

My Submission Tasks

☒ Comments On

☒ 4 Questions for Winners Writing Process

1. Who is the audience

CEOs

They are having issues with their back-end accounting mainly due to growth

2. Where are they currently at now(current state)

Most of them are aware of a problem or feel there is one within their back-end. They might not have accurate reports or a strategic financial plan at all.

They are typically having issues with messy accounting due to unprofessional accountants with a lack of experience and expensive in-house costs. They are considering hiring a full-time CFO but the cost doesn't make sense for their businesses in this phase.

CEOs have more on their plate as they try recruiting and training accountants who constantly repeat themselves, push paperwork themselves, or hire a full-time CFO

3. What do I want them to do

Major Goal-

Schedule a free consultation call to discuss their business with an accounting consultancy.

Minor Goal- get them to put in info for the lead magnet to download the case study

4. What are the steps that they need to experience

Ceo's are decision-makers, they tend to already be aware of fractional cfo's. But their not really sophisticated about them or other solutions, they need help choosing the best solution for their financial problem. Fractional CFO service serves as a cure-all.

They need to experience a professional rapport that they can ultimately trust and work with accountants who are knowledgeable and provide excellent service/support.

Ensuring their security/safety so that they can handle the financials of their company for future growth.

You also need to:

Tell us if you tested your copy (if yes, how it performed).

-No it has not been tested yet

If you are sending the sales page or the landing page, explain the process of how the potential customer gets from point A, all the way to the sales or landing page.

The CEO goes through an organic post on LinkedIn or a paid Facebook ad and lands on clickfunnels (sales page)

Also, include:

1. **What are they thinking?** After seeing the fb ad they are thinking the following questions: of how can this business help me? Is this business credible? Do other people trust them?
2. **Where are they in a funnel?** Sales page
3. **Where are they emotionally and physically?** Emotionally they are stressed that they have financial issues and want to fix their problems in order to grow or continue to grow. Physically they are most likely at home or in the office working in their business

- ☒ **dream state-** be able to afford Deloitte and not have to worry about their back-end at all and receive the best financial support and guidance so their business thrives.
- ☒ **Write about the value ladder,** I show them where they are at and the options they deal with. I give them a case study for free to let them see how they strategies work. I then offer the book a free consultation call.
- ☒ **the value equation element,** I paint a movie in their mind about the dream state and after say that it is possible because our client has already done it and we have a lead magnet to show you our strategies. I go on to state that it is only a matter of a phone call and they can easily achieve the answers to their problems

☒ List Readers Roadblocks and solution/mechanism

RoadBlocks

- Getting capital funding for their business goals
- Poor Bookkeeping/Financial Records
- Insufficient Accountants or in-house system
- Lack of Financial Knowledge
- Full-time Cfos are expensive
- Lack financial Strategic Vision
- Ceos are already too busy

Solutions/Mechanism

- my mechanism is my clients knowledge, experience, systems and high-standard accounting practices
- My solution is free advice so that they can make an informed decision about their business

Product

- The free consultation is the product/My clients are the resource
- Getting advice/signing up for outside accounting services

☒ My Copy's Weaknesses and How I Should Improve

1. Structure is good, I need more fascinations which i will do, i also need to do another analysis of lizard brain. It might currently be boring.
2. CEOS will need to see social proof or some kind of metric to help my credibility. I know of one testimonial they have but they haven't gotten back to me with any data points or other testimonials.

☑ - Submit copy and in your personal analysis section explain how you have attempted to fix your own issues AND ask for feedback on your efforts

- This is my 4th iteration for review.
- I've modeled others' copy, plus improved the headline (again)
- I've made the text more appealing
- I have the structure, but I struggled with the discovery story, I could get more "ammo" from clients

Feedback Request:

- I would like to request a skimmed review of the entire copy to ensure the structure is good and let me know what pops out at you that I can improve upon

☑ 100 burpees

<https://rumble.com/v4f1xmq-1copy-review-4-barlak.html>

☒ Thank You!

Sales Page Copy
For Accounting Firm

CEOs Chuckle At Complex SMB Growth
As They Leverage Systems From Industry Titans
And Gain Financial Back-End Autonomy

ALL In 45 Minutes!

Dear Friend,

As someone who has helped dozens of CEOs scale
Small and Midsize Businesses in the 5M-15M revenue range..

*I understand the weighted pressure of having too much on your plate and
needing more time, resources, or expertise.*

Especially when it comes to your financial backend...

If you are anything like our past clients,

You're aware of your financial problem or have a gut feeling of one.

I admire the dedicated CEOs who put the heavy hat of accounting on their head while steering their company.

But The Truth Is..

You shouldn't have to.

Listen, it's simply not the best use of your time.

Are you still having to deal with..?

1. Always repeating yourself and explaining your guidelines
2. Recurring rookie mistakes
3. The *unnerving feeling* you have about the current status of your business financials
4. Late nights analyzing your financials
5. Trying to learn accounting on the fly

6. Showing up *empty-handed* **without financial reports and strategies** for Board Members

If you're experiencing ANY of these

You are currently spending your time

With at least 1 of these 4... "Solutions"

1. Going through endless headaches of recruiting, training, and trying to create the perfect accounting team.

Let's face it, maintaining staffing isn't what it used to be.

Especially in today's market, they either lack certain experience or professionalism.

2. Looking over your business to identify holes and plug financial leaks
3. Thinking about Biting the bullet and paying for an expensive full-time CFO
4. Unscrambling your financial data to make strategic decisions

But there is another option.

One that you haven't considered deeply..

This alternative will immediately **cure**
most if not ALL
of your **financial back-end** troubles
PLUS

You will Immediately Enjoy...

- ☑ **More time** for strategic work
core to your business
- ☑ Peace of mind that your **financial back-end** is
optimized by seasoned professionals
- ☑ **Exclusive access, to a wealth of**
corporate-giant financial resources



And I can guarantee you NONE of this will ever happen:

NO MORE feeling uncertain when you feel something might be off or worse, not knowing...

NO MORE questioning if your business is on the right track

NO MORE teaching the same things over and over with high in-house costs in attempts to assemble the perfect back-end team

And last but not least...

NO MORE being in the back end, pushing paperwork when you should be in the front seat, driving your company to Fortune

Let me ask you this

What Would YOU Do If You Had Deloitte backing up your every move?

Before I go any further...

I really want you to think about it.

What would *your* life be like if you had your entire back-end in order and could make a quick financial advisory call, **seconds** before making an important business decision?

Would you **finally get that funding** for your expansion?

Maybe you'd *easily* carry out your creative strategies with **support from all** boardroom members when the business is on the line...

Imagine your whole management team...
maybe your whole industry...
watching you lead your company to new heights
faster than your competitors

Imagine achieving your strategic vision
in less time than projected...

Imagine the **IMPACT** you could have on your legacy...

That's what happened to Herb n' Eden when they followed our strategies and implemented our systems.

(And I'll tell you all about that in a minute.)

But first, let me just say...

When you have **trusted guidance and accurate reports**
it **feels like almost anything's possible.**

Or at least that's what our clients tell us
See for yourself...

TESTIMONIALS

"I'm Speechless...Armand is like a brother to me... like it says in the bible you need good counsel around you to advise you" -Founder
Herb'n Eden

Your New Solution To Drive Revenue Growth
and Gain Financial Back-End Autonomy

Your Deloitte and Fortune 100 Experienced Financial Guides

Authentic Currency Promo 1

Erika Oulafade

Founder Of Authentic Currency, Fractional CFO Firm



Erika is a **results-driven leader** with a comprehensive background in accounting, finance, strategy, operations, and management consulting.

Erika has **Deloitte Experience** that she has **transferred and utilized** with the **finance functions** of large, mid-sized, and high-growth startup companies in the SaaS tech, consumer products, and food & beverage industries.

Armand Kadima

Founder Of Authentic Currency, Fractional CFO Firm



I have dedicated **over a decade** of my career **solely** to helping businesses **launch and maintain successful operations.**

As an accountant with expertise in financial reporting, taxation, and business strategy, I have used my skills to advise many of Atlanta's prominent businesses including **several Fortune 100 companies.**

Have you ever wondered what the top Fortune 100 companies do?

What systems do they use? How did they become so large?

What if I told you I would **give** you their systems?

What effect would that have on your business?

“Every business is a family business And every business is a family”

As a young accountant
I went into corporate America something felt off
I worked for Enterprise and Comcast which was an excellent experience

But I then realized

I couldn't pass down my accounting job to my descendants

I knew I needed to create and build a legacy

I then decided to take my experience and go out on my own in 2007
With several business ventures
I went through a variety of slaps in the face and falling to my knees

I then lent my expertise to one of the worlds largest steel producers and
industrial conglomerates, thyssenkrupp
I had helped launch the multi-billion dollar companies first IT shared
services division.

With this experience and having helped prominent business startups and
lending my financial guidance to multiple Fortune 100 companies over the
timespan of a decade

I knew I could widespread my impact

That is why we now have founded Authentic Currency

We noticed a gap in the market where businesses in the 5-15m get stuck.

This is because it is a significant milestone within the scaling stage of business.

When a business reaches around 10 million in annual revenue they outgrow the systems and processes that got them there.

The truth is that these same old processes won't get you higher than where you currently are and will actually start to hinder productivity and competitiveness

Our clients often get caught between hiring a full-time CFO or more small-time accountants.

We offer the best of both worlds with proven CFO guidance with every accounting need to offer businesses of this magnitude.

To ensure the success of these businesses we use what worked across numerous industries and compile it all into one tailored solution.

Most importantly, as your business grows we grow alongside them as their needs increase we increase our support

We offer the best of both worlds with proven CFO guidance, Deloitte accounting standards, and Fortune 100 systems all tailored to your business needs.

At a fraction of the cost.

We make it incredibly easy for you to utilize because you're guided through all the unknowns whenever you need it, 1-to-1, online, by an expert in the field (all in-house & US-based).

See How We Increased
Herb n' Eden By 836%
Within 1 Year

Don't believe me?

See for yourself

Download our full case study to see:

**What we do When founders have little support from previous accountants
and Virtually No Financial Records**

How custom Fortune 100 systems drove revenue growth every year

**How we rebuilt records from scraps and made an additional
100k for the company in year 1 of partnership**

**How Herb n' Eden grew in a recession
while other small businesses clenched onto cashflow**

**What to do when you can't get traditional funding
despite healthy cash flow**

What strategies we used to make Herb n' Eden 1.6 million in year 2

Get the full story here

We helped the two young founders scale to 5 million in 2023.

We still work with them and have become great friends.

Here are some other businesses that have implemented our custom solutions



The candid truth of your current accounting practices

I am just going to say it,

Your current accounting team lacks financial expertise, and relying solely on data analysis software may lead to unseen financial leaks.

CEOs often think they're on track,

but old systems and inaccurate data equal a flawed strategy.

If the numbers aren't accurate it's

Garbage in Garbage out.

Without organized finances, your vision
and company is at severe risk.

We want to secure your financials For
them to grow, and I know you do too

That's why we want to extend you an opportunity to remedy your current situation and prepare for revenue growth

Make An Informed Decision Today

Make one call right now and get all of the answers to your specific situation

Then,

Make an informed decision to best secure your company's future.

It really is that easy..

Often times it can be challenging when you are IN the problem

It is ALWAYS better to get a wise professional to look at your situation with decades of experience than to try and figure it out all by yourself.

1. Get an expert to look at the problem.
2. Gain Expert Advice.

3. Make an informed decision.

Start Now

Converse With A Fractional CFO

It's time for the rebirth of your business

It's time to rip out the old and install the new

There is no challenge that our Fractional CFO Firm can't handle.

Peek into How we Build Custom Fortune 100
Systems in Companies Like Yours

<https://youtu.be/7ocmGPUACr4>

I will give you a tailored plan that we've used in real estate development, retail, food and beverage, manufacturing, e-commerce, and other industries.

I know it will give you your desired outcomes
because every business in this growth range of 5-12M goes
through **the same growing pains**

Yes, they all have different nuances

But that's the unique beauty of it all

I LEVERAGE what works

and what doesn't

from different industries and bring it to YOUR business

Not only do you have the treasures and pitfalls of the competitors
in YOUR industry

You have it across **multiple industries!**

This knowledge alone will *fast-track your milestones!*

I also want to analyze your systems and give you advice. Not just
because I enjoy improving processes
but because I truly want to help you and your company succeed.

If you decide to work with us you won't have to worry about your
financial bank-end anymore.

we will upgrade you with the best systems just like the large
corporations but we will make it specific to you.

These new upgraded systems will greatly optimize your cash flow and
will last you for the rest of your growing stages

Yesterday was the best time to start;
NOW is the next best time.

- Quick, Easy, Done With You
- One, Result-Oriented Professional Team, For ANY Accounting Need
- We Grow With You
- Based on 40+ Years of Combined Experience
- PROVEN Accounting Methods and Systems

Become The Most Effective Executive In Your Circle

This Consultation is normally \$500

but is currently Free!

We understand our services are in high demand but we are currently looking for a few more clients to add to the business family and scale them beyond belief.

Once we've partnered with a handful of ceos we will start charging for our advice and financial back-end analysis.

However, we **may not offer our accounting systems and services** as we focus most of our time on the few clients we have.

Get a FREE:

- ☑ Unbiased **candid conversation** from a Fortune 100 experienced financial guide
- ☑ **Identification** of **unnoticed** financial **leaks** and system errors
- ☑ **Analysis** of current financial **threats**
- ☑ A **tailored plan** to reach your **next milestones quickly**

Bonuses of Working With Us!

- ★ Stay on track with a Tailored Plan For Specific Revenue Targets
- ★ Optimize financials with Deloitte Accounting Standards And Practices
- ★ Gain Autonomy with Fortune 100 ERP systems, custom-made for your business
- ★ Grow faster than competitors with knowledge from A Multi-Industry Experienced CFO
- ★ Get Peace of Mind with Trusted Guidance and Proven Results
- ★ Foster Growth In a Recession While Your Competitors Tight-Fist Their Cash Flow
- ★ Leverage Multi-billion dollar financial technology solutions for your business

I guarantee you this will be The BEST 45 minutes spent on your business!

No Risk
No Obligation

WARNING This Is NOT For Everyone
Here's Who We Can Help

We have 4 initial requirements that allow us to
ensure we maximize each other's time

Requirement #1

You must have an SMB

We have mastered growing start-ups and are currently
focused on Small to Midsize Business Growth

Requirement #2

**You have to be within the 5M-15M Annual Revenue
Range**

Our focus is within this range but we won't turn you
away if you have a business **with at least 1M in
revenue**

Requirement #3

You must have purpose.

This is the most important.

Everything we do together will not only bring you more revenue and business growth but we'll be doing it in a way that creates MASSIVE goodwill in your market.

And in order for us to do that, we won't partner with "get rich quick" or "adult" space.

Those industries are meaningless and are just a disaster waiting to happen, we're not going anywhere near them.

We only work with purpose-driven businesses that strive to make a positive impact on the world.

Requirement #4

We Foster A Positive Business Family

We also need to like who we work with because we grow with you on your journey, so if it doesn't seem like a good fit for us then we will still advise you, but will respectfully choose not to move forward with your business

The way I see it
you now have 3 options to consider

- You can dedicate both time and financial resources towards enhancing the training and skill development of your current team in attempts to bring the level of value that we will in an instant
- You can continue to (what's taken me decades) figure it out all on your own and spend more time and resources trying to force your way through

OR...

Have 1 Conversation.
Gain Back YOUR Time
Gain Peace of Mind
Control Company Growth

Get In Touch Now

We've helped dozens of ceos
TESTIMONIALS

We will help dozens more

Book a call now

As time goes on, accounting problems get Bigger and your strategic vision gets smaller

It's easy!

Just click on my calendar and book any time slot
available

P.S.

If you're here and you already have a virtual CFO,
I encourage you to book a call
Because if you're reading this,
you clearly don't trust your current CFO
or you don't think they are doing enough.

Aside from the obvious ones like ethics

Here are

6 Reasons Cfo's Fall Short And Lose Client Trust

- 01. Don't Invest Time To Understand The Business
- 02. Don't Optimize For Cash
- 03. Don't Improve Financial Processes
- 04. Don't Drive Cost Cutting
- 05. Don't Build A Financial Strategy
- 06. Don't Communicate Effectively

P.P.S.

If you're just skimming, we are offering a free analysis
of your business's financial back-end.

This a one-stop shop that solves most if not all of your
problems.

From small to large we grow with you and your
business.

Have a candid conversation about your current problems that you're facing

AND

Get the best systems and methods to drive revenue growth.

[Get My Free Analysis](#)