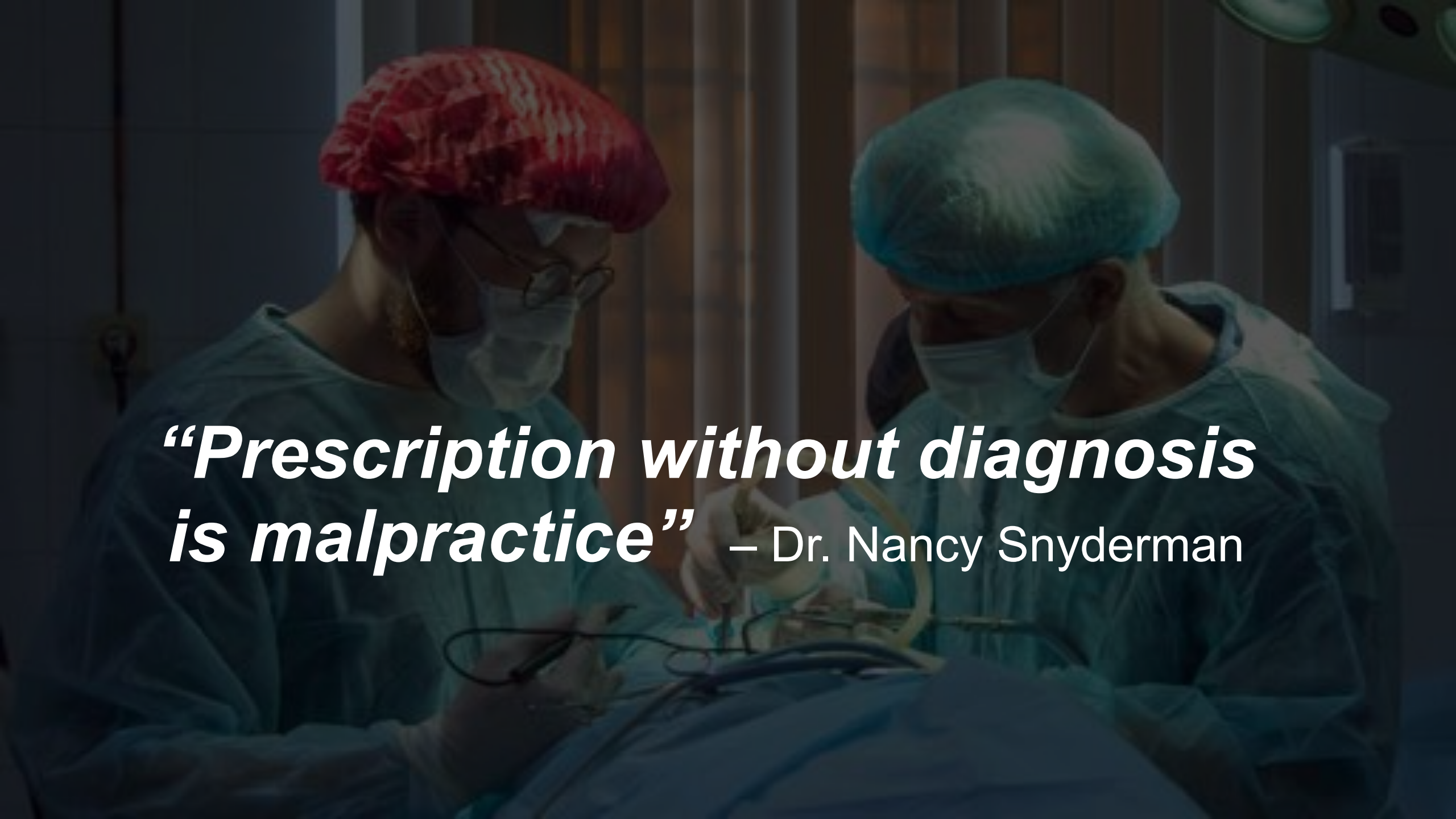


The value conversation
Peeling the onion

Understanding source of value

I need you to fix my inventory

1. **What makes you say that?** – My inventory QTY's are all wrong
2. **Why is that a priority?** – Because my Inventory Asset and COGS is wrong
3. **Why is it so important to fix?** – Because I need to know my gross margins
4. **And how will accurate margins help you?** – I can pay my sales commissions accurately and on time
5. **And what kind of issues have that caused?** – I lost my top sales person last month and I suspect is because we always had errors in the commissions and took forever to reconcile

A photograph of two surgeons in an operating room, wearing masks and hairnets, focused on a surgical procedure. The image is dimly lit, with the primary light source being the surgical lamps. The surgeon on the left wears a red hairnet and glasses, while the surgeon on the right wears a blue hairnet. They are both wearing blue surgical gowns. The text is overlaid on the image in a white, bold, italicized font.

***“Prescription without diagnosis
is malpractice”*** – Dr. Nancy Snyderman

Understanding source of value

So what is the cost of losing your top sales person?

“20% decrease in sales and \$10,000 less bottom line”

“Training new sales people: \$5,000”

“Anxiety about losing more customers to the competition”

(priceless)

A close-up photograph of a person's hand held up, palm facing the camera, with all five fingers spread. The hand is in sharp focus, while the background is blurred. In the background, a person with a beard and dark hair is visible, looking towards the camera. The overall lighting is soft and natural. The text "Five golden questions" is overlaid in a large, white, sans-serif font, centered over the hand.

Five golden questions

Measuring the **VALUE** of the solution

Mahan Khalsa's 5 Golden Questions:

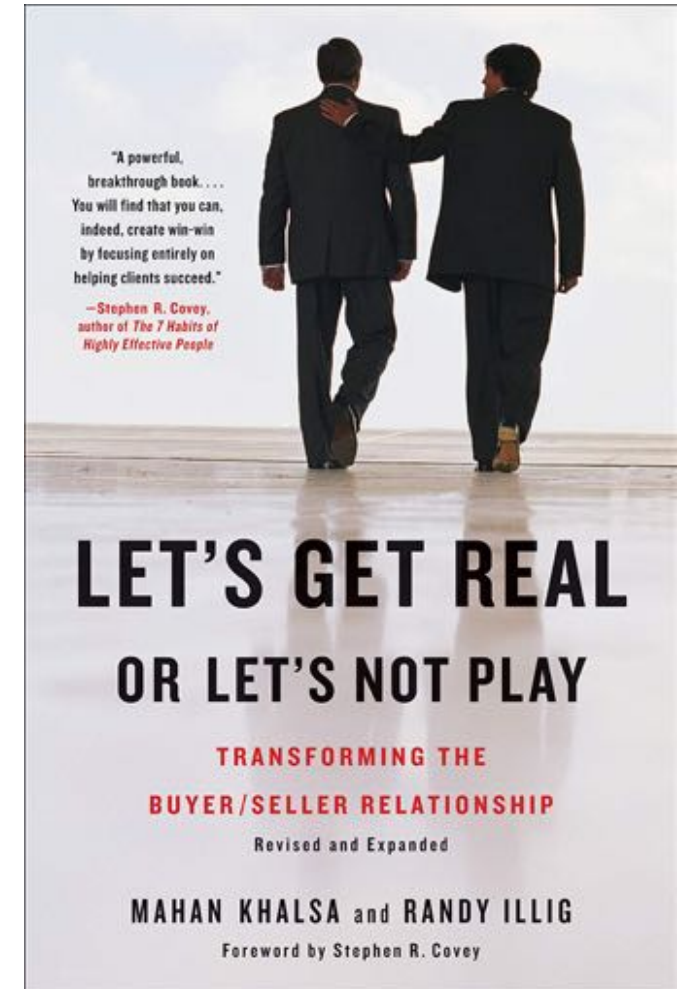
How do you measure the problem?

What is it now?

What would you like it to be?

What is the value of the difference?

What is the value over time (typically 2-3 years)?



Workshop

30 mins

1. Get together in group of 3 people
2. Each of you think of a typical customer's first request like "I need you to reconcile my banks, how much are your fees?"
3. Ask 2 to 5 "Why Questions" to get to the bottom line pain point
4. Once the pain point is identified; go through the Mahan Khalsa 5 Golden Questions to identify the value from the results of your work





Home workshops on innovation





Disruptive innovation

Disruptive innovation workshops

Productized services

Leveraging the subscription model

A person wearing a blue long-sleeved shirt is holding a brown cardboard box. The box has a white label with some text and a yellow sticker. The background is blurred, showing green foliage. The text is overlaid on the image in a bold, white, sans-serif font.

Homework innovation Workshop: Productized service

Build a productized service

Think of the most common (medium complexity) services you perform for most your clients during the first year of working with them

Think about the hardest (high complexity) services to predict how long it will take

Think about the top things (easy wins) you do for clients that makes them feel great and are not time consuming to your firm

Pick the ones with the most relevancy and pick it as your next productized service

Productized service brainstorming

Complex Services	Most Common Services	Easy Wins

Productized service brainstorming

Complex Services

Clean-up the whole year of accounting
Training a an internal bookkeeper
Move operations to the cloud
Build an auditable document archive
Representation or support during an audit

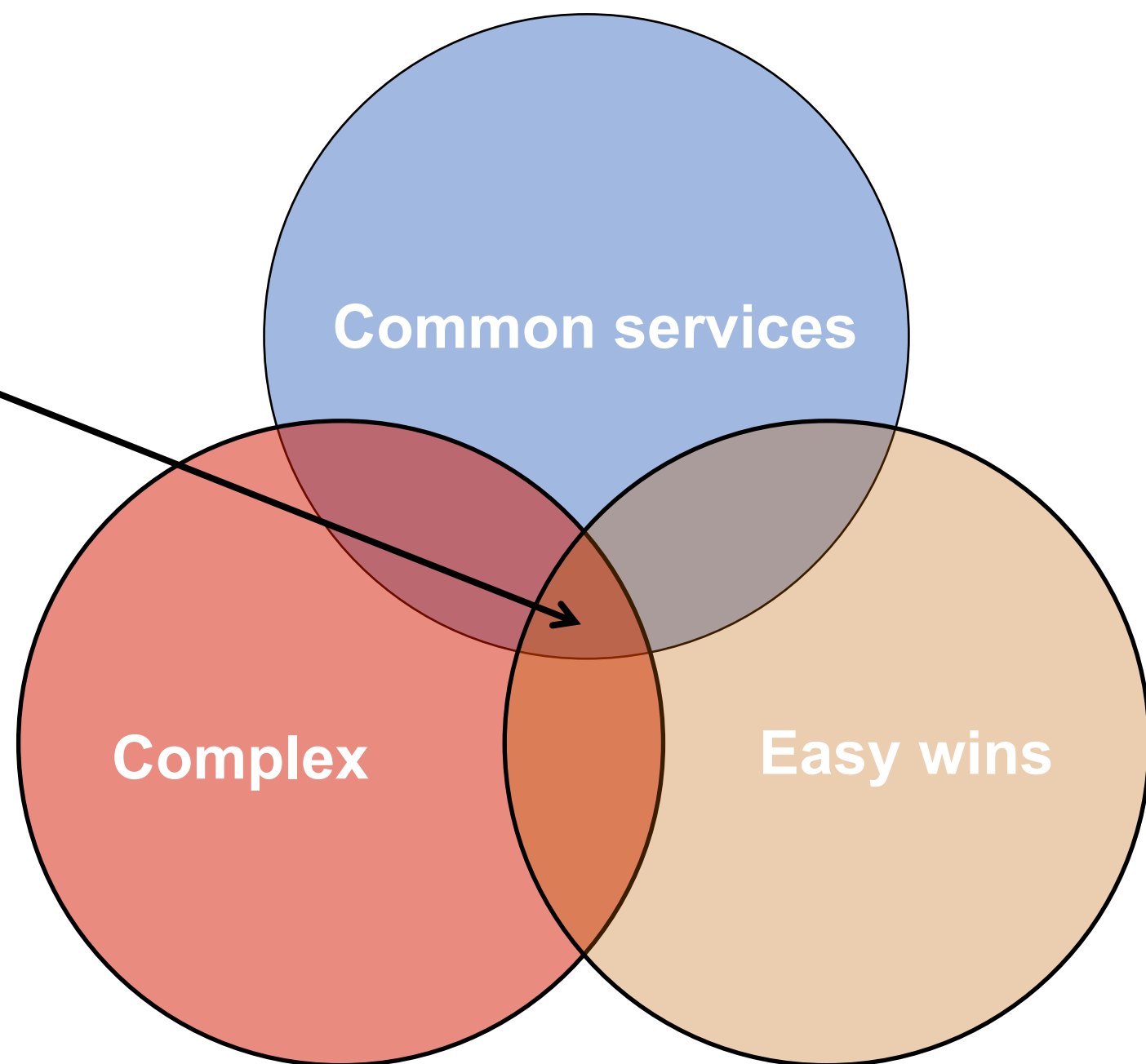
Most Common Services

Organize Chart of Accounts
Clean up A/R Aging, A/P Aging, and Inventory Valuation
Analyze entity choice (Corp, LLC, Partnership, Sole Prop, S-Corp vs. C-Corp, State Nexus, etc.)
Educate owner on what they need to do in QuickBooks and/or record keeping
Teach client how to read financial reports

Easy Wins

Find useless/redundant expenses
Customize Invoice (colors & logo)
Connect their banks to QuickBooks Online
E-sign / E-File tax returns
E-mailing documents they requested immediately
Registering a fictitious name
Identify top items sold or top customer sales
Answer an e-mail with a phone call immediately
Summarize results from phone conversation

Optimal productized service



Productized service brainstorming

Describe what your most happy clients feel great about using of your services

Peace of mind about accurate books

Peace of mind that there will be no penalties from compliance

Increase effectiveness because they have better decisions support data

Transformed client to focus on profit, save money long-term goals, reinvest profits into high ROI expenses

Improved cashflow from improved pricing, invoicing presentation, and collections process

Relief from tedium of bookkeeping

Feeling of ready to take over the books

Identify “Job to be done”

A productized service needs to have a defined “job to be done”

It is beyond what the customer communicates to be what they want/need

“Job Done” is the desired and guaranteed outcome



Build your productized service

1. Select 3 to 6 items from Complex/Common/Easy Boxes (at least 1 from each)
 - Clean-up whole year of books
 - Organize Chart of Accounts
 - Clean-up A/R and A/P
 - Find useless/redundant expenses
2. Pick top 2 feelings from happy clients after your services
 - Increase effectiveness because they have better decisions support data
 - Feeling of ready to take over the books
3. Give it a unique name

Go to market with your offer

Total Quality Cleanup Service for Manufacturers

With this service **you will have** totally clean books* up to the current month, an organized Chart of Accounts, accurate accounts receivables and accounts payables, and in-depth analysis of all your expenses/purchases by category and payees

Guaranteed to make you most effective by giving you accurate financial reports so you can make better and more timely decisions. And be 100% ready to take over the books with moving forward.

Project completion time 30-60 days

**See our project scope guideline for details*

\$899

Homework Workshop

1. Draft your own productized service offering that is for a **one-time service** with a finite target / “job to be done”
2. Give it a unique name
3. List the scope limitations (what is NOT included)
4. Get with a friend or colleague to discuss ideas



***Build Your project scope guidelines**

We must have discreet access to QuickBooks file 24/7 during project

Customer must provide all requested documents before we commence the work

Data entry for missing transactions will be created by customer (we will send you that list and guidelines)

We will delete all redundant transactions and provide accompanying report, it will be the customer's job to reconstruct any relevant information from those deleted transactions if they need it

We will use banks and credit cards to reconcile accounts, customer is responsible for entering/reconcile cash-based transactions

No training or user support will be included during the clean-up project

We will be closing the periods as we complete and customer will not be able to modify those transactions

Price based on 6 months of data



Homework innovation workshop: Subscription service options

Create a subscription service

This is the second step after successfully completed/delivered Productized Service

Create a maintenance/support plan to service the productized service year long

Build a list of the 10-15 things you to best for your customers and could do it periodically

Create 3 possible prices you want to charge and give each option a unique name

Build your 3 subscription options with prices

Build backwards:

- Create your 3 tiers first (desired prices to charge)
- Name the services
- Then figure out the scope/offering

Accurate Bookkeeping Service	Bookkeeping & Compliance Plus Service	All Access Accounting & Advisory Service
\$500	\$900	\$1,500

Brainstorm top services included in monthly subscription

Answer any of your accounting questions

Correct errors you create

Making adjusting journal entries at end of period

Reconcile account statements you couldn't get to

Spot check (another word for "Audit") the source documents to determine correct categorization

Visit with you in person to discuss numbers

Prepare Sales Tax Returns

Verify Payroll forms before filing

Discuss your financials with 3rd parties

Deductions and Taxable Income Planning

Update Budget and Forecast – Monitor Budget vs. Actual Reports

Put services and variations in buckets

Tier 1

Service Name:
Price:

Tier 2

Service Name:
Price:

Tier 3

Service Name:
Price:

Put services and variations in buckets

Accurate Bookkeeping Service

Answer all your questions via e-mail within 3 biz days

Make adjusting entries annually

Reconcile client prepared payroll and sales tax to books

Annual meeting to review accounting

\$500

Bookkeeping & Compliance Plus Service

Answer all your questions via e-mail by next business day

Make adjusting entries quarterly

Assist with preparing sales tax forms and payroll tax forms

Quarterly meeting to review accounting and forecast tax estimates

\$900

All Access Accounting & Advisory Service

Answer all your questions via phone within 2 days (if requested)

Make adjusting entries Monthly

Prepare sales tax forms and payroll tax forms, guaranteed penalty-free

Monthly meeting to review accounting, budgets, and estimated taxes

\$1,500

Homework Workshop

1. Draft 3 service offerings with different scope and outcomes for **ongoing services**
2. Give each one unique name
3. Think of price ranges for each one with scaling values
4. Get with a friend or colleague to brainstorm on your offerings



Value pricing vs. Productized services vs. Subscriptions

Value pricing is about customizing the price of every custom job/project based on the value we provide to the customer AFTER a Value Conversation

Productized Services is about getting new clients in the door based on a predetermined “job to be done” (quick outcomes) Before a Value Conversation

Subscription is about merging the two concepts to build a portfolio.

Subscribed customers you be the only one with access to the most valuable resource you can offer:

Ongoing Transformative Advisory

Positioning, pricing, and innovation in summary

Define the focused target market where you want specialize in

Create your unique positioning statement will help you communicate what you do, how you do it, who you do it for and the value you create

For custom projects, price your services AFTER you know what is value you are going to create (price on purpose)

Create a productized service to get your customers quickly “in the door”

Offer an ongoing subscription to maintain/grow the value created via the productized service

Provide Advisory services only to your subscribed customers either as an added value or add-on

***“The opposite of a good idea
could also be a good idea”***

– Rory Sutherland author of Alchemy



Questions

The ALTAccountant manifesto

We are uniquely positioned to help your target customers

We are known as the experts in our specialty

We strive to understand why and desired outcomes

We price below the value we provide

We give our customers choices

We strive to be effective even at the risk of being inefficient

We believe that there is always more...

We control our present, so we can own our future

Additional resources:

HectorGarcia.com/QBC19

The screenshot shows the website for Hector Garcia, CPA, QuickBooks Consultant, Strategic Advisor. The navigation bar includes links for HOME, SERVICES, CONTACT, PROJECTS, RESUME, WEBINARS, ADVANCED, and social media icons. Below the navigation bar, the page title "QBC19" is displayed. The main content area is divided into three sections: "Print Workshop Sheet" with a link to the workshop page, "Additional Video Resources:" listing several YouTube videos with titles and links, and "Downloadable Resources:" listing workshop worksheets, value pricing cheat sheet, bookkeeping questionnaire, and service agreement level. A "Recommended Podcasts:" section lists various podcasts. On the right side, there is a search bar and a "Recent Comments" section with several comments.

HECTOR GARCIA
CPA, QuickBooks Consultant, Strategic Advisor

HOME SERVICES CONTACT PROJECTS RESUME WEBINARS ADVANCED f t in 3 4 Q

GALLERY MY PODCAST RESOURCES YOUTUBE GET QUICKBOOKS ONLINE

QBC19

Search ... **SEARCH**

Print Workshop Sheet

- <https://hectorgarcia.com/allaccountant-workshops/>

Additional Video Resources:

- **AllAccountant philosophy (26 min video)**
<https://www.youtube.com/watch?v=jm2GQX7vqal>
- **Drafting a unique positioning Statement (33 min video)**
<https://www.youtube.com/watch?v=3ImRUDWgdk>
- **Offering options when pricing fixed rate services (16 min video)**
<https://www.youtube.com/watch?v=16H5o0wRiY0>
- **Design a Productized service (10 min video)**
<https://www.youtube.com/watch?v=tA8Mc0Z2SY>
- **Why we need a Manifesto (37 min video)**
<https://www.youtube.com/watch?v=NL8RmFQV4>
- **Implementing Change (10 Mins video)**
<https://www.youtube.com/watch?v=6H5ZQDAAsQ>
- **Hector's Value Pricing and Value Creation Webinar Recordings (2 hours)**
<https://hectorgarcia.com/value>

Downloadable Resources:

- Workshop worksheet from QBC19
- Hector's Value Pricing Cheat Sheet
- Hector's Bookkeeping Questionnaire
- Hector's Service Agreement Level

Recommended Podcasts:

- **AllAccountant Podcast** by Hector Garcia
- **Art of Value** by Kirk Bowman
- **The Soul of Enterprise** by Ron Baker and Baker
- **Pricing is Positioning** by Paul Klein III
- **2Bob** by Blair Enns and Craig T. Baker
- **Friday Night Live** by Hector Garcia, Michael Ly, and Andrew Wall
- **Cloud Accounting Podcast** by David Leary and Blake Oliver

Recent Comments

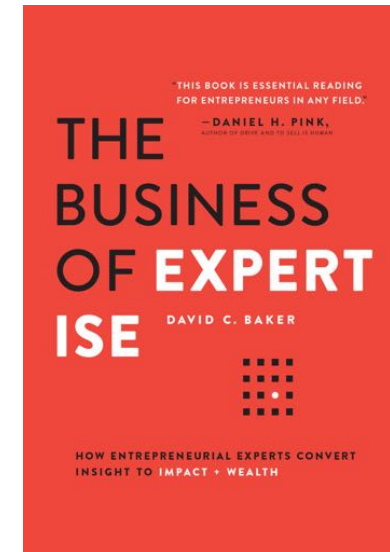
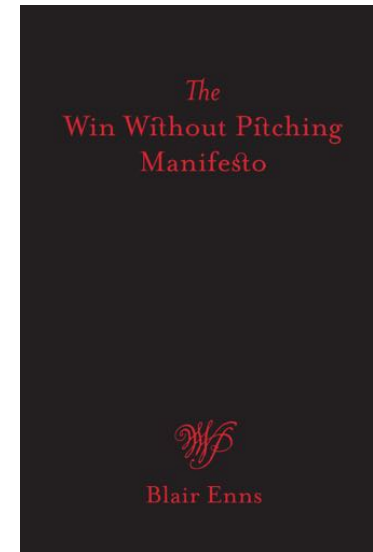
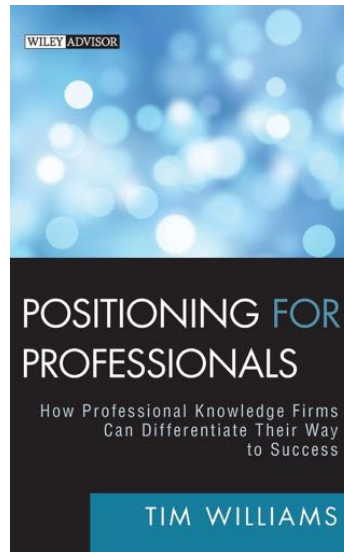
- Elio Soto on PRICING
- Sue on Chart of Accounts in QuickBooks Online + Accounting 101
- Admin on Resources for Accounting Pro's
- Elena on Learn QuickBooks Online Basics in 25 Minutes!
- Rosanna Perez on Resources for Accounting Pro's
- Johnny on PRICING
- Admin on Tax Power Hour - Small Business and Self-Employed Tax tips
- Admin on Importing timesheets into QuickBooks Desktop with SF Template
- Admin on Chart of Accounts in QuickBooks Online + Accounting 101
- Linda Pearson on Chart of Accounts in QuickBooks Online + Accounting 101

Books on positioning

Positioning for Professionals by Tim Williams

Win Without Pitching Manifesto by Blair Enns

The Business of Expertise by David. C Baker

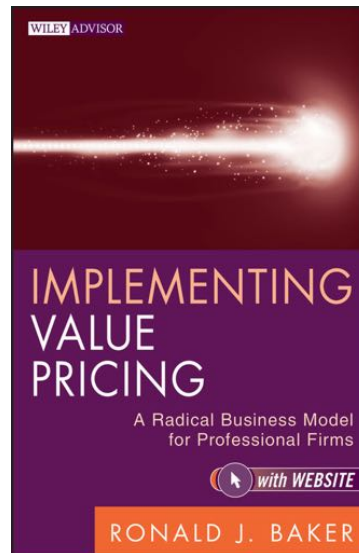


Books on pricing

Implementing Value Pricing by Ron Baker

Pricing Value by Rhondalynn Korolak

Price: The fastest way to change profits by Mark Wickersham

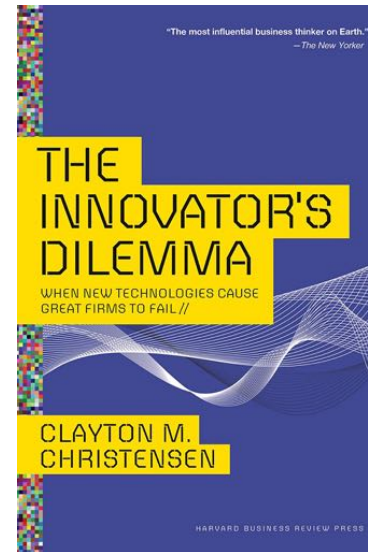
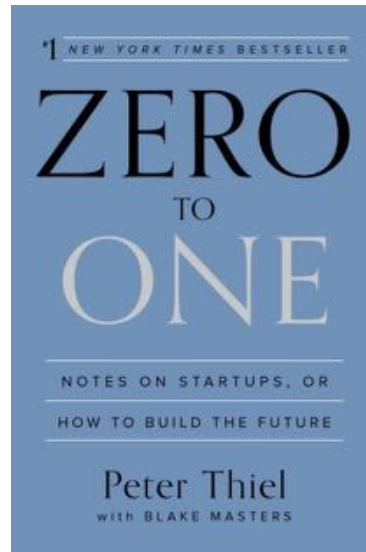


Books on innovation

Zero to One by Peter Thiel

The Innovator's Dilemma by Clayton Cristensen

The Experience Economy by Joseph Pine



My favorite Podcasts

AltAccountant Podcast

Friday Night Live with Accountants *(Live on FB on Fridays @11:30pm EST)*

Art of Value Show

The Soul of Enterprise

Cloud Accounting Podcast

2Bobs

Pricing is Positioning Podcast

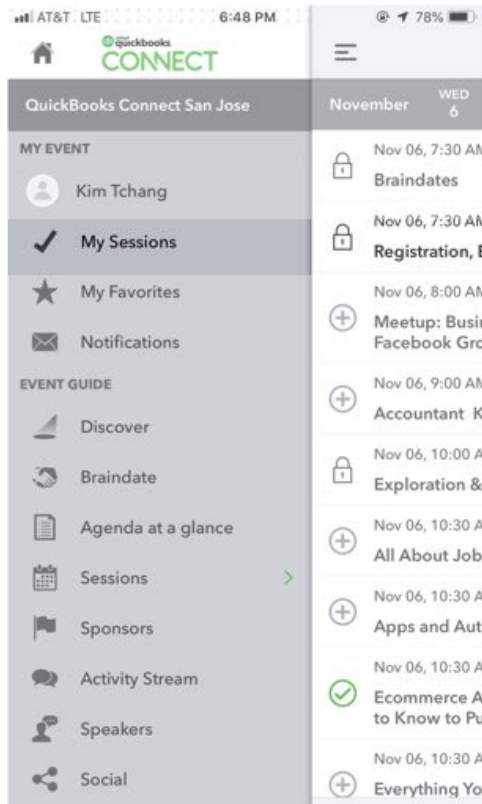
Ditching Hourly

The Business of Authority

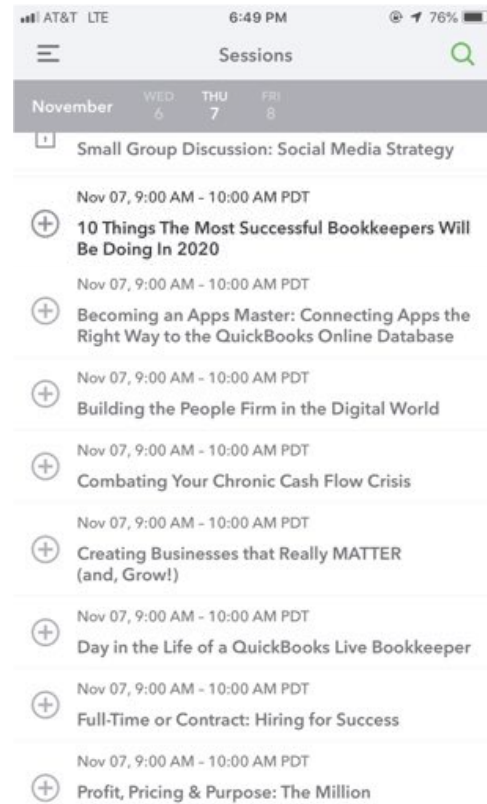
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

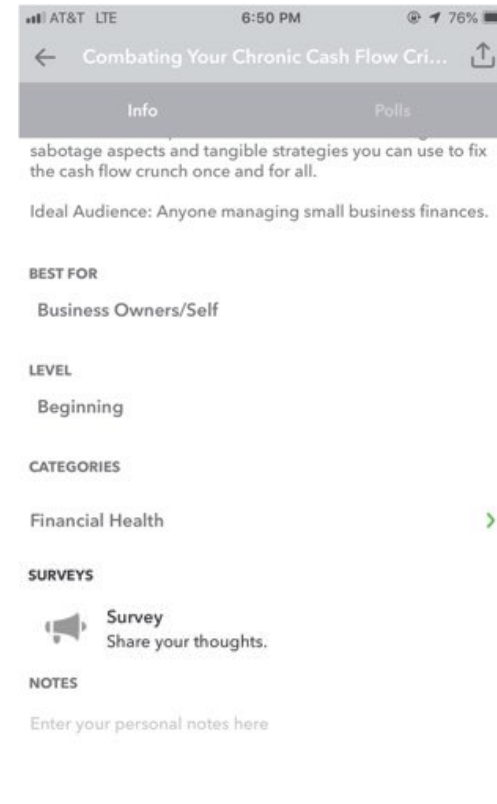
1. Select Sessions



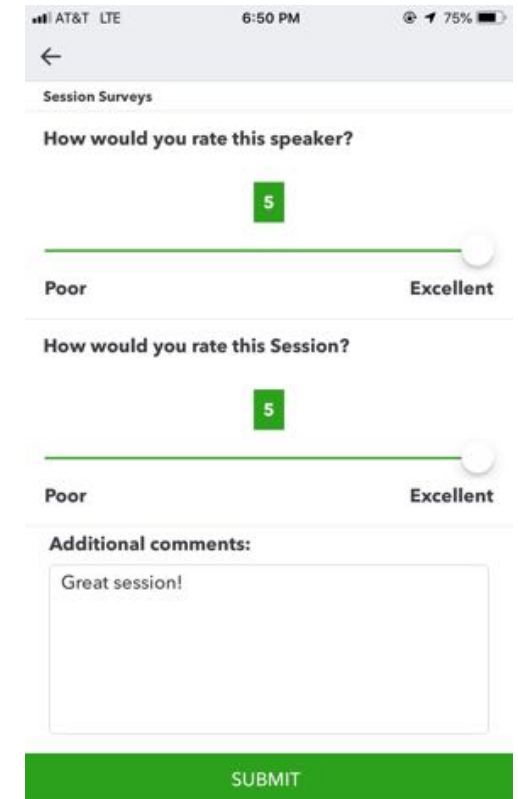
2. Select Session Title



3. Select Survey



4. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a Register Now button. The agenda is organized by date, with November 7 selected. A search bar and filters (Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, Financial Health) are present. The sessions listed are:

Time	Session Title	Action
7:30-7:00 am	Registration, Breakfast & Exploration	
7:30-10:30 am	Braindates New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. Learn more Best for: All Audiences CPE Hours: not eligible	✕
8:00-8:30 am	Yoga	+
8:00-8:45 am	Breakout Sessions	
	Small Business Meetup: Relationship Marketing and the Power of Human Connection	+
	Small Group Discussion: Social Media Strategy	+
	Small Group Discussion: Showing up - Why What You Wear Matters	+
	Small Group Discussion: Build Your Dream Bookkeeping firm	+



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