

## Using QuickBooks sounds like a Fresh Idea!

### Setting up Shop

Last year, businesswoman Jackie Brennan decided to take her chosen career path to a higher level, and set up FreshIdeas Events. Specialising in conferences and seminars for entrepreneurs and corporate women in business, FreshIdeas events is the logical conclusion of Jackie's 10 years of experience in marketing, communications, event and project management.

### Diversity of Responsibilities

As Jackie's business took shape, she found her focus on designing and running original events was often diverted by the range of responsibilities faced by start ups. In particular, she found admin tasks such as buying stationery or bookkeeping, time-consuming.

Furthermore, like many new businesses, Jackie found it difficult to predict the rate at which revenue would be generated. Although Jackie was passionate about her business, she found that balancing the accounts was eating into the time she would usually have spent on running events.

On recommendation from a friend she switched from MS Excel to Intuit QuickBooks Pro. "I have installed QuickBooks Pro 2008 on my PC and must say that I was surprised by how easy and quick the installation process was. Installing QuickBooks took only half an hour and setting the programme up is really easy." Jackie says.

The decision of choosing QuickBooks was based on the knowledge that Intuit bookkeeping and business software is easy to use for those without a background in accounting. Jackie adds "Intuit's QuickBooks is one of the easier packages to use."

### Increasing Productivity

Jackie soon found QuickBooks Pro could perform a variety of tasks, including invoicing, monitoring expenditure, and managing budgets. Before long, Jackie discovered QuickBooks was helping her to increase productivity, by linking all the information she needed, so there was no need to consult several spreadsheets at a time. This also meant there was no re-entering or duplication on her books. "Intuit's QuickBooks has saved me a lot of time. Using it has become second nature" she says.

The ability to track customers also gave FreshIdeas a clear indication of its key clientele, allowing Jackie to look them up quickly, specifically and respond sensitively to action points. This meant that Jackie was able to increase the quality of customer service and make it possible for the bookkeeping software to be part of retaining good client relations.

## **Supporting the Company Every Step of its Journey**

QuickBooks will continue to serve Jackie throughout her company's growth: once the business is more established and more staff is hired, QuickBooks' payroll feature will provide easy handling of salaries and calculating taxes.

## **A Model of Success**

Jackie has also been appointed an official ambassador for the national Girls! Make Your Mark campaign. This is part of a wider UK network of 1,000 ambassadors who encourage young women to turn ideas into reality, either through running their own enterprise or by making ideas happen at work.

Jackie is often asked about the importance of technology, "Take advantage of software like QuickBooks as much as you can. It really frees up your time and lets you focus on other, more important things. Rather than manually tracking and chasing things – use this type of technology!"

## **Ready for the Next Growth Period**

As FreshIdeas Events goes from strength to strength, Jackie will soon be adding a variety of events to the yearly calendar.

Jackie says of her decision to use QuickBooks, "Using QuickBooks was a great decision to make. Before, I was spending a lot of my time on admin. Since using QuickBooks, I can now devote more of my time doing the things I really enjoy and excel at – like running successful events."