Before We Work Together

The Questions I Ask Every Potential Client

Before we ever talk numbers or pricing, I like to understand exactly where your books actually stand. These are the questions I ask every potential client during our first conversation — not to catch you off guard, but so you can walk in prepared, and so we can find out quickly whether we're the right fit. Feel free to fill this in and bring it to our first call, or just use it to think things through beforehand.

> There's no wrong answer here, and no judgment. If you don't know the answer to one of these, that's useful information too — it's often exactly the kind of gap a Financial Audit is built to uncover. Most clients who reach out have been putting some of this off for a while; that's the normal starting line, not an exception.

TAX & COMPLIANCE

Where things legally stand

1. Are you current on all of your tax filings?

☐ Yes ☐ No

2. Who currently files your taxes?

3. Are you registered for sales tax in any state(s)?

☐ Yes ☐ No

If yes, which state(s)?

4. Have you received any notices from the IRS or a state tax agency that haven't been resolved yet?

☐ Yes ☐ No

If yes, please describe

LEGAL STRUCTURE & SEPARATION

How the business is set up

5. What is your legal entity type (LLC, S-Corp, sole proprietorship, etc.)?

6. How is your entity currently taxed?

7. Do you keep your business and personal finances completely separate?

- [ ] Yes
- [ ] No

SYSTEMS & ACCESS

What you're working with, and who can get in

8. What bookkeeping software, if any, are you currently using?

9. Who currently has admin or owner-level access to that software?

10. How many bank and credit card accounts does the business use?

PEOPLE & PAYROLL

Who's on the team

11. Do you have employees, contractors, or both?

- [ ] Employees
- [ ] Contractors

12. Who currently processes your payroll?

MONEY IN & MONEY OUT

How cash actually moves

13. Do you invoice clients?

- [ ] Yes
- [ ] No

If yes, how?

14. How do you currently collect payment?

THE CURRENT STATE OF YOUR BOOKS

Where things stand today

15. Who is doing your bookkeeping right now — you, an employee, a bookkeeper, or no one?

16. When were your books last reconciled?

17. What's your biggest frustration with your current bookkeeping process?

GOALS & FIT

What success looks like from here

18. What reports do you wish you had every month, but don't?

19. Six months from now, what outcome would make working together 100% worth it?

20. What's driving you to look for help right now — is there a deadline behind this, like tax season, a loan application, an investor, or year-end?

Ready to See Where Things Actually Stand?

Whatever your answers are, they're the starting point — not a test you can fail. Professional Balance can take what you've shared here and turn it into a clear picture of where things stand, and what it will take to fix it. It starts with a Financial Audit, not a guess.

→ Schedule your Financial Audit

→ Or start with the free 10-minute self-assessment

David J. Schumacher · Certified QuickBooks ProAdvisor · Professional Balance, LLC · Stafford, VA

These are the questions I ask before we scope an engagement together. Sharing them here doesn't constitute financial, tax, or legal advice.