

The Easy Client Advisory Worksheet[©]

**How to structure your client
advisory services the easy way
(and with better margins).**

- ✔ Increase your revenue beyond tax prep & accounting
- ✔ Get paid for work you're giving away for free
- ✔ Show you're more valuable than A.I.



How to Structure Your Client Advisory Services The Easy Way



Hi, I'm Will Hamilton, Founder of SmartPath.co

We help small **tax & accounting firms** perfect their pricing so they can increase their margins and focus on work they enjoy.

This Easy Client Advisory Worksheet® will give you the exact structure you should be using for your Client Advisory work.

Following this worksheet will give you **an easy process you can use with business and individual clients**, regardless of how long you've been in practice.

Tax firms across the US have used this worksheet to **increase their revenue and deepen relationships with clients**.

The great thing is, clients will love the progress you help them make by taking them through this worksheet. They will finally understand why you should be paid for your help.

As soon as you start using this worksheet:

- ✔ You can easily start charging more per client.
- ✔ You'll have a simple advisory workflow to use with individuals and businesses.
- ✔ You'll stand out from ANY AI tool or self-serve app clients might use.






Let's dive in!

William Hamilton

Key Principals

Firms that go deeper with their clients and combine human-to-human connection with strategic advisory work, are the firms that will generate the highest value in the future.

The Easy Client Advisory Worksheet© has 5 specific elements you'll need to execute to in your practice:

-  **1. Engage** for Advisory level work
-  **2. Understand** what progress this client wants to make
-  **3. Define** their current starting point
-  **4. Create** an action plan to help them move forward
-  **5. Work** the plan and make adjustments



Need help?

**See Exactly What to Charge
For your Client Advisory Work**

1. Engage for Advisory Level Work

- The first step in your Client Advisory flow should be ensuring you're getting paid for this level of help.
- Many times we love our clients and just want to dive in when they have a “quick-question”.
- But if answering that question falls out of their current scope, then you’ll want to make sure you update their engagement to get fairly paid for your strategy.

Does the clients current engagement include strategic advisor services?

Yes

No

If no, describe the services the clients would need to make progress

NEW Engagement Price for these services - \$ _____

Has the client completed all enrollment steps prior to us beginning work?

- Terms of Service Agreement
- Payment Authorization
- IRS 7216 or any other needed disclosures?



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2. Understand What Progress The Client Wants to Make

Client Advisory Services at the core =

- **Helping your clients get what they want, faster, in exchange for money.**

Have a human-to-human conversation with the client about what they really want most in their life and/or business.

- Identify 3 things in their personal or business life they want to make progress on.
- Document how making progress on these things will make their life better.
- Make it measurable.

PROGRESS	IMPACT	MEASUREMENT
Ex: I want to feel less stress about our cash flow each month	Ex: I can be present during family time instead of stressing about making payroll.	Ex: Have at least 3 months savings in our Chase Checking + be saving at least \$300/month toward long-term goals.



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3. Define Their Current Starting Point

Everyone starts somewhere.

Your role as a strategic advisor is to help the client make progress moving forward from wherever they currently are.

Define the client's KSI's (Key Success Indicators).

# 1 Monthly Free Cash Flow This will tell you how much free cash flow someone has to put toward their goals and what can be adjusted to improve their cash flow.	
# 2 Personal Balance Sheet & Net Worth This will tell you if the client is trending up or down in overall health compared to two specific moments in time.	
# 3 Profit Margin This will tell you which products or services are most profitable for a client and could lead to more or faster growth if they focused on selling more of these items/services.	
# 4 Cash Position This will tell you how much free cash flow a business is generating that can be used for growth. And what the business should do with their cash that will help them make the most progress.	

These are just a few examples of KSI's you can help clients calculate to define where they are now and what needs to happen to improve them.

NOTE: None of these KSI's are tied to the clients investments. This is not financial planning or investment advice. All of these numbers can impact a client's tax strategy. This is the simple help that no one else in the clients life will be able to execute.



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4. Create an Action Plan to Help Them Move Forward

Once you know a client's goals and their objective starting point, you'll begin to see what needs to happen so they can make progress.

Helping the client Implement solutions can be part of your fee and is one of the many reasons why you're more valuable than AI.

- There could be a million things the client needs to do. Focus on just 3 more impactful things at a time. When those three are done, pick up three more.
- For every action that needs to happen, define who will be responsible to get it done (you, the client, or a 3rd party) and document who that person is.
- For every action that needs to happen, define a due date for when it needs to be completed and document that due date.

Here are the elements you'll want to have in your Action Plan:

Priority 1 Ex: Eliminate unnecessary monthly expenses	IMPACT Ex: Save more for retirement	ACTION ITEM Ex: Complete income and expenses cash flow analysis	DUE DATE Ex: 6/15/2024	ASSIGNEE [Your Tax Firm]
Priority 2				
Priority 3				



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5. Create an Action Plan to Help Them Move Forward

The client's life will change over time, their goals and priorities will naturally change.

So a big part of your on-going engagement will be keeping their action plan up to date and making changes as things are completed or need adjustments.

Here are the elements you'll want to have in your Action Plan:

- Keep a shared record of the action plan for each client and document when action items are checked off.
- Show the pace and quantity of work you're completing for your fee.
- Do we need to do more or less and what will that look like from a cost perspective?

When it's time to make adjustments to do more or less work, you'll both have a starting point to design the new level of engagement.

ACTION PLAN NOTES



SmartPath

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Next Steps

Congratulations on taking the first step in providing high-value client advisory work!

When you use this worksheet you will immediately see:

- ✔ *Clients are happier to pay your fees.*
- ✔ *You'll feel less stress by focusing on the work that matters.*
- ✔ *A repeatable process for business and individual clients.*

If you want to fully implement client advisory services in your practice, we can help.

Schedule a demo of the SmartPath Engage Software.

- ✔ Our pricing engine recommends the perfect price for any tax client in seconds.
- ✔ Send clients a Magic Link to see and select the services they want.
- ✔ Gather all the info you need to onboard clients 3x faster.
- ✔ Automatically manage scope and change requests.



Get help