

**You could take a job ...**

**or be independently self-employed ...**

**or better still ... you could join our team of 'business growth architects' and build your accounting 'business within a business' without staff, overheads, capital outlay, or administration worries.**

What do we mean by a 'business'?

If you're still selling your own time and expertise for dollars (as is the case with most accounting practices) then you don't have a business right now; instead you have a form of 'self-employment'.

A business is defined as a system of work that generates income when you are absent. If you are independently self-employed, then you are that system, so if you are absent, then you are not generating income; so you yourself cannot be a business.

However, as an accountant you probably enjoy your work, and as a very good accountant you probably have more than enough work to meet your financial needs.

Maybe you clear \$50,000 pa? Maybe you clear \$150,000 pa?

If you're happy being independently self-employed earning what you earn now, then read no further, because this opportunity is only for those who wish to think beyond their present circumstances, and who are prepared to learn and change in order to make more money with less time and effort.

If you want to gradually morph your self-employment as an accountant into a passive income stream that is re-sellable, while still doing what you enjoy, then Edensilk can show you how.

**As a member of our mobile management accounting team** you will retain all the freedoms and benefits you currently enjoy as a self-employed person, such as ...

- ✓ Determining your own working practices
- ✓ Deciding your own hours
- ✓ Retaining your own clients
- ✓ Charging your own hourly rates and prices
- ✓ Specifying your own payment terms
- ✓ Unrestricted territory of operation (in fact we have no 'territories')
- ✓ Retaining your own business structure (company, partnership, trust, etc)
- ✓ Enjoying the same tax advantages of self-employment
- ✓ Employing staff if you wish to
- ✓ Working from home or your own offices (or out of Edensilk's offices if you prefer)

The only operational differences you will notice will be differences you will like - services made available to you by Edensilk such as ...

- ✓ Invoicing
- ✓ Cash collection
- ✓ Debtor management
- ✓ Administrative systems (forms, software, etc)
- ✓ Branding (Logos, artwork, brochures, business cards)
- ✓ Group marketing
- ✓ Web site presence, maintenance, promotion, and optimisation
- ✓ Offices
- ✓ Lead generation

- ✓ Secretarial services

Best of all, you can join a team of like-minded individuals whose interests are aligned with yours; that meet at least twice a month; with whom you can learn and grow.

**But that's just the operational side.** The best part is how we can help you to leverage your expertise into a genuine business. And to do that you must relinquish trading in your own business name, and trade together with the rest of us, under the name of Edensilk.

Now that slowed you down, didn't it? We know from experience that this notion is a struggle for many people. Though few would admit it, many people become self-employed because they like the idea that the business carries their name. Or even if it doesn't, that they can say it's 'their' business and 'they' started it from scratch and 'they' call all the shots.

Of course, if you set up a 'business' that is all about you, then as we explained earlier it's not something you can sell later, it's not a business at all, so this requirement is a non-negotiable.

If this still concerns you ... you might like to seriously consider what 'real' benefits you receive from trading in the name of your choosing. And if you're honest with yourself, as an independently self-employed person your clients are buying you, not your business name. So still buying you but trading under a different business name makes no material difference to your clients or yourself ... it's as if you had originally chosen for yourself the name 'Edensilk'.

That said; unless or until you are entirely prepared to **relinquish trading in your own business name**, we have nothing more to talk about, and you needn't read any further.

If you are prepared to join us under one trading name, and transition ALL of your existing clients to that one trading name, then keep reading because we have other requirements.

Putting it bluntly, we need to know ... do you have the ability, experience, and determination to make real and measurable differences for your clients, and be rewarded accordingly?

You see, to be of interest to us **you are already an accomplished accountant**. We don't want 'Learner Drivers' devaluing our excellent reputation. We all have room to learn; but not at the expense of clients.

At Edensilk **we charge premium rates for the premium service our clients expect**. Our clients understand that 'cheap' is just too costly. And we expect all our consultants to practice the same understanding.

Furthermore, all of our consultants, including accountants, are expected to be '**team players**'. That doesn't mean you can't work alone. What it means is you recognise when and how to involve the expertise of your colleagues in the service of your clients. An accountant with blinkers on cannot best serve their clients, and won't be with us for long.

We are looking for accountants with the following minimum characteristics:

- ✓ Prepared to be self-employed
- ✓ Prepared to travel and work on multiple client sites
- ✓ Own reliable and well presented transport
- ✓ Self sufficient
- ✓ Well organised and very computer literate
- ✓ Knowledge and experience in MYOB and/or Quickbooks
- ✓ Able to communicate accounting matters in non-accounting terms
- ✓ Personally well presented
- ✓ Pleasant to deal with (colleagues and clients)
- ✓ Positive attitude with sense of humour (ie above that of the average accountant!)
- ✓ Integrity, with ethical and values based behaviour
- ✓ Desire and ability to make things happen

## Mobile Management Accountant

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- ✓ Efficient, reliable and punctual due to excellent time management and multi-tasking capabilities
- ✓ Committed to teamwork and synergistic group participation

Notice we haven't said a great deal about your particular specializations, interests or expertise. That's because as a mobile management accountant at Edensilk your financial rewards are limited only by your abilities and ambition. If your skills are relevant and well honed, then there will be a market for them.

Appointed accountants will continue to identify and secure new clients in cooperation with Edensilk, while servicing existing clients indefinitely with their own expertise and that of their colleagues across multiple disciplines. This will mean numerous simultaneous assignments of greater or lesser involvement with clients.

Your own services to clients will include some or many of those described on our web site at [www.edensilk.com.au/productMenu/PTimeFinancialController.php](http://www.edensilk.com.au/productMenu/PTimeFinancialController.php) At other times you may refer a business to the services of one or more of your colleagues, either before you become involved, or at the same time, or afterward.

Our unique organisation enables qualifying bookkeepers to create passive income streams and equity, so this is in fact a **business opportunity** without capital outlay, overheads or administrative hassles; offering uncapped earning potential.

Find out more at [www.edensilk.com.au](http://www.edensilk.com.au)

If you are ready to join a team of consultants that are setting new standards in Perth, impress us today by completing the [application form](#) and then emailing it to [mb@edensilk.com.au](mailto:mb@edensilk.com.au) for consideration. The application form is an Excel spreadsheet that is downloadable from the 'Employment' page of our web site at [www.edensilk.com.au/mainMenu/Employment.php](http://www.edensilk.com.au/mainMenu/Employment.php)

If we're suitably impressed with your application we will invite you, under cover of a non-disclosure agreement, to a meeting at which we will present our unique business model explaining how joining Edensilk will enable you to build your own 'business within a business'.