

# The 3-Pillar Framework For Success By Andree Scallion

My philosophy is simple: Don't just grow a bookkeeping business. Build a sellable asset that runs without you & gives you options.

Here are 3 keys to my success that I believe any established bookkeeper can implement in less than a week that can make a massive difference in growing your bookkeeping business and getting paid what you truly deserve:

1. **Target Serial Entrepreneurs** – Focus on business owners who build, buy and sell companies; one relationship can lead to multiple engagements.

(**“Work with fewer, better clients.”** One serial entrepreneur can be worth five ordinary clients.)

2. **Rebrand as an Outsourced Controller** – Drop the “bookkeeper” label and adopt the more strategic “controller” identity to command higher fees.

(**“Stop being seen as ‘just a bookkeeper.’”** Adopt the outsourced-controller title and watch how clients’ willingness to pay changes overnight.)

3. **Follow Through & Build Relationships** – Be responsive, proactive and act as a partner, not a commodity.

It's different, and it sounds simple, but this is what served me well for more than 10-years and allowed me to sell my bookkeeping business for a profit.

I haven't seen anyone else talking about this because it's a unique and different approach to building a bookkeeping business that I developed and refined myself over the years.

This is the exact approach that helped me grow my business faster to 6-figures and get paid more while working less and eventually allowed me to sell my business so I could start my next chapter in life and pursue my other passions.

If you want additional help implementing this model into your own bookkeeping business so you can start seeing results even sooner, I'd like to invite you to join my Skool community where I hold live virtual Zoom coffee dates every week and you can come hang out with me and ask me any questions you have to help you grow your business on a weekly basis.

It's the fastest way I know where I can personally help you overcome any hurdles that may be stopping you or holding you back from getting the results you want and deserve.

Skool:

<https://www.skool.com/sellyourbookkeepingbusiness/about>

YouTube:

<https://www.youtube.com/@SellYourBookkeepingBusiness>