

A photograph of a woman and a young girl in a kitchen, both smiling and wearing aprons. The woman is on the left, holding a cookie on a stick. The girl is on the right, whisking ingredients in a bowl. The image is overlaid with a semi-transparent pink filter.

# Manifesto

*What would you rather be doing, making  
cookies or doing your books?*

# Hello

Thanks for popping by to find out what working with us is like. It's great to have you!

We like to think that we remove the gobbledygook from the accounting process - and that's what this manifesto is all about. You don't have time to unravel a bunch of jargon, you've got a business to run, kids to pick up from karate, packed lunches to make. We know what that's like.

We'll talk a little about us, a little about you, the things we share in common, and how we'll help you achieve your business goals - it's as simple as that.

## Personal note from Cheryl and James

**“** *As parents to a tribe of 5, we fully understand the juggle of work and home life. Pink Pig Financials was born out of a dream of spending equal time doing what we love and being with the people we love.*

*We're driven to help other parents realise that they can find flexibility and do both!*

*Although we don't exclusively hire parents, we are a family focused business - so you'll find that many of the team are also hard-working multi-tasking mums. Everyone on the team shares an understanding of what it's like to be a working parent! That understanding helps us build long lasting relationships with our clients.*



# We are parents in business who support parents in business

*When we set up Pink Pig Financials we identified we were on a duel-mission.*

## MISSION 1:

To make the accounting process as quick and simple as possible for parents, so our clients can focus on their businesses and doing the things they love with the people they love.

## MISSION 2:

We want to give other hard working parents an opportunity to join our team; we offer flexible working that fits around our children as we recognise how important it is to be present in their little lives.

Imagine how good it feels to set your own working hours...

- To never have to ask permission to be at a school play or sports day
- To enjoy those long school holidays with the kids
- To be there for the important stuff

And still have business nailed business done. **That's what the mission means to us.**

Now imagine sales expanding, your team expanding, your profit expanding...

- You start to feel more like a business owner and less like you're just doing a job.
- You have time for that holiday you've been putting off for years
- Your thoughts about the dream house stop being a dream and become an action plan.

**That's where we want the mission to take you.**

# Everything we do is guided by our 7 values

*These are the foundations we stand on. They are the principles that guide our decisions, and direct our day to day operations.*



## 1. FAMILY-FOCUSED

Our whole business ethos revolves around families.



## 2. UNDERSTANDING

We are all rowing in the same boat, our team is doing it too!



## 3. SIMPLICITY

We make your accounting process as easy as possible, so you enjoy more quality family time.



## 4. FUN

We all love an app! By having your accounts accessible 24/7 on your phone means real-time accounting – and that's not boring!



## 5. CONTINUOUS IMPROVEMENT

Always bringing you the latest info and best tech available to make your accounts faster and your life easier.



## 6. MAKE A DIFFERENCE

We change people's lives; it's all about you and your family.



## 7. HEART

We have a heart; we care and are with you every step of the way. We will celebrate your wins with you and help nurture and grow your successful business.

If you're thinking about working with Pink Pig, we know these values are important to you too.

# More about who we work with (that's you!)

*You are:*



Looking to set up a new limited company – either as a new business or changing from a sole trader to a limited company



Already in an existing limited company



Wanting a better life for you, your business and your family



Searching for an accountant who does more than simply tick a box



Needing professional support at every step of your journey

## ARE YOU A SOLE TRADER?

There are a couple of things we don't do at PPF. We don't deal with Quickbooks or Sage and we don't do Sole Trader Tax returns.

The more we work with limited companies, the less demand there has been for us to provide a tax return service for Sole Traders, so we called an end to this service in 2019.

This goes hand in hand with Xero-only approach, as many sole traders we meet started out with Quickbooks and are happy with the service it provides them.

We do still want to make sure you find the perfect match for you though - so [here's our very best recommendations](#) of accountants you will love!



# You're not just building a business, you're building a future

Here at PPF, we believe in setting goals from day one.

As your business grows and changes, your goals will change too. When Cheryl first set up Pink Pig Financials she was a single Mum to two young boys.

*"My initial goal was to cover the bills and be able to work around the kids. That would feel like an achievement. Fast forward six years, life has completely changed and I'm now happily married with a tribe of 5, working towards purchasing a second home in Cyprus. The goal is to eventually move out there when the kids are grown up. But between now and then, our lifestyle goal is to explore the world as much as possible. We've adapted the business to become fully digital so we can work from anywhere in the world"*

Your future is our top priority. You want to be able to enjoy the work you're doing in the present, but also be able to **plan for the bigger picture** - more family time, more holiday time, more time for the community, moving abroad, moving to the country - whatever a good life looks like to you.

We keep your changing goals in mind at every stage as we work with you.



# How we help you build your future

## *Stress-free accounting with a big picture focus*

Hands up if doing the books gives you the fire in your belly....?

Chances are, the PPF team are the only ones with their hands in the air. And that's okay, because bookkeeping and accounting is our passion. We know how powerful your numbers can be for bringing your dreams to life.

But it's hard to let your ambition lead the way when you feel trapped by admin and financial obligations (not to mention trying to make it to school plays, sports days and after school clubs runs).

So let's talk about how better accounting can free up space for your ambitions.



# We start by identifying what stage you're at

If you're a parent, you'll know all about different stages of development. As our children grow, we're used to thinking about what's coming up.

What's the next big milestone? And how did it all go so fast!? What will life look like for our family in ten years time?

We think about your business in stages too.

Our business blueprint helps you identify where you are, and what you need to move forward.



## BREAK GROUND

At this stage, it's all about laying foundations. You're fed up of building someone else's empire, but where do you start with building your own?

g Understand everything that's involved in [starting a business](#).

g Nail the finances with the best apps - [book a Xero workshop](#).



## BUILD

Time to take on your first employee, move into your first office. You might finally be able to delegate some stuff! But as your business starts to expand, you need to make sure you have control.

g Bring in reinforcements - Save time, [get support with bookkeeping, VAT and payroll](#).

g Cash flow is key at this point - [download our cashflow calm guide](#).



## EXPAND

You're stretching the business more and more. With the right people and systems, you'll start to feel more like a business owner should. You might also be able to start reaping some of the rewards of all your hard work.

g You need a financial roadmap to make your goals a reality. You're ready for [monthly forecasting](#)!

g You'll have more expenses now, so [credit control](#) needs to be a seamless operation.



## LIFESTYLE

You've achieved financial freedom, but more importantly, time freedom. At this stage, you're living whatever an ideal life means to you - moving the business forward instead of working within it.

g Plan for your personal future - talk to us about mortgage planning and pensions.

g Plan for your business future - talk to us about succession planning and selling up.

# Understanding your today

*To get where you're going, you need to know where you are now.*

**Everything starts with bookkeeping.** This is where we provide you with the key numbers you need to be able to make decisions about your business. Getting the foundations set up and the bookkeeping running smoothly will help everything else work together. When we have accurate and regularly updated numbers, we're able to concentrate on other aspects of your accounts, and help your business to flourish.

This includes:

- **Getting you paid faster**
- **Dealing with your tax obligations**
- **Running payroll for you**
- **Providing you with HR support**

# Forecasting your tomorrow

Once you've freed up your time, we can start to turn your ambition into a plan. Forecasting helps us take practical steps towards your ideal lifestyle.

How?

**Business planning:** we help to put your goals in writing and work out your plan of action for the coming year to get you closer to achieving your goal.

**3-way cashflow forecasting:** we can set budgets, compare what-if scenarios, visualise your performance against your targets, as well as forecasting your cashflow over the next 3/6/9/12 months.

**Flexible reporting:** we design your own view of the past, present or future. It works for any industry/KPI (key performance indicator). We can create Boards (reports) for you, and anyone else who needs to know.

We help you really know your business, inside out, so you can turn insights into action. All in a real time view.

## UNDERSTANDING TODAY

Bookkeeping  
Credit Control  
Payroll  
HR Support  
Online Accounting

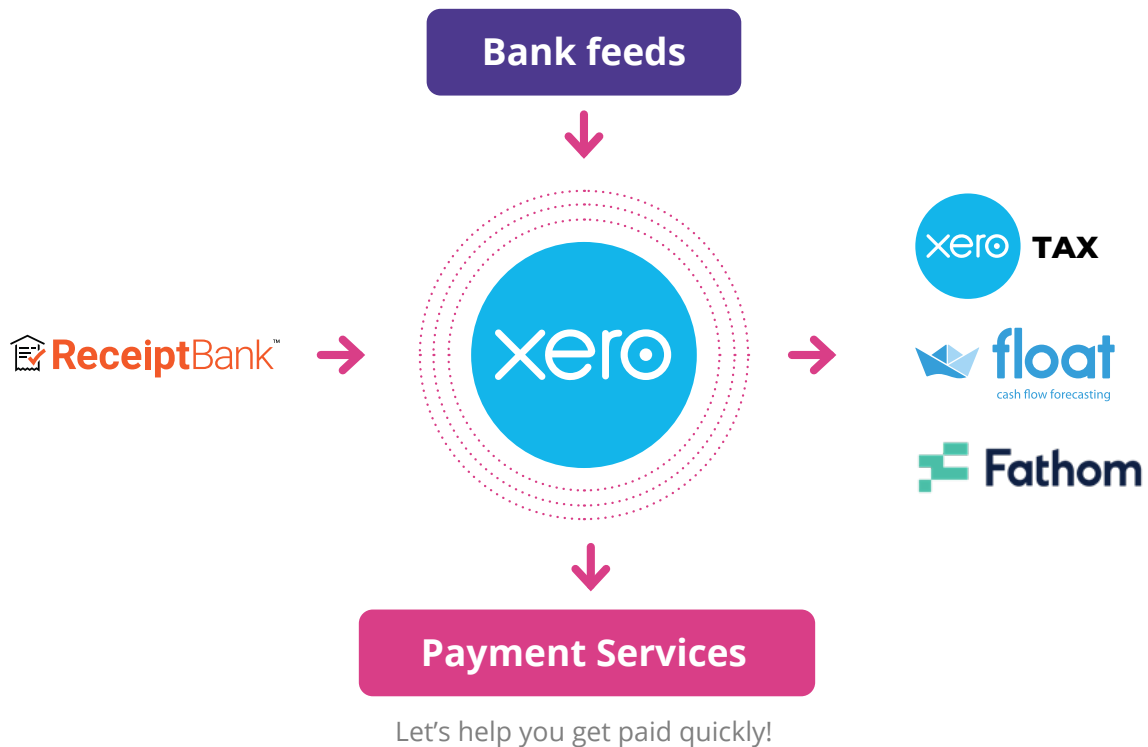
## FORECASTING TOMORROW

Business Planning  
Cash Flow Forecasting  
Tax Planning  
KPI Improvement  
Budgeting  
Business Development



# Every step of the way, Xero makes the journey easy

We make the accounting process as quick and simple as possible by using the best online accounting software and apps.



# How to get started

*Getting started with us really is as easy as 1, 2, 3.*

You'll tell us about you, we'll book a call to get to know you better, and then we'll produce a proposal that suits your identified needs.

## TELL US

Complete our quick questionnaire on the next page; at the end there is a link to click on to book a free 15-minute telephone consultation. This discovery call allows us to go over your current situation and explore future requirements.



## IMPROVEMENTS

We'll book a proposal meeting (either Zoom call or in person) where we can talk, in greater detail, about what isn't working for you, what you need help with, how we can solve your problems and help you, and even give you some quick wins to take away with you whether you decide to work with us or not – no pressure!



## PROPOSAL

We will then produce a proposal in the meeting that you are welcome to sign there and then if you are ready to come onboard with us. Alternatively, a copy can be sent to your inbox whilst you're still with us for you to read over and make a decision on, at your leisure.



During the process we'll make sure you know exactly what to expect, starting at day one.

[Click here to see what the first month will look like.](#)



*We can't wait to get to know you better and hear about your big dreams!*

[Complete the questionnaire](#)



01245 791164

[hello@pinkpigfinancials.co.uk](mailto:hello@pinkpigfinancials.co.uk)