Struggling to Diversify your Practice without a Proven Systematic Process?

**Presenter:** Tracey Loubser  
**Date:** Wednesday 1 July 2015  
**Time:** 7.30am – 9.30am  
**Venue:** IPA WA Division Training Room  
Suite 9, 100 Mill Point Rd, South Perth WA  
**Fee:**  
- Early Bird-Register before 24 June  
  Member $155.00  
  Non-Member $190.00  
- Regular-Register after 24 June  
  Member $165.00  
  Non-Member $200.00  

**Includes:** Session notes and Light Breakfast  
**CPE Hours:** 2

**Introduction**  
As a partner of your own practice, are you tired of the hysteria around “on-line pressures” and cheap overseas competition? Are you torn and confused about how to “Diversify” your practice away from Pure Compliance & Tax, while still improving your bottom line? Monthly or even quarterly performance reviews with your SME clients, may be the answer, but how do you do that without structure and a proven systematic process?

Join Tracey as she shares her 6 years of “in the trenches experience” of exclusively executing & selling “Financial Performance Reviews” to small to medium business clients.

**Topics**  
- The 7 Step “Proven Profit Boosting System” for Raving Fan Client success.  
- How the repeat revenue from happy clients can fill your bank account.  
- How only a handful of “Financial Performance Review Clients” can contribute upwards of $250 000 in your Annual Revenue.  
- How the value of this program is in the “How to execute” Financial Performance and also  
  - How to Market and Sell to clients who are actually asking for and expecting these programs from their accountant.  
  - How to Price correctly - the Dos and Don’ts, and a lot more.

**Learning Objectives**  
On completion of this seminar attendees will understand;  
- Why the 7 Step “Proven Profit Boosting System” gets results for clients?  
- How it could work for you and your team?  
- What the next steps could look like for you and your practice?

**Recommended For**  
Partners. Partners are more than welcome to bring along Key Team members to this Discovery Session.

**About the presenter**  
**Tracey Loubser** | Confident Cashflows  
Tracey Loubser has been called the ‘Queen of Cash flow’ by her clients. She is a Hons. Degree qualified accountant with over 18 years’ experience working within professional practice at Deloittes; in the corporate environment focusing on Financial Accounting, Management Accounting and Risk Management; and in the past six years directly with small to medium business owners. By sharing her Step by Step Systems, Tools and Templates, Tracey is on a mission to transform the small business success rate FOREVER. Tracey also shares the “missing” Marketing and Sales elements that others don’t teach - so that THIS program, unlike others, EARNs more Regular Revenue and Builds “A grade” clients into “Raving Fans”

**Success Stories**  
“Having more fun in my practice” – (Consulting & Compliance client 2 months after training! (4 times revenue)) Cat Paz (CA) Kalahari Business Advisors


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Registration Form and Tax Invoice
ABN 81 004 130 643

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Register on-line at publicaccountants.org.au or complete registration form and return to:
Institute of Public Accountants, Locked Bag 9, South Perth, WA 6951
Ph: 08 9474 1755 Fax: 08 9474 2911

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Dietary Requirements

Payment Details
This document will be a Tax Invoice for GST purposes when you make full payment. Please keep a copy for your records.

Amount Payable
Early Bird $155.00 $116.25 $190.00 (Registration Fee includes GST)
Regular $165.00 $123.75 $200.00 (Registration Fee includes GST)

Regional Members: All regional members located 200kms from Perth are entitled to a 25% discount on the registration fee.

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