



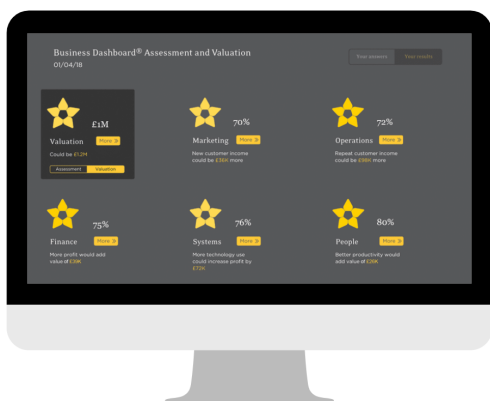
RUNAGOOD®

AI Business Advisor®

Evolve your Professional Services Practice into a 'Whole Business' Advisory Centre

*And take your share of a very big new
market created by the world's first
business consultancy technology*

Runagood.com Ltd, 3B Shirland Mews,
London, W9 3DY
+44 (0)20 8960 7194
info@runagood.com
<https://www.runagood.com/>
Registered in England & Wales 07463039



The options open to practices that wish to survive...

...and thrive through these troubled waters are most often expressed as...

“get into whole business’ advisory services”

After all, given that the accountant has intimate knowledge of each client, not just their finances, but of the whole business through regular discussions and accounts preparation, ***surely, it’s a ‘no-brainer’ to also offer them advice across the whole business and charge for it?***

Professional service practices are facing increasing competition...

...from technology, and this is especially so for accountants where online bookkeeping, accounts preparation, payroll processing, tax returns and company secretarial work can all be obtained online direct by their clients.

And as compliance services become commoditised, prices go down.

So, the role of the local practice accountant who used to be automatically handed all this core compliance work is being eroded whilst new businesses rarely engage an accountant and old businesses close, ***causing a net loss of clients.***

Another adverse influence is HMRC’s assault on individual contractors, forcing them into employment and PAYE.



Business Consultancy technology

This is what Runagood® set out to overcome when designing original technology to greatly reduce the cost and complexity of ‘whole business’ advice and thus make it available and affordable by all the world’s businesses.

For this vision to be fulfilled needs a distribution system and accountants are ideal as they have not just the need, but ready-made clients (still) and infrastructure.

We have therefore designed this programme to overcome all these concerns through easy evolution into business advisory.

But, it isn’t that simple

Accountants are trained to be expert at analysing historic numbers and organising them in ways that comply with regulation.

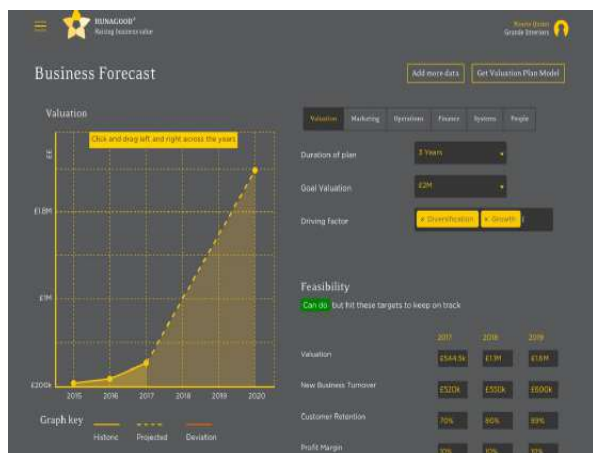
To move into business consultancy requires a big emotional step into the future of the client’s business, the uncertainty of forecasting their results and suggesting courses of action. And these carry the risk of getting it wrong, losing a client, or even being sued.

Then there is the dichotomy of the classic accountant and consultant personality profiles, which makes it hard for an accountant to feel comfortable, or even envisage themselves, doing such work. Very basic concerns arise such as “I don’t see how I can work ‘whole business’ advice into my accountancy meetings” and ***“I don’t see how to market myself as a ‘whole business’ advisor”***.

Another concern is “I really don’t know enough to advise on anything but accountancy. I wouldn’t know where to begin with a client’s (say) marketing, people, IT, customer service problem”.

So, what at face value seems to be the obvious diversification solution for an accountant practice concerned with its future, is actually daunting.

RUNAGOOD® BUSINESS CENTRE PROGRAMME



Next steps

1. *Book a discovery call with our Founder to understand how and why it all works [Click here](#)*
2. *Try an online Business Dashboard® assessment of your own practice to see the technology at work <https://www.runagoodbusiness.com/business-health-check>*
3. *Book a cost and revenue planning session with our Founder to see your local return on investment [Click here](#)*
4. *Apply to establish a Runagood® Business Centre info@runagood.com*

But "yes, you can..."

Readymade analysis, forecasting and planning tools along with thousands of practical action plans ***take all the responsibility away from you.***

Training in 'whole business' advisory knowledge covering all the business streams and the different methods of dealing with clients, including their and your personality profiles ensures they are dealt with effectively.

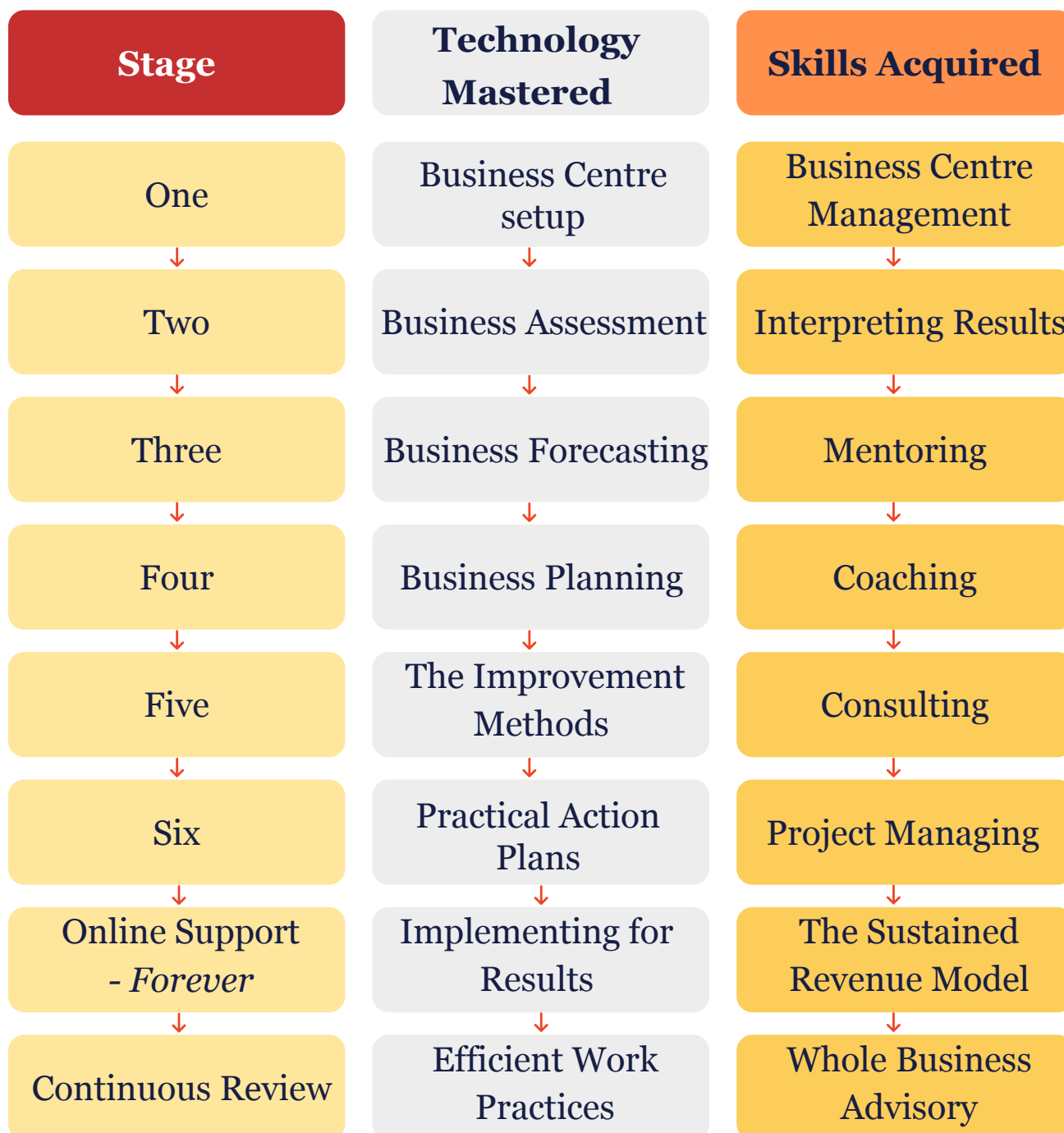
It's all been made easy as you will see from reading this programme.

So, I hope we can work together to dominate your local 'whole business' advisory market with no need for hard selling or a big marketing budget.

With kind regards from

Duncan Collins
Founder
Runagood.com Ltd

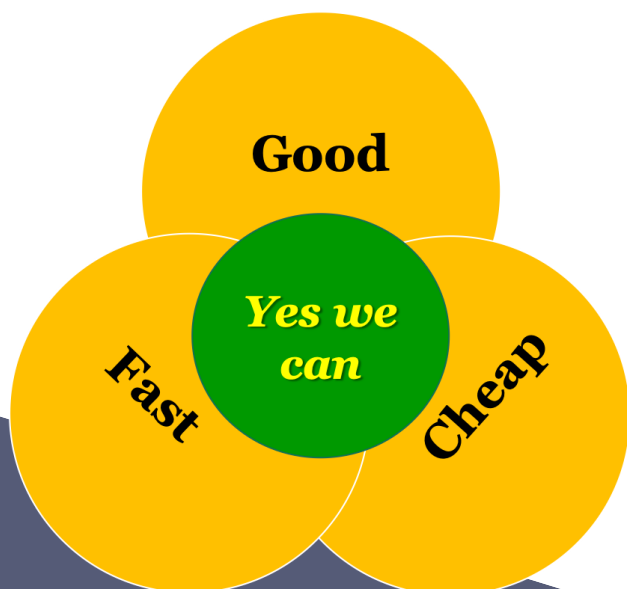
RUNAGOOD® BUSINESS CENTRE PROGRAMME



Content

This practical programme provides hands-on development for an accountancy practice to:

- 1. Establish a fully operational Business Advisory Centre**
- 2. Get its team functioning as AI Business Advisor®s.**
- 3. Develop confidence in using, interpreting and explaining the AI technology by doing it.**
- 4. Acquire 'whole business' advisory skills and confidence.**
- 5. Learn the key techniques that get clients implementing their performance and value improvement plan.**



Stages

Each session is one whole day at your premises, spaced to suit your team size, speed of learning, urgency to get started, revenue and cashflow needs.

The major value of staging is in our mutual interaction as we build your new business together, starting with your existing clients before moving on to acquiring new clients. At each session Team Members will receive feedback from their work since the previous session before learning how to use the next piece of technology.

The learning style is by 'doing', so every session has computers open all day and starts with a workshop to go over what's been happening with clients and prospects since the last session. Lessons are learned, guidance given, and new approaches decided upon and taught.

The remainder of each session deals with the next piece of software and how to use it by applying it to real clients until users become confident with it from the very next day.

Between stages, users connect with Runagood® HQ in real time when they run into anything unexpected or forget how to do something. ***This service continues forever after the training is finished.***

The number of stages, their content and gaps between them can be stretched and compressed according to your needs. ***Every Partner is different.***

RUNAGOOD® BUSINESS CENTRE PROGRAMME

Recommended Client Implementation Charges and Time

Advice - Software Only

Passive disengaged £50pm 5 mins per month

Mentor - Mild Process

Passive engaged £100pm 5 mins per week

Coach Strong Process

Proactive guidance £200pm 15 mins per week

Trainer - Strong Process

Proactive learning £300+pm 4+ hrs per month

Consultant - Heavy Process

Proactive solutions £500+pm 8+ hrs per month

Project Manager - Expert

Proactive control £1000+pm 20+ hrs per month

Client
Time

100%

50%

0%

Client
Skill

100%

50%

0%

Client
Budget

0%

50%

100%

Investment cost guidance...

- **Small practice £1000 per stage**
Licence fee £125 per month
Client usage fee £9 per month
- **Medium practice £2000 per stage**
Licence fee £250 per month
Client usage fee £9 per month
- **Large practice £3000 per stage**
Licence fee £375 per month
Client usage fee £9 per month

Revenue return guidance

- **Payback 3-6 months**
- **Year 2 new revenues**
£340,320 gross
£105,320 new net

NB

- *Full time commitment*
- *Working to plan*
- *Scale back for part time*

RUNAGOOD® BUSINESS CENTRE PROGRAMME

Things to understand

1. The Runagood® Business Advisory System takes responsibility for client advice, not you.
2. As an accountant, you are an expert consultant, taking responsibility for, and implementing, your advice to the client. **You are on risk.**
3. As an AI Business Advisor® you are a process consultant, helping a client to implement the system's advice and resources. **You are not on risk.**
4. You are not expected to be an expert in anything, but to be the Advisor who helps the client to interpret his / her results, decide on which of the recommended courses of action to take, and coach him / her through their choices.
5. We will show you how to:
 - Blend compliance and 'whole business' fact finds for clients and prospects
 - Blend your compliance and 'whole business' work
 - Double your current fee revenue from existing clients
 - Secure new clients for all your services
 - Get paid for everything you do

Next Steps

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