

Maddie Brown 12.17.14 DIBRS Review Sheet

Maddie Brown, CPA, The Entrepreneur's CFO, *The 5 Simple Steps to Make and Keep More Money in Your Small Business.*

The link to listen to today's call can be found on Blog Talk Radio at:

<http://www.blogtalkradio.com/divinely-intuitive-business-radio-show/2014/12/17/maddie-brown-5-simple-steps-to-make-and-keep-more-money-in-your-small-business>

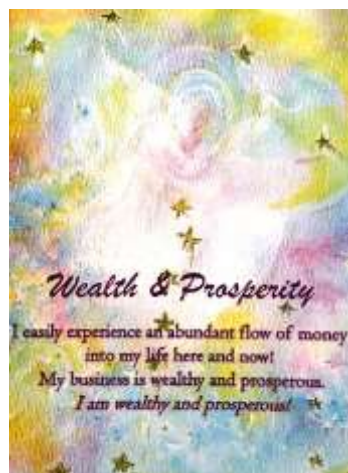
Hello Divine Ones, today we have a great show with Maddie Brown, certified accountant. Don't roll your eyes, don't click off, it's going to be a fun and funny show.

But before we get started I want to say a small blessing.

[Opening blessing]

Take a moment, get clear, centered and present, and know that all that is spoken here is to help support you as a spiritual entrepreneur to get your gifts out into the world in a big, powerful, abundant way. This is a powerful intention to create and to carry through into the New Year.

Today's Angel card is the Wealth and Prosperity Card, a perfect card for the show today.





Our special guest today is Maddie Brown, a Certified Public Accountant (CPA), with 30+ years of working with small businesses. She has a passion for helping business owners fulfill their dreams and create the real business they were meant to share.

Her services save entrepreneurs time, stress and money and give people wings, and I will attest to that. We're going to talk today about how she can help you, whether you use her services or not, so you're not bogged down by all the challenges of keeping your books in place.

By helping business owners fulfill their place, Maddie fulfills hers. This is her gift.

It's a perfect show to have as we enter into the New Year as those of us in the US are going to be entering into tax season.

Rev. Anne: So Maddie, I want to hear how you came to become a conscious entrepreneur?

Maddie: Oh Anne. We don't have enough time for that! I had my first spiritual experiences in the 80s and it wasn't well-accepted in the accounting and government world I worked in. I was a kind of closet spiritual person for a long time.

In 2010 I bought my own business and decided I wanted to work with spiritual and conscious entrepreneurs who want to change the world. I work with a lot of coaches, healers, authors and practitioners to help them make their businesses stronger and more profitable.

Rev Anne: After the last tax season, I sent you an email to say, *"That's the easiest tax season I've ever been though!"*

You and I met right after you started your business and I've watched you grow your business powerfully in the coaching world and articulate who you are and who it is you want to work them and how you want to serve them.

I tell this story all the time to my Divine Diamonds, my private clients, and Divine Business Club: Maddie and I met at an event and she reached out to me for a strategy session and I just wasn't interested since my mother, who had bookkeeping experience, was taking care of everything.

Maddie reached out two times to me, but I really wasn't interested. But we kept in touch, and she kept reaching out to me.

And I came to a point when my mother said, “*Your business has grown to the point that I can’t do your books anymore.*” I was like, “Uh-oh.”

When I later talked with Maddie, I said, “*You’re all the way in Iowa, and I’m not sure I can do this virtually.*” But I already knew you, liked you and trusted you and you were like, “*Anne, this is how we do it.*”

I signed up in June, a year and a half ago. And last year doing our taxes was so easy.

I have become so much more organized since that time. I spent the last two years really structuring my business and putting systems into place.

Accounting is not a fun thing for most of us. You have given me wings as a result of working with you. I want to say, “*My God, thank you.*” Maddie really makes it easy.

Maddie: It’s something that’s easy for us. We make it easy for our clients; however, they want to work it. It doesn’t have to be a painful process.

Rev. Anne: It’s only painful if you put it off.

Maddie: It’s not painful if you step into it and look at it.

Rev. Anne: What are the takeaways that you can give people who aren’t ready to work with you? It wasn’t until I converted to Quickbooks that we were like, “*Aaaarrggghhh, we don’t want to do this.*” What are the tools you can give people?

Maddie: Well, I can’t help everyone in the world, but you need someone on your team who you can talk to about your money and who can help you manage the mundane details of what you’re doing. Perhaps accounting is not the highest and best use of your time.

Number 1: Get help.

Number 2: You need a clear vision of where you are going and what you want in your business. Your team need to be on the same path about where you’re going.

Rev. Anne: Talk about that a little more...

Maddie: The way I approach finances is very different from any other CFA because I first talk about your intentions, your goals, and we look at the costs of a business that supports you and where you want to be. Some people might call it budgeting, but it's not.

It's creating a dream and a plan so that you can more easily bring it into reality.

Rev. Anne: If you're too busy, how are people going to find someone who works like you do?

Maddie: First, I *am* taking on new clients and, second, I have products for people on all levels. You need someone who takes your business seriously. If you feel judged or not as good as other businesses, then you need to go and find someone else.

Rev. Anne: The last thing you need is your accountant to shame you for the amount you spent on a mentor!

Maddie: I've even heard someone say that their accountant yelled at them. Accountants are helping you to get to where you want to go, and they've got to take it seriously.

I will say, "*How are you going to get return on that investment?*" I'm all about making sure you are profitable and that you have the life that you want to live.

Rev. Anne: You didn't have those other programs a couple of years ago did you?

Maddie: No. They're new.

Rev. Anne: Congratulations. I'm really watching how your business is flourishing. So, what's the top thing that people don't know about accounting?

Maddie: Your accounts are like a storybook that tell you the story about your choices and successes and the opportunities you've got in front of you.

Most people think of their money as something they've got to get together for tax season. The reality is different.

I had a client once who'd been a school teacher for 30 years and then she retired and wanted to be a travel agent. She bought an office and bought the furniture. She had the

money; she didn't have to borrow it, and then she realized she didn't know anything about being in business.

If she had just started at the beginning with a good plan, she might still have been in business today. She ended up with credit card debt and she lost her retirement funds. She could have protected it with a good business plan.

Rev. Anne: What a painful learning experience. Let's talk about a happy learning experience.

Maddie: The fun thing is to sit down with someone who is earning \$60k and wants to become an entrepreneur and look at the reality of how that can be created.

Then it's up to them to create it. I always recommend a business mentor or coach. That's really sweet to show how much they're going to have to earn per month, the debts they're going to have to pay off, the money they're going to have to live off.

Rev. Anne: I just did a virtual retreat with my Diamonds and that is something we went through.

Maddie: That's where a business coach comes in. What I work at is pulling together the numbers.

Number 1: You have to have a vision for the future.

Number 2: You have to understand the past.

Number 3: You need to understand your present.

Rev. Anne: Do you find that people new in the business are dewy-eyed and unrealistic?

Maddie: What I find is a lot of people who are fearful because they don't know how to do what they want to do. If you can break it down into steps they can follow, this replaces this fear with confidence and then they can move through it.

The accounting is a reflection of that activity. The numbers don't lie. If you're in business and you've got zero income, I know a lot about you from that.

Rev. Anne: What does that tell you?



Maddie: This is not a fun conversation, but it tells me that you're not doing the work because you don't know how to do the work, you're not doing it for whatever reason, or you're filled with fear.

That's where a good mindset and business coach comes in.

Usually it starts at zero then goes to \$1K/month, then \$1.5K, then \$3K, then \$7K, band on up.

Maddie: Your accounting records are the language describing what happens in your business. They're a book with a beginning, a middle, an end, a sequel. Every month there's a chapter....sequentially ordered.

Rev. Anne: How does the economy affect small businesses? We've seen a whole lot of businesses go under in the last 5 years.

Maddie: I have a funny belief about that. I think that in many ways we create our own economy by the choices we make and the things we do. If we're not willing to step out, it's easy to blame the economy.

There's a lot of people right now earning a lot of money. What's the difference between those people and people who are blaming the economy?

Rev. Anne: It's also skillset.

So, what's the first thing that entrepreneurs are shocked about with their finances?

Maddie: Their expenses! Most entrepreneurs look at their bank balance. I have people walk into my office and say they earned \$120k last year but they owe taxes. And they say, *"But how can that be so, because I have no money in my checking account?"*

This is important because you can make business decisions before 31st December now to help yourself: if you know you're going to have income in 2014 and you're going to have expenses in January, you can purchase those things in advance in December.

If you know you have a loss, you might see if you can bring the income forward into December to offset that loss. To be able to make those decisions, you need to be able to know the numbers.



Rev. Anne: Let's talk about results that you've helped clients achieve. I know you work differently to anyone else I know. You're a conscious CPA; you offer a service that is very sacred.

Maddie: What you said in the beginning of the call is the relief that you felt, the peace of mind.

Rev. Anne: That looks like Francisco and I not spending a couple of weekends pouring over receipts and putting together lists. There was just no comparison this last time.

We did not get growly with each other. Now I send you the information in a systematized way and you take care of it. I've not uplevelled to the service that you're talking about here.

Maddie: I won't give up! I'll keep offering it to you. [laughter]

Some people start slowly; some people dive into the deep end of the pool. We have both types of clients. The real value in what we provide is peace of mind. Over the course of years, you have better records, you make better decisions, you have more to protect to pay less taxes. That is something you have to grow into.

Rev. Anne: What's the one thing you want our listeners to know about you?

Maddie: I want every business owner to know that they don't have to do it alone. Usually most business owners don't even show their cheque book to their spouses. You can have someone in your corner, helping you make it happen.

Rev. Anne: How would you suggest someone make that happen? It wasn't until I was in pain that I knew I had to have that help. There is the urgency factor, which will always cause someone to take action. But how would they go about finding their first person? Obviously contact Maddie, but if she's not available, then what?

Maddie: We've got an educational program that we're offering now. But you want to go in and talk to the people. Get on a conversation and make sure that you have a connection to that person, and that person understands the business you want to be in.

If they don't support you in that initial conversation, then you need to go somewhere else. Don't just take whatever you can get... in life. Search out the best for you and make sure you are well-served.



Rev. Anne: Yes, understand that you're co-creating and don't have to be passive.

Rev. Anne: So tell us about your gift. I know you have a gift for everyone.

Maddie: I have a free gift a little ebook about *5 Simple Steps to Make and Keep More Money in Your Small Business*. It's a short book on where you want to be from a financial picture and the things that are important to get in place. You can find that at www.makeandkeepmoremoney.com.

Rev. Anne: And Maddie, please tell people where they can find you online for your programs.

Maddie: My website is www.MaddieBrown.com.

Rev. Anne: Maddie, thank you so much for being with us today. This is such a perfect conversation to have this time of the year for the tax year but also to get their finances in order and to feel at ease.

I'm going to stop here because I want to say something before the end.

I haven't shared this with many people: this is the last show we're doing on the *Divinely Intuitive™ Business* Radio Show, and my business has grown so much and it has become almost unwieldy in some ways since the show takes a lot of time and energy.

We're really proud of what we've created. Every show has been amazing, we've enjoyed ourself so much. And Maddie is the perfect person to finish with.

I didn't make the decision until last week, and I feel relief and gratitude, and I have to recognize that I need to focus my time and energy in other areas of my business. Thank you very much, everyone, for having played with us for this time; it's been seven months - a lot of calls and guests.

[Closing Blessing]

Thank you all.

We are so grateful that you have spent your time, not only today, but on the other shows. You have contributed to us in a powerful and abundant way.

Now take your gifts, be clear about your vision, know that you are here to do something magnificent and powerful and that you're always being led by the Divine.



Rev. Anne Presuel
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