1. Kamila Gorina Shares How Bench Accounting Transformed Her Business Financials and Boosted Growth - YouTube

<https://www.youtube.com/watch?v=Vk5LFX6GG6o>

Transcript:

[Music] foreign I've been doing like marketing coaching since 2014 I actually started as a personal brand in the beginnings it was just kind of me and trying to figure out where I fit into this industry and how I can use my skill set really to help clients and I decided that I didn't want to have a company that's just reliant on my name where people are expecting to like always hear from me and it's like I'm the main thing the main person that they're paying for if you will so I I saw that as an opportunity to basically

create something that was bigger than just me so it's it's more about the idea and the passion that entrepreneurs get to have when it comes to building their business and being able to really specifically actually integrate systems and the essential foundations to be able to generate more sales or leads when it comes to their businesses and for me the heart has always been very important around yeah just having the passion and having the the drive for doing it I think is really essential and also doing it within with

like Integrity which is a huge thing for me and my clients as well [Music] for me it was just a lot of trial and error I've invested a lot into other coaches a lot of Consultants a lot of programs and I like some things about certain ones and others I didn't and through all of that I basically was able to start identifying like my Approach and my opinions around what actually works and what I did see work in my own business as well the message that I tend to have and what I post online as well I think can be pretty refreshing for a lot

of people because I kind of tend to share things up most people don't talk about um around like pricing and and sales like activities and stuff like that so for me it was just yeah it was just a lot of trying all the things and spending all the money and then like okay this doesn't feel really good or it feels kind of like pushy or it feels not like something I would like to continue doing as a business owner yeah foreign with things like this like like bookkeeping it is that's not my background I'm not like a bookkeeper and

I tried in the beginning because I was obviously on more of a budget in the beginning I had to learn this whole thing and to be honest it always felt like pulling teeth for me it's just not fun and I felt like it was zapping my energy and for an entrepreneur I think it's so important especially if you don't have a lot of time I think it's important to spend the time that you do have on things that actually make you feel excited and make you feel more present with the business that you have so you can continue growing it and for

me specifically the bookkeeping part and some of the operational things to me it was so worth it to Outsource it and actually before I moved to bench I hired a bookkeeper and they were more expensive and they were not as good as bench which is shocking um because I had to like I had to be the one to follow up and I had to be like are the books done like what's going on I love that it's an integration of a software and the service like actual service which makes yeah just makes my life a lot easier so when I'm looking at

other tools I always look at like is this actually going to make my life easier is it adding to what I have to do because some tools like they you might seem they might seem like they're making your life easier but it actually is it's not quite the case foreign yeah I for sure I recommend it to my clients as well I think it's um like the price is amazing for what you're getting which is obviously important and people care about that um but also it's just it has actually made my life easier uh the fact that I'm

like even if my account manager or whatever even if they're like out of town I still have somebody to reach the fact that I can access them it just it creates like a level of um being taken care of and the fact that I can have a call if I want to it's like people were charging me so much to be able to have a call with my bookkeeper to learn more and it's like I feel like that should be included and it is with patch so I think it's a it's just a great value [Music]