

GROWTH AUDIT · 18 OCTOBER 2026

BUSY BEE BOOKKEEPING

SERVICES · JET PARK, BOKSBURG

MORE **NEW CLIENTS.**
NONE OF **YOUR TIME.**

20 Graniet Road, Jet Park, Boksburg busybeebookkeepingservices.co.za

PREPARED BY

AN3S

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Your online growth score



STRONG **QUALIFICATIONS**.
HARD TO **FIND**.

Your qualifications are strong. The gap is that new clients struggle to find you, and once they do find you, it's hard for them to make contact.

STRENGTH

SAIT and Sage accreditation for 2024, and a long list of SARS and SAIT CPD certificates from 2025.

GAP

No Google Business Profile or Google reviews, and another "Busy Bee Bookkeeping" shows up in search.

GAP

The only ways to make contact are a phone call or an email to the Gmail address.

What we found, area by area

Each area is scored 0 to 2.

SCORECARD		
Website and technical foundation	1	The site is live and lists your phone number, email and address. The background videos on the home page don't play ("format not supported"). Some headings repeat, and each service is only a heading with little explanation.
Search visibility and local SEO	0	The page title doesn't mention Boksburg, Jet Park or the East Rand. We found no Google Business Profile or Google reviews for the practice. Search results also show another "Busy Bee Bookkeeping" (busybeebookkeeping.co.za, a different business with a different number), as well as overseas firms with similar names.
Enquiry capture and speed of response	0	The only ways to make contact are a phone call or an email to the Gmail address. There is no WhatsApp button, no quick enquiry form and no automatic acknowledgement.
Social media and content	0	We found no active Facebook, LinkedIn or Instagram presence for the practice.
Brand and credibility	1	You have real proof of expertise: SAIT and Sage accreditation for 2024, and a long list of SARS and SAIT CPD certificates from 2025. It sits on a separate Qualifications page instead of being used to win trust on the home page.
Systems and readiness	0	You're a small, owner-run practice with no time for marketing, so any new system has to run without you.

Method: a short public check of how a new client would find and contact you online (website, Google search, directories and social media). It uses public information only.

Fastest route to new clients: the first 14 days

FIRST 14 DAYS

01 

Get found on Google in Boksburg and the East Rand

SEO and visibility

EVIDENCE

We found no Google Business Profile or reviews, the site titles have no local keywords, and another firm shares the name.

HOW IT BRINGS CLIENTS

People searching "bookkeeper Boksburg", "tax practitioner Jet Park" or "SARS eFiling help near me" would find you, with directions, a call button and reviews.

MEASURE

Google profile views, calls and direction requests each month.

02 

Instant replies to every enquiry

Automation

EVIDENCE

Right now the only options are phone or email.

HOW IT BRINGS CLIENTS

A WhatsApp button and a short enquiry form on the site, plus an immediate polite acknowledgement, so a prospect who contacts you during a busy SARS week isn't lost to a competitor. Enquiries still arrive in your existing Gmail and on your existing number.

MEASURE

Enquiries received and time to first reply.

03 

Monthly done-for-you posts

Social content

EVIDENCE

We found no active social presence.

HOW IT BRINGS CLIENTS

Regular SARS-deadline reminders (provisional tax, eFiling season, EMP201, COIDA and UIF) put Busy Bee in front of local business owners at the moment they need help. We write and design the posts, and you approve them once a month.

MEASURE

Reach, profile visits and messages.

30 / 60 / 90-day roadmap



DAYS 1–14

Get found

- Google Business Profile and local search fixes
- A WhatsApp button and enquiry form with auto-acknowledgement
- The home-page video fixed
- Your credentials shown up front

DAYS 15–45

Stay visible

- Monthly posts on SARS deadlines
- Website care
- Asking existing happy clients for Google reviews (one ready-made message)
- A referral nudge

DAYS 46–90

Extend

- Optional: a focused "new clients" landing page on your second domain
- Optional: a professional email address that forwards to Gmail

A DreamForge run on new-client mechanisms

The plan above is the obvious answer, and the right place to start. Any competent agency would propose it, so it is also what every other bookkeeper on the East Rand can buy.

To look further, we ran DreamForge: a structured ideation protocol that names the obvious answer first, forces ten idea-generation operators against three stimulus words fixed by the brief, and deletes every idea that turns out to be a known product in a new costume. What follows survived that gate. These are **ideas to explore**, not part of the plan or the quote.

THE OBVIOUS ANSWER

A done-for-you local marketing package: Google Business Profile and local SEO, a WhatsApp button with an auto-reply, directory listings, and monthly social posts timed to SARS deadlines.

Stimulus words pinned to the brief:

- LATTICE
- BONE
- ORBIT

20

Idea fragments

12

Killed at the gate

8

Survived

100

Protocol score / 100, checked by script

SURVIVORS

THE HANDOVER ENVELOPE

Busy Bee describes itself nowhere. Every client's books are kept as one sealed handover envelope that a bank, a buyer or SARS can read in one sitting. Readers of the envelope start asking other businesses for one.

Demand comes from the **people who read the books**, not from anything Busy Bee says.

QUIET

01

NEAREST KNOWN

Audited annual financial statements and due-diligence data rooms.

NOT THAT, BECAUSE

A single local practice's file format becomes the thing lenders and buyers request.

DISTANCE

8 / 10

TRACE

Object removal "marketing" forbidden

Practical note: a one-page contents sheet and a fixed order of documents; nothing printed about Busy Bee beyond a small mark.

PUBLIC ERROR LEDGER

0 2

Busy Bee keeps a public, dated ledger of every mistake the practice made this year, what it cost the client in rand, and what Busy Bee repaid. No testimonials appear anywhere.

The bookkeeper is trusted because her **failures are on the record**, not because her praise is.

UNCOMFORTABLE

SHIFTS POWER

NEAREST
KNOWN

Google reviews and money-back service guarantees.

NOT THAT,
BECAUSE

The practice records its own failures with rand amounts and repayments, instead of collecting praise.

DISTANCE

●●●●●●●●●● 7 / 10

TRACE

Beneficiary inversion · who is compelled

Practical note: client names withheld; amounts and dates shown.

EXPIRING COMPLIANCE PLATE

0 3

For each SARS period Busy Bee files, the client receives a dated plate for its counter. The plate visibly expires when a deadline is missed. The plate is the work product and Busy Bee's only signage.

A business's customers can see, at the counter, whether it is **tax-compliant this month**.

PLAIN

SHIFTS POWER

NEAREST
KNOWN

Restaurant hygiene-rating stickers in shop windows.

NOT THAT,
BECAUSE

Issued per tax period by the bookkeeper, it lapses on a missed deadline and doubles as her only public mark.

DISTANCE

●●●●●●●●●● 7 / 10

TRACE

Assumption negation · "marketing is separate from the work"

Practical note: opt-in for clients; the plate shows only a date and a mark, no figures.

EARLY-FILING SLOTS

0 4

Peak-season intake is held as slots. A client who files a month early frees a real slot and is given it to hand, once, to a business they know. Early compliance is the only thing that creates intake.

Existing clients, not the practice, decide who gets in during the busy season.

PLAIN

SHIFTS POWER

NEAREST
KNOWN

Referral codes and airport landing-slot allocation.

NOT THAT,
BECAUSE

Each introduction is a finite slot created by the client's own early filing; it cannot be bought or repeated.

DISTANCE

●●●●●●●●●● 7 / 10

TRACE

Cross-domain collision · air-traffic slots × seed saving

Practical note: slots are tracked on paper; a slot that is not given away lapses.

COUNTERPARTY STATEMENT

0 5

NEAREST
KNOWN

In-house supplier-statement reconciliation; e-invoicing networks that match buyer and seller documents.

With a client's consent, Busy Bee reconciles both sides of the invoices that client shares with a supplier. The supplier's first contact with Busy Bee is its own statement, already matched from the other side.

NOT THAT,
BECAUSE

One outside bookkeeper holds both sides and uses the match as the opening act toward a non-client.

A new client is recruited with **their own numbers**, reconciled before they asked.

DISTANCE
TRACE

●●●●●●●●●● 7/10
Random entry · lattice

UNCOMFORTABLE

Practical note: only with the client's written consent and only their shared transactions. POPIA and professional confidentiality decide whether this is allowed at all.

COUNTER DAY-BOOK

0 6

NEAREST
KNOWN

Newspaper advice columns and online question-and-answer forums.

A bound day-book lies on the counter of a Jet Park hardware supplier. Traders write a tax question while they wait; every Thursday Busy Bee answers each one in ink, signed. The answers can only be read at that counter.

NOT THAT,
BECAUSE

No reach beyond the people queuing at one counter; every answer is handwritten under its question.

The answers exist in one place only, and you have to **stand in the queue** to read them.

DISTANCE
TRACE

●●●●●●●●●● 6/10
Temporal dislocation · 1924: paper, ink, the shop counter

QUIET

Practical note: one book, one counter, one hour a week.

FINISHED-BEFORE-ASKED CHECKLIST

07

Busy Bee reads public deregistration notices for East Rand companies and posts each one a completed restoration checklist carrying its own registration number and the filings it is missing.

The business meets Busy Bee through **work already done** on its own failure.

UNCOMFORTABLE

NEAREST
KNOWN

Free-audit lead magnets and unsolicited spec work by agencies.

NOT THAT,
BECAUSE

The work is done on the company's actual public status and is complete before any contact.

DISTANCE

●●●●●●●● 6/10

TRACE

Assumption negation · "trust must be earned before work is seen"

Practical note: check exactly what CIPC publishes before relying on it; business addresses only; every letter carries an opt-out.

PENALTY-LETTER INTAKE 08

Intake is closed all year except the ten days before each SARS deadline, and the only accepted application is a SARS penalty letter. The letter is the form; without one there is no way in.

The document a business is **most ashamed of** is the only ticket in.

PLAIN

WEAKEST SURVIVOR

NEAREST
KNOWN

Tax-resolution firms that specialise in SARS penalty disputes.

NOT THAT,
BECAUSE

Intake is shut outside a pre-deadline window and the letter replaces every enquiry form.

DISTANCE

●●●●●●●● 5/10

TRACE

Random entry · bone

Practical note: existing clients are unaffected. A short page explains the window and what to bring.

Error ledger × Compliance plate

TWO DATES ON ONE PLATE

The counter plate carries two dates: when the business last filed on time, and when Busy Bee last made an error on that business's books.

Neither parent exposes the bookkeeper and the client together. The plate becomes a joint accountability record that the client's own customers can see.

Counterparty statement × Early-filing slots

SLOTS THAT FOLLOW INVOICES

An early-filing slot can only be given to a business that appears in the client's own ledger as someone they trade with.

Intake becomes both earned and bound to real invoices, so the practice grows only along money that already moves between its clients.

STILL ORDINARY

- Every idea still measures growth in client count, not in fee per client.
- Two survivors target businesses in trouble (penalties, deregistration), a long-standing tax-practice niche.
- Several still land the conversation in the existing Gmail and phone.

WHAT THE GATE KEPT KILLING

Features an insider would call standard: referral discounts, drip reminders, case studies, drop-off boxes, a free question line. 12 of 20 fragments died this way.

HOW TO READ THE NUMBERS

The 100 checks that the run followed its own protocol. It does not say an idea will work. Each distance is our claim about a missing mechanism, not a measurement. The weakest survivor is Penalty-letter intake.

Where AN3S looked

We checked all eight areas of AN3S's work against your practice.

 AI SYSTEMS & AUTOMATION RELEVANT: ENQUIRY REPLIES	 BUSINESS GROWTH CHECKED	 WEB & APP DEVELOPMENT CHECKED	 EXPERIMENTAL MARKETING RELEVANT: SEARCH AND SOCIAL
 BRAND STRATEGY RELEVANT: CREDENTIALS	 3D VIRTUALIZATION & EVENTS NOT RELEVANT: NO EVENTS	 SALES LEADERSHIP SALES PIPELINE: LATER	 INNOVATION & MENTORSHIP NOT NEEDED NOW

Your clients notice nothing

STAYS THE SAME

Your clients keep emailing and calling exactly as they do now. Nothing in this plan requires them to change anything.

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STRATEGY, CHAOS, AND EXPERIMENTAL TECH

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