

Top 7 Ways Accountants Can Get Off The Wheel And Create the Business Of Their Dreams



- Stop working so hard and feeling like you are getting nowhere!
- Be more productive.
- Have more money & freedom!
- Have better control over your day AND results.

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ABOUT THE AUTHOR:



Diane Gardner, Your Tax Coach, is a best-selling author and a Quilly Award recipient. She is also a Certified Tax Coach and an Enrolled Agent.

Diane's expertise lies in the area of tax planning. Her goal is to make sure successful entrepreneurs across the United States are paying the least amount of income tax they can legally pay. As a tax coach, she offers a FREE tax analysis for those interested in finding out if they are overpaying their income taxes. Her goal is to save taxes one business at a time through the use of pro-active tax planning.

Diane is also a believer in the mastermind and coaching concepts. She leads the "Business Breakthrough Mastermind Group" and offers coaching services to other entrepreneurs.

In her "spare time", Diane enjoys writing books and has written 5 so far including "Stop Over Paying Your Taxes!"

Family is vitally important to Diane and she is proud to be happily married to her husband, Mike. She also has a daughter and a grandson whom she adores. Diane's love of the outdoors often leads her outside for family camping, Dutch oven cooking, walks in the woods, bonfires, and picnics.

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Thousands of accountants, tax preparers, and bookkeepers are struggling with these same challenges in their practices. They have bought into the myth that if they just work harder, it will get better and they will become more successful.

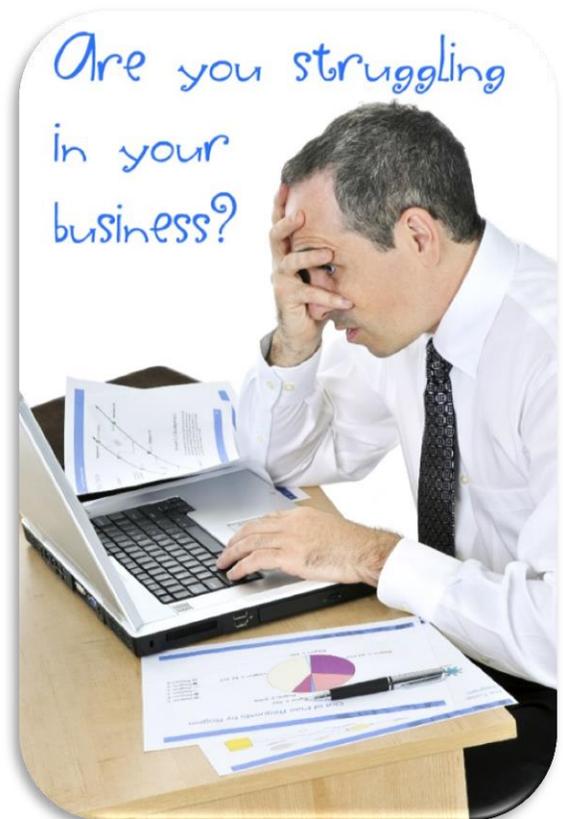
Many accountants feel like they are the only ones who are struggling in their business. **The reality is that most small firms experience these challenges on a day to day basis.**

As I travel to various conferences and events across the country, I hear accountants constantly talking about how stressed out they are with staff issues and the associated challenges of operating their business. They are wearing many hats – accountant, manager, marketing specialist, human resources, janitor, etc.

They work hard to get new clients but are disappointed when the clients don't give referrals. This is often due to poor customer service once their staff gets involved in the formula. They also struggle to find and keep good employees.

The most common challenges faced by all of us are:

- Poor staff telephone & communication skills
- Unprofessionalism in staff members
- Poor communication between you and your staff
- Finding high quality employees
- Communicating staff expectations



- Slow turn-around times which result in unhappy clients
- Challenges with staff engagement
- Challenges in controlling the quality of the final work product
- Measurability of production, client satisfaction, etc.

Most accountants also struggle with maintaining a consistent level of quality control amongst all staff members. Each employee brings different personality types, backgrounds, and skills to the table. Some are great at the one-to-one part of working with clients, others are great at in-depth analysis, and still others are great at getting the work out the door. It's quite challenging to work with different personalities and skill sets while achieving a consistently high level of quality control.

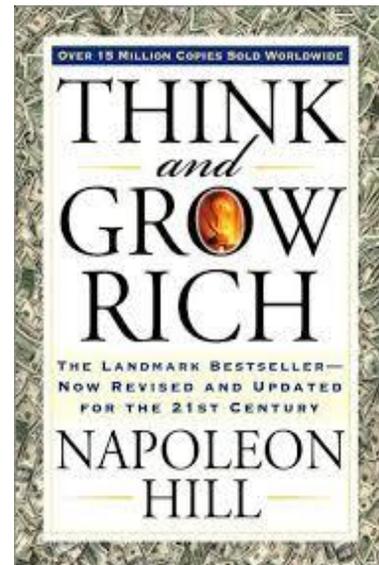
Learn How A Mastermind Can Change EVERYTHING For You & Your Business

What is a Mastermind Group? If you're not familiar with Napoleon Hill's book, '*Think and Grow Rich*' then let me start with some background information about how this book came to be.

Napoleon Hill was obsessed with what made men like Andrew Carnegie, famous steel tycoon and richest man in America in his time, so extremely successful. He set out on a lifelong quest to find out what made men like Andrew Carnegie and other extremely successful business men so different from everyone else.

During his research, Napoleon Hill discovered seventeen different principles such as: persistence, desire, faith, ambition, and the mastermind principle.

As an entrepreneur you often have an idea. I also have an idea. Separately, we both have an idea. If



we get together and exchange ideas, then we each have two ideas. If we add a third person into the mix, we would each have three ideas, and so on.

As Napoleon Hill describes it, “No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind.”

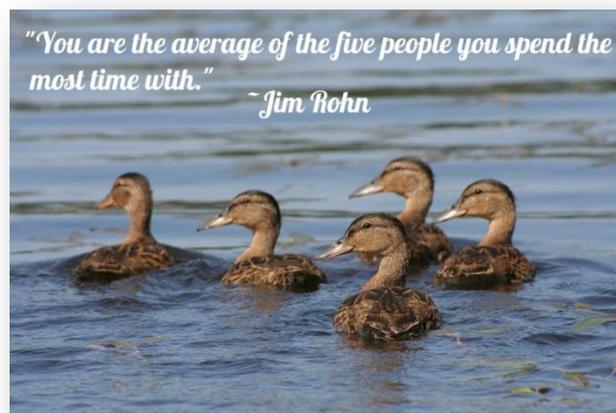
He stumbled upon this principle while he was commissioned by Henry Ford to research extremely successful business owners. Ford met regularly with a group of men who did not work at Ford Motor Company. These meetings took place at least once a month with the intent of sharing ideas, solving problems, and identifying opportunities.

This original group consisted of men such as: Harvey Firestone, John Burroughs, Luther Burbank, and Thomas Edison. This was a genius group of minds.

Henry Ford spoke openly about how each member brought certain strengths and viewpoints to the group. He acknowledged that without their input, he could never have become the man who emerged.

As we tend to the daily tasks and projects within our businesses, we are sometimes blind to solutions that may seem obvious or intuitive to others who are on the outside of our business. By bringing others into our group and presenting our problems, challenges, and opportunities, we are shown solutions that we would never see by ourselves.

I personally belong to a couple of mastermind groups. I’ve seen massive changes in my business since I’ve started “hanging out” with other successful entrepreneurs on a monthly basis. My horizons have been stretched and my thoughts and preconceived ideas have been challenged.



This has made me a better entrepreneur, business owner, accountant, and boss for my employees.

Why should you join a mastermind group?

Here are the TOP 7 WAYS a mastermind will get you off the wheel so you can create the business of your dreams!

1.The ability to work “on” your business instead of just “in” your business.

(See Michael Gerber’s “*E-myth Accountant*” for more information on this topic.)

Just imagine where your business might be if you dedicated time each month toward

- Developing your business strategy,
- Planning your business future,
- Making decisions that affect the direction, culture and shape of your business, and
- Expert help to design your business

2.Camaraderie and understanding

Entrepreneurs often exist in a very lonely place. Rarely are we surrounded by people who understand us. Quite often there is no one to confide in, lean on, or turn to for advice, especially if you operate a one or two person business. Belonging to a mastermind group changes all of that!

You gain:

- Association with others who experience similar challenges
- Association with others who see things as you do
- Association with others who can identify with you
- Association with others who can share defeats, triumphs, failures, and successes with those who “get it”

3.Unique perspectives

It's quite common for small business owners to get bogged down in the day to day grind of just running a business. We sometimes find ourselves in a rut and don't necessarily know how to get out.

Belonging to a mastermind group gives you:

- Unique perspectives of fellow members which can shortcut the creative process, thereby saving you valuable time and money
- Sharing of resources and tools
- Provides a safe haven where you can connect with others who are in similar situations in life

4.Motivation

It's easy to get motivated when you are part of a group of people who are full of energy. You become fired up and ready to make things happen in your business! When you either work alone or don't have anyone else to share your ideas with, it is challenging to stay motivated and inspired.

When you surround yourself with business people who are excited, passionate and energetic about the challenges they're presented with, you can't help but feel the same way.

- Energy and passion rubs off, leaving you inspired and motivated
- Recharge and reset each month – ready to face whatever comes your way

5.Accumulated experience

We each bring different backgrounds and experiences to the table. This variety of knowledge is priceless!

- Different perspectives + accumulated experience = spectacular solutions to problems
- Combining your knowledge with other's knowledge creates a brand new perspective to work from
- You benefit from the group perspective added to your own experience to create a leveraged idea (This is powerful stuff!)

6.Ability to serve

The more you give the more you receive. Embrace this concept! (For more information on this topic, check out "[*The Go-Giver*](#)" by Bob Burg)

- A mastermind group is a fantastic way to give back to other business owners in your community or circle of acquaintances.
- The quickest way to grow your profits is to give of your time, talents and ideas toward helping other group members grow their respective businesses.
- Do your best to give as much as you can, and then watch the dividends of doing so pour into your own life. (You might just be surprised at the changes in your own business!!)

7.Accountability

This is the most important reason for joining a mastermind group!

- As an entrepreneur, there is no one to hold you accountable for getting things done. This changes once you join a mastermind group.
- There is something to be said for having a group like this to hold your feet to the fire and keep you accountable for getting things accomplished.
- It's much more difficult to push important tasks to the back burner when you know you'll be asked about them at the next meeting.



What is required to participate in a mastermind group?

A mastermind group is only as strong as the strength of the following three elements.

1. **The Structure** – Without a strong structure mastermind groups tend to devolve into social gatherings or simply fade away. The structure ensures equal contribution and participation as well as maximum efficiency and effectiveness.
2. **The Commitment** – The group must take priority in your life or you may as well not bother. A collaboration of ideas requires everyone's input. It's not fair to other members if one or two don't attend regularly.

Make this a priority and your life can literally transform. It's easy to let this commitment slide but if this happens, then you will be left with undesirable consequences.

3. **The People** – The synergy created between like-minded people who are committed to growing, evolving, and manifesting themselves and others can catalyze everyone involved to new heights of achievement. Different perspectives can serve to ensure that people are seeing all sides of the equation.

Ask yourself: "What if there were a group of other people who were also thinking of me, about how they could support me, how they could include me, how they could create for me, and I was doing the same for them... What might this mean to my (personal or business) life?"

This level of support is something most people never experience in their entire lives!!

What is the added bonus of belonging to a mastermind group?

This bonus comes in the form of mindset changes. Too often we operate in fear - the fear of losing money, offending people, or even of making a poor decision. A Mastermind Group is a great place to break those chains and decide to do business on your own terms. Your mastermind group will be the support you need because they understand how you think and feel.

This shift in mindset is usually very difficult to attain alone. Having group members who understand what you are going through makes it that much easier.

Being part of a group also allows you to expand your thinking and to explore new ideas. The end result is you start to see things differently which can be immensely valuable.

Ideas, even great ideas, are a dime a dozen.

Without implementation – without action – those ideas are ultimately worthless.

There's something about being part of an action oriented group that lights a fire under you and gets you going!! Entrepreneurs who are successful borrow from other people, get advice from other people, and get help.

If you're not as successful as you would like to be and have questions, or feel like you are going it alone, then you really should join a Mastermind Group! You definitely don't want to wait! You need to start today! Otherwise five years from now, you will look back and find yourself wondering how different your business and your life would be had you started down this path earlier.

This Mastermind group will work together to:

- ✓ Help you create a crystal clear vision for your “ultimate business success” and the “perfect lifestyle” you'd like for your business to provide.



- ✓ Uncover hidden challenges that may be sabotaging the growth of your business and keeping you working too many hours
- ✓ Leave this session renewed, re-energized, and inspired to turn your business into a highly profitable, revenue-generating machine that practically runs itself.

By now, you are probably wondering how to sign up to join this elite group of entrepreneurs. Simply contact me at (208) 687-0508 or diane@getoffthewheel.com to schedule a short telephone interview.

New members are allowed to attend the first meeting for free to determine if this group is a good fit for you.

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