



### Accountants For PROFIT

Helping you build a business you love so you can live the life of your dreams!

Profit is the ultimate KPI for any successful business. It lets you earn the CEO salary you deserve, work the hours you want, and engage with clients you love!

Our goal is to help you build a brilliantly profitable business with a persistent, consistent revenue-generating strategy and robust systems and processes that can deliver your product or service and delight your customers, while taking up less of your time.

Your goal? Take home more money, pay less tax, and spend more time with the people who matter most.

Shall we talk?

[BOOK YOUR FREE DISCOVERY CALL NOW](#)



Social Media Agencies



Educators and Course Creators



Professional Services



### ACCOUNTANTS FOR YOU IF YOU:

**More Profit**

- Less tax paid
- More profit made
- More cash collected

**R** Want more profit, more time, less stress and more fun!

**R** Want to scale your business efficiently and profitably to your first or next million.



- R** Are ambitious, dynamic and serious about paying yourself the CEO salary of your dreams.
- R** Are ready to step into the role of CEO of your business and start outsourcing roles that you know you should not be doing yourself.
- R** Know that you need to know your numbers to be able to make informed and profit generating decisions.
- R** Recognise that setting clear actionable goals and creating plans to achieve them is critical to achieving your goals.
- R** Are looking for a reliable, trustworthy, effective virtual finance team, who are genuinely committed to your business's growth.

## IT'S TIME TO STEP INTO THE ROLE OF **CEO OF YOUR OWN BUSINESS!**

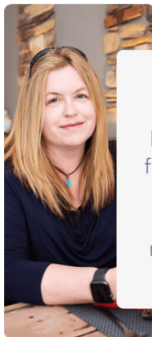
We have three levels of service, designed to take you to the next stage in your business journey.

Consider us your virtual **finance** profit team! We handle the number crunching, reporting, tax sorting, money managing, and financial insights so you can focus on what you love best – serving your clients and growing your business profitably!

This is the gamechanger for your business, allowing you to fully step into the role of CEO confident that your numbers are taken care of.

We are all the finance wizardry you need, at a fraction of the cost full-time finance department.

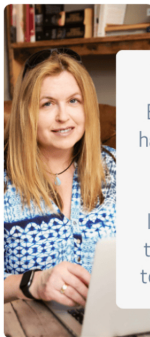
### **6 FIGURE BUSINESS**



#### **Profit Builder**

Entrepreneurs looking to hit their first or next £100k, probably taking home £2-5k per month and looking to grow.

### **MULTI 6 FIGURE BUSINESS**



#### **Profit Creator**

Entrepreneurs who have built a business with strong foundations and looking to increase their take home pay to £10k+ per month.

### **7 FIGURE BUSINESS**



#### **Profit Master**

Entrepreneurs with a robust business model ready to scale to their first or next million and take home £20k+ per month.

## OUR GOAL IS TO MAKE SURE YOU ARE PAID THE **CEO SALARY OF YOUR DREAMS!**

- R** £10k+ take home per month
- R** Company car of your dreams!
- R** Medical insurance for you and your family.
- R** £60k per year into your pension pot
- R** The business paying your personal taxes.



**WANT TO LEARN MORE?**

READY TO BOOK YOUR FREE DISCOVERY CALL NOW?

## OTHER WAYS TO WORK WITH US TO SMASH YOUR PROFIT GOALS!

(Without having to change accountants!)



### Profit Accelerator

Our 6 Week 121 Accelerator to Unlock Consistent £10k+ Take Home Month. Hit the ground running with weekly calls and accountability.

LEARN MORE



### Profit Programme

Our 6 month close-knit, high-touch accountability programme to help you achieve £10k+ take-home each month, quickly and efficiently!

LEARN MORE



### Profit School

Monthly membership for entrepreneurs who want to take £10k+ home per month. Learn and earn at your own pace with support when you need it.

LEARN MORE



### Power Hours

Xero training and troubleshooting. The help you want, when you need it most.

LEARN MORE

## SOME OF OUR PROUDEST CLIENT RESULTS

FROM £200K ANNUAL LOSS TO £200K MONTHLY PROFIT IN 2 YEARS



£10K MONTHLY TAKE-HOME + TESLA + £40K INTO PENSION PER YEAR



£60K OVERDRAWN DLA PAID OFF IN 12 MONTHS



4 DAY WORKING WEEK AS PRODUCT MIX GENERATES PROFIT 24/7



DIGITAL NOMAD TRAVELLING THE WORLD WITH THE RIGHT APP STACK



## SOME OF OUR FAVOURITE TOOLS



Dext



CHASER



BOOK YOUR FREE DISCOVERY CALL

FREE CALCULATORS




## FREE CALCULATORS

Here are three ways to help you create more profit or keep more of your hard earned cash:



**WORK FROM HOME  
CALCULATOR**

Calculate the TAX FREE work from home allowance that you can claim from your business.



**CHARGE OUT RATE  
CALCULATOR**

Work out what you need to charge to build a profitable business!



**GOAL SETTER  
CALCULATOR**

COMING SOON!

## WHAT OUR WONDERFUL CLIENTS SAY ABOUT US

**ANNYA STODDART**  
THE PAIN CLINIC

Lisa has really helped me make my whole accounting process a lot easier to process and understand. Working via the Cloud means its easy for us both to access my information without me having to copy and post stuff and she can quickly help me resolve any problems I come across. I have already recommended her to one of my patients and I wouldn't hesitate in doing so again.



**JILL BARNICOAT**  
VETSTREAM

Lisa and her team are always there for you to answer any questions. Efficient, friendly and very professional.



**PETE CUFF**  
FUTURE SOLUTIONS LTD

Fantastic company with friendly, knowledgeable staff: highly recommended




**JEREMY MASCARENHAS**  
STRETCH COMMUNICATIONS LTD

Very happy with Lisa and the team. We originally moved to Caseron from an in-house solution as we hoped that it would be more cost effective and more reliable. We were right. We've been working together for over 5 years now and their services have helped us to grow turnover exponentially in that time, which wouldn't otherwise have been possible.




**EMMA & HANNAH**  
YOU'RE CHERISHED

Lisa has been such a support to us at Cherished. Her professionalism, efficiency and knowledge is second to none. I cannot imagine where we would be without her. Not only are her and her team professional they are incredibly relational. There is no one else I would recommend. Go to Caseron for all of your accounting needs! It's a no brainer.



**MARK JOHNSTON**  
VETSTREAM

Lisa has been our company's accountant for a good number of years now. I call her the "turnaround kid" as she enabled a total transformation in our financial situation. Thank you for everything you have done and continue to do.




**AMANDA FELLINGHAM**  
OPENULTRA (FELIXSTOWE) LTD

I have been with Caseron for 10 years now, the team are great and have helped through the highs and lows of running a business, always giving you more help than you thought you needed and just so good at giving me the help I need,




**ASHLEY THWAITES**  
TOOLBOX DESIGN LTD & MY PET PORTAL LTD

Lisa has been doing my accounts on multiple companies for 10+ years and has been fantastic and super supportive in every aspect. 5\* just



**ALEX STEVENSON**  
LILY LA MER LTD

I moved accountants to Lisa & the team at Caseron in 2017. They've handled two of our businesses (about to be three) tax returns, and our personal returns ever since. The whole team are fantastic, their communication is straight forward, the reports





thank you for being there for me!



isn't enough!



comprehensive and clear advice is always welcomed. I genuinely can't recommend them enough!



## MEET YOUR PROFIT PROS



Chief Cloud Accountant  
**Lisa Dickson**

"The Profitologist"

*We love what we do, we expect you do too. My job is to help you find more time to do what you love, create more profit and take home more pay. Helping you achieve your goals at an affordable price.*



Sales & Strategy  
**Paul Dickson**

"The Player"

*I love golf and do a lot of my networking on the golf course! A not so silent partner, disruptor and challenger – pull up a chair and tell me about your business!*



Cloud Accountant  
**Nicky Carter**

"The Number Cruncher"

*I help you know your numbers! I prepare the management accounts and business reviews so you can understand how your business is performing and what your numbers are trying to tell you.*



Cloud Bookkeeper  
**Tom Quick**

"The Collector"

*I collect paperwork, data and cash! I do your bookkeeping, reconciliation and credit control. I love hunting down all your missing transactions and getting your overdue customers to pay.*



Cloud Accountant  
**Emily Drewery**

"The Completer"

*I keep you compliant! I prepare your annual accounts and tax returns making sure we maximise profit but minimize business and personal tax whilst meeting all of your statutory deadlines.*



Love and Hugs Provider  
**Koda and Gruff**

"The Boyz"

*Providers of love, hugs and kisses. We make sure everyone is feeling happy and stress free. We love meeting new people and are generally quite excitable. We like to run off with your shoes and help you eat your lunch!*

## LET'S TALK!

For a free no-obligation 20-minute discovery call – click on the link below.

This will take you directly to my calendar so you can book a call at a time that suits you.

[BOOK YOUR FREE DISCOVERY CALL](#)



