

Implementation Guide for Mesquite Ledger Co.

Companion to your Process & AI Assessment · Prepared by Data Make You Smile · September 27, 2026

(Sample report. Mesquite Ledger Co. is a fictional company.)

How to use this guide

Your assessment report says what to fix and why. This guide says how. It has one section for each of your 5 quick wins, in the same order as the report.

Do the quick wins in order. If a step does not match what you see on your screen, reply to the email this guide came with and give the quick win number and the step number. Jake fixes the instructions or tells you what to click. That is included.

Bring this guide to your 60-minute walkthrough. We start your first quick win together on screen.

Quick Win 1 of 5: Chasing client documents eats about 18 hours a week across six bookkeepers and pushes 40% of closes past the 15th

Content Snare (a document request and chasing tool popular with accounting and bookkeeping firms): Sends each client a single checklist of what you need, reminds them automatically on a schedule you set until each item is uploaded, and shows you one screen of who has sent what and who has not, so nobody has to email, text and then call.

Your time: one day to set up the templates and first 5 clients, then about 2 hours a week for 3 weeks to roll out the rest · Effort: medium · Est. cost: \$100-\$200 depending on client count (check current pricing)

Fix the process first

Before any tool goes in, write one standing list per client of exactly what you need each month: which bank, loan and credit card statements, receipts over \$75, point-of-sale sales numbers. Today each bookkeeper decides what to ask for and asks by email, then text, then phone, in their own way and on their own schedule; a reminder tool pointed at six different habits will just automate the inconsistency. Also decide one rule the whole team follows: requests go out on the 1st and the client replies in one place, not to whichever bookkeeper they like best.

Steps

1. Sign up for a Content Snare plan sized for your client count and check current pricing before you commit; start the free trial with 5 clients rather than all 62.
2. Build one request template per client type (restaurant, trades, dental) with a separate field for each item on the list you wrote: bank statements, loan statements, credit card statements, receipts over \$75, monthly sales numbers.
3. Set the automatic reminder schedule inside the template: first request on the 1st, then reminders every 3 days until the item is uploaded, and turn on the setting that stops reminding for items already received.
4. Add 5 clients from one bookkeeper's book, assign that bookkeeper as the owner of those requests, and send the first batch on the 1st of next month.
5. Have that bookkeeper stop sending manual chase emails and texts for those 5 clients for a full month so you get a clean comparison.
6. At month end, compare how many of the 5 closed by the 15th against your usual 60%, then roll out client by client with Priya owning the template changes.
7. Write a one-page step-by-step for the two bookkeepers who want it, and sit with each of them the first time they send a batch.
8. Before you buy, check whether the Dext plan you already pay for covers the statement-fetch and chasing features you need, so you are not paying twice.

Quick Win 2 of 5: Roughly \$3,000-\$4,000 a month of work you would bill for is given away because nobody records it when it happens

Google Forms feeding a Google Sheet (you are already a Google shop): Gives every bookkeeper a 30-second form to log out-of-scope work, and gives you one sheet each month showing client, what was done, roughly how long it took, and whether it is in the engagement letter.

Your time: 90 minutes to build, plus 30 minutes a month to review · Effort: low · Est. cost: \$0 (included in Google Workspace)

Fix the process first

You do not need time tracking to fix this, and asking 11 people to start tracking time will fail. Change one rule instead: when a bookkeeper does something that is not on the client's engagement letter, they log it the same day in one shared place, and you or Priya decide monthly whether to bill it or absorb it. The decision moves from the bookkeeper being nice in the moment to you making a call once a month with the list in front of you.

Steps

1. Create a Google Form called Out of Scope Log with five fields: client name, what you did, rough minutes, date, and a yes/no/not sure for whether it is in the engagement letter.
2. In the form settings, turn on the response destination so answers land in a Google Sheet in a Drive folder only you and Priya can edit.
3. Pin the form link in your Google Chat team space and add it to the close board as a note so it is one click away from where people already work.
4. At the Monday meeting, announce the one rule: anything not in the engagement letter gets logged the same day, and nobody is in trouble for logging it.
5. Add a pivot on the sheet that totals minutes by client for the month, so you can see the top offenders at a glance.
6. On the 1st of each month, review the list with Priya and pick three actions: bill it, add it to the fee at renewal, or stop doing it.
7. After two months, compare the logged total against your \$3,000-\$4,000 gut estimate and set fee increases at the next renewal accordingly.

Quick Win 3 of 5: Marcus spends about 24 hours a month building CFO packages, and the commentary writing is the slow part

Gemini in Google Workspace (included in Business Standard and above, on your existing Google account): Reads the month-over-month and budget comparison numbers from your existing Google Sheets template and writes a first draft of the commentary in your fixed four-part shape, so Marcus edits rather than composes.

Your time: half a day with Marcus to build and test the prompt · Effort: low · Est. cost: \$0 on Business Standard or above. If you're on Business Starter, moving to Standard adds about \$7 per user per month (annual billing; check current pricing).

Fix the process first

Before adding an AI drafting step, lock the commentary down to a fixed shape: what moved, why, what to watch, what to do next, in that order every month. Today the structure lives in Marcus's head and varies by client, and an AI draft against a moving target will take more time to fix than to write. Also agree that Marcus edits and signs every draft; the draft never goes to a client untouched.

Steps

1. Check which Workspace plan you're on (Admin console > Billing). Business Standard and above include Gemini in Docs and Sheets under business terms, so client financial data is not used to train models. If you're on Business Starter, upgrade to Standard first; there is no separate Gemini add-on anymore.
2. Take three of Marcus's best past commentaries and write one prompt that describes the four-part shape, the plain-language tone your restaurant and roofing clients like, and the rule to never guess at a cause the numbers do not support.
3. In the Google Sheets variance template, add a tab that lays out the month's key lines and percentage changes as plain text Marcus can paste in.
4. Have Marcus paste that text plus the prompt into Gemini for one CFO client, then edit the output to what he would have sent, and time both the draft and the edit.
5. Compare the edited draft against the 2 hours that client normally takes; if the draft is not saving at least 30 minutes, tighten the prompt with examples of the causes he does cite.
6. Save the working prompt in a Google Doc titled CFO Commentary Prompt in the shared drive so it is one place, not Marcus's chat history.
7. Roll it out to all 12 CFO clients over the next monthly cycle, keeping the rule that Marcus edits and approves every draft.

Quick Win 4 of 5: You personally write every proposal, about an hour each, 5 to 6 a month

Google Docs template plus Gemini in Google Workspace: Turns the proposal from an hour of rewriting into picking a tier and generating a scope paragraph from your discovery notes, which you review and send through Adobe Sign as you do today.

Your time: one afternoon to define tiers and build the template · Effort: low · Est. cost: \$0 beyond your existing Google Workspace

Fix the process first

Before you touch a drafting tool, fix the fee and scope side: write down 3 or 4 standard service tiers with what is in each and a price range for each. Right now every proposal is rebuilt from an old one because the scope is decided fresh each time, which is also why the work creeps later. With tiers written down, the proposal becomes a selection plus a paragraph, and Marcus or Priya can draft it instead of you.

Steps

1. Pull your last 6 proposals and list, side by side, what was actually in scope and what you charged; group them into 3 or 4 tiers and give each a name and a fee range.
2. Build one Google Doc titled Proposal Template with the tier descriptions as reusable blocks and clear placeholders for client name, tier, fee, and start date.
3. Write a short prompt that takes your discovery call notes plus the chosen tier and produces the scope paragraph and the fee summary in your voice; save it in the same Doc.
4. During your next discovery call, type notes directly into a Google Doc rather than on paper, so there is something to feed the prompt right after the call.
5. Generate one proposal end to end, time it, and edit the template wherever you had to rewrite the output.
6. Once the template holds for two proposals in a row, hand the first draft to Marcus or Priya and keep only the review and the send for yourself.
7. Keep signing through Adobe Sign exactly as you do now; do not change that step.

Quick Win 5 of 5: Onboarding takes 4 to 5 hours over 2 weeks for 3 to 4 new clients a month, and steps get missed

Asana Starter plan (project template with assignees, due dates and a sign-off task): Turns your Word doc into a repeatable project you copy for each new client, with each step assigned to a person, due a set number of days after signing, and visible to you without asking anyone.

Your time: 2 to 3 hours with Priya · Effort: low · Est. cost: about \$33/month (Starter, 3 seats: Priya, Jolene and you)

Fix the process first

The checklist is not the problem; ownership is. Before you move it anywhere, go through the Word doc and assign each step a single named person and a day number from signing, and decide that one person, Priya, confirms the whole list is complete before the client is handed to a bookkeeper. A shared checklist with no owner per line is what let sales tax access slip.

Steps

1. Sign up for Asana Starter with Priya as the workspace owner and add Jolene and yourself; add a bookkeeper only if they'll work inside Asana. The free plan stops at 2 users and has no templates or dependencies, so Starter is the right tier here; check current pricing.
2. Create one project called New Client Onboarding Template with one task per step from the Word doc: Drive folder with standard subfolders, QuickBooks invite, bank feed access, Gusto setup, sales tax access registration, Dext setup, add to close board, assign bookkeeper.
3. On each task set the assignee you agreed on and a due date expressed as days from the project start, then save the project as a template using Asana's project template feature.
4. Add a final task called Priya confirms all steps complete that is blocked until the others are done, and make it the only trigger for handing the client to their bookkeeper.
5. Use the template for the very next new client and have Jolene work only from Asana, not the Word doc; archive the Word doc so there is one place, not two.
6. Turn on email notifications for overdue tasks so a missed sales tax registration surfaces on its own rather than at the next filing deadline.
7. After three clients, review with Priya which steps consistently run late and change the due day numbers to match reality.

Your 4-Day Quick-Win Plan

Day 1: Write the standing monthly document list per client type and set the one rule that requests go out on the 1st and replies land in one place, then start the Content Snare trial and build the first template.

Day 2: Load 5 clients into Content Snare with their bookkeeper as owner and the reminder schedule set, and in the same sitting build the Out of Scope Log form and sheet with Priya.

Day 3: Sit with Marcus, agree the fixed four-part shape for CFO commentary, build and test the Gemini prompt on one client, and save it in the shared drive.

Day 4: Define your 3 or 4 proposal tiers and build the proposal template, then spend the last hour with Priya turning the onboarding Word doc into the Asana template with an owner and due day on every step.

Your walkthrough

Your 60-minute working session with Jake is included. Your walkthrough booking link is in the email that delivers your Assessment Report.