

Virtual Bookkeeper's Business Model Comparison Chart

Review the advantages and disadvantages to each model and place a checkmark next to the one that best fits YOUR priorities and the vision for your ultimate business goals.

✓	Model	Advantages	Disadvantages
___	Solo Freelancer	<input type="checkbox"/> Flexible schedule <input type="checkbox"/> Low overhead <input type="checkbox"/> 100% Quality Control <input type="checkbox"/> Only a few clients needed <input type="checkbox"/> Work only with clients you love <input type="checkbox"/> Reasonably consistent workload & income potential <input type="checkbox"/> Most new clients by referral	<input type="checkbox"/> Income limited by your capacity <input type="checkbox"/> You must do everything yourself <input type="checkbox"/> May feel isolated / lonely <input type="checkbox"/> Some marketing required <input type="checkbox"/> Must keep up with technology
___	Bookkeeping Consultant	<input type="checkbox"/> Higher fee level <input type="checkbox"/> Reasonably flexible schedule <input type="checkbox"/> 100% Quality Control <input type="checkbox"/> Work only with clients you love <input type="checkbox"/> Working on retainer is common <input type="checkbox"/> New clients often by referral	<input type="checkbox"/> Monthly income fluctuation <input type="checkbox"/> High level of expertise required <input type="checkbox"/> May require occasional travel <input type="checkbox"/> More marketing required <input type="checkbox"/> Must keep up with technology
___	Virtual Assistant	<input type="checkbox"/> Variety of service offerings <input type="checkbox"/> Low overhead <input type="checkbox"/> 100% Quality Control <input type="checkbox"/> Only a few clients needed <input type="checkbox"/> May join a virtual team <input type="checkbox"/> Client hourly commitment is common <input type="checkbox"/> New clients often by referral	<input type="checkbox"/> Fee levels may be lower <input type="checkbox"/> Income limited by your capacity <input type="checkbox"/> Marketing required <input type="checkbox"/> Must keep up with technology
___	Bookkeeping Subcontractor	<input type="checkbox"/> Little marketing required <input type="checkbox"/> Few business expenses <input type="checkbox"/> Consistent workload & income <input type="checkbox"/> Only a few clients needed <input type="checkbox"/> May join a virtual team	<input type="checkbox"/> Lower fee level <input type="checkbox"/> First clients may be difficult to acquire <input type="checkbox"/> Clients may require non-compete agreement <input type="checkbox"/> May have little end-client contact <input type="checkbox"/> Clients may act like employers
___	Multi-Bookkeeper Firm	<input type="checkbox"/> Substantial revenue potential <input type="checkbox"/> Mid-market clients likely <input type="checkbox"/> Diversified & stable revenue base <input type="checkbox"/> Team-based services <input type="checkbox"/> Manage only – work performed by employees / subcontractors <input type="checkbox"/> Few limitations on capacity	<input type="checkbox"/> Quality control may be an issue <input type="checkbox"/> Client & contractor procedures & communications more critical <input type="checkbox"/> Technology costs may be higher <input type="checkbox"/> May eventually need to move to office-based location <input type="checkbox"/> Higher overhead