

A person in a kayak is silhouetted against the ocean at sunset. The sky is a mix of blue and orange, with soft clouds. The water is dark with gentle waves. The person is in the lower center of the frame, holding a paddle.

THE 5  
REASONS  
YOU  
SHOULD HIRE  
A  
BOOKKEEPER  
FOR YOUR  
BUSINESS

HEATHER DE JESUS

THE OCEAN

*1*

KEEP YOUR FOCUS ON CORE BUSINESS

*2*

STAY OUT OF WHAT YOU DON'T REALLY KNOW OR  
UNDERSTAND

*3*

MAINTAIN A WORK-LIFE BALANCE

*4*

ESCAPE THE TEDIOUS ASPECTS OF  
BUSINESS

*5*

ENSURE CORRECT TAX FILINGS

HEATHER DE JESUS

# 1

## KEEP YOUR FOCUS ON CORE BUSINESS

A startup needs the attention of its founder, including his or her attention to growing the idea into a viable product or service. That means that, as that founder, your time should be devoted to strategy, marketing, funding and other key areas that require your focus over the daily operational tasks of a business.

# 2

STAY OUT OF WHAT YOU DON'T REALLY KNOW  
OR UNDERSTAND

NOT MANY FOUNDERS HAVE  
BACKGROUNDS IN FINANCE OR EVEN  
A WORKING KNOWLEDGE OF  
ACCOUNTS PAYABLE, ACCOUNTS  
RECEIVABLE AND TAXES. IT'S  
BETTER THAT A PROFESSIONAL  
WHO TOOK COURSES AND WAS  
CERTIFIED IN THESE AREAS HANDLE  
THOSE ASPECTS OF THE BUSINESS.

THAT WAY, MISTAKES WILL BE LESS  
LIKELY, AS WELL AS ISSUES THAT  
COULD COST YOU MORE MONEY.  
PAYING BILLS LATE MAKES IT HARD  
TO GET BUSINESS CREDIT WHEN  
NEEDED.

# 3

## MAINTAIN A WORK-LIFE BALANCE

WHILE YOU COULD FOCUS ON CORE BUSINESS NEEDS AND HANDLE EVERYTHING ELSE IN YOUR STARTUP, THE PROBLEM IS YOU'LL HAVE NO TIME LEFT AT THE END OF THE DAY OR WEEK FOR YOURSELF OR YOUR LOVED ONES.

THEREFORE, YOU'LL BE MISSING THAT BALANCE EVERY PERSON NEEDS IN ORDER TO STAY HEALTHY AND NOT BURN OUT ON WHAT YOU ARE DOING.

# 4

ESCAPE THE TEDIOUS ASPECTS OF BUSINESS

IT'S HARD TO IMAGINE THAT THE FINANCIAL ASPECTS OF YOUR BUSINESS MAKE YOU EXCITED. YOU LIKELY HAVE NO PASSIONATE FEELINGS ABOUT TALLYING UP PAYROLL OR WRITING CHECKS TO PAY THE BILLS.

HOWEVER, YOUR BOOKKEEPER MAY ENJOY THOSE TASKS, SO IT MAKES SENSE TO HAND OVER THESE AREAS TO SOMEONE WHO DOES THEM -- AND DOES THEM WELL -- BECAUSE OF THAT MOTIVATION.

# 5

## ENSURE CORRECT TAX FILINGS

THE LAST THING YOU WANT IS TO GET AUDITED OR HAVE THE TAXMAN AFTER YOU JUST BECAUSE YOU FORGOT THOSE QUARTERLY OR ANNUAL TAX FILINGS. DEPENDING ON THE TYPE OF BUSINESS STRUCTURE YOU'VE CREATED FOR YOUR STARTUP, YOU WILL HAVE VARIOUS TAX REQUIREMENTS, INCLUDING ESTIMATED TAX PAYMENTS, CORPORATE TAX PAYMENTS, 1099S FOR CONTRACTORS OR FREELANCERS AND OTHER FILINGS.

IT'S IDEAL TO FIND A BOOKKEEPER WHO CAN HANDLE TAXES AS WELL AS PAYROLL AND OTHER FINANCIAL ISSUES.