

CLIENT PROPOSAL · 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

Andries Liebenberg

What you told us

This proposal is built around three clear points from our conversations.

01

Your clients all know and use your Gmail address, and you want to keep it that way.

02

You'd like to find new clients.

03

You don't have time to do marketing.

THE IDEA IN ONE LINE

YOU DO THE **BOOKS**, WE BRING THE **CLIENTS**, AND YOUR GMAIL NEVER CHANGES.

How we'll bring new clients

Four focused pillars designed for a local owner-run practice.

FOUR PILLARS

01 

1. Be found when local businesses search

We set up and optimise your Google Business Profile, list you on relevant business directories, and update your website so it ranks for searches such as "bookkeeper Boksburg", "tax practitioner East Rand" and "SARS eFiling help". This also separates you clearly from other businesses with a similar name. We'll put your SALT and Sage accreditation and your CPD record on the front page, because that's what wins trust.

GOOGLE PROFILE

LOCAL SEO

CREDENTIALS FRONT

02 

2. Never miss an enquiry, even in a busy SARS week

We add a WhatsApp button and a short enquiry form to your website. Every new enquiry gets an instant, friendly acknowledgement, and you get a reminder if you haven't followed it up. Enquiries still arrive in your existing Gmail and on 083 898 1990, so you don't need a new app or system.

WHATSAPP BUTTON

INSTANT ACKNOWLEDGEMENT

GMAIL & PHONE

03

3. Stay visible every month, without spending your time

Each month we write and design posts around the SARS calendar, including provisional tax, eFiling season, EMP201, UIF and COIDA. These are the moments when business owners go looking for a bookkeeper. We send them to you once a month and you reply "approved", or tell us what to change. We do the rest.

SARS CALENDAR

10 MINS / MONTH

DONE-FOR-YOU

04

4. Turn happy clients into reviews and referrals

We give you one ready-made message you can forward to existing clients to ask for a Google review. It's optional and takes one minute.

ONE-MINUTE FORWARD

GOOGLE REVIEWS

SOCIAL PROOF

Your concerns, answered

DIRECT ANSWERS

“My clients use my Gmail.”

Your Gmail stays exactly as it is, and existing clients notice no change. If you'd ever like a professional address @ your .co.za domain, we can set one up to forward into the same Gmail inbox. That step is optional, invisible to clients and included in the package.

“I have no time for marketing.”

Everything is done for you. Your total time is a short welcome call and roughly 10 minutes a month to approve posts.

“I want new clients.”

Every item in this plan is aimed at being found by and winning new clients. If you'd like us to go out and approach prospects for you as well, see the optional extra below.

“What about my two domains?”

Your main website stays. We redirect the second domain to it so it supports your search ranking instead of sitting unused. This is included, and nothing breaks.

“Do I need to pay for adverts?”

No. Adverts are not needed in the first two months. If you ever choose to run them later, you pay the advertising platform directly.

Included and free in your package

No hidden line items or surprise charges.

INCLUDED

Standard with your monthly plan:

- **Email forwarding:** an optional professional .co.za address that forwards straight into your existing Gmail.
- **Second-domain redirect:** your second domain points to your main website.
- **Ongoing support:** improvements and bug fixes to your automations for as long as you're on the monthly plan.

FREE QUICK WINS

Included at zero extra cost upon setup:

- **Google Business Profile:** we set up and verify your profile so you appear on Google Maps and in local search results.
- **Local search wording:** we add Boksburg, Jet Park and the East Rand to your website's page titles and descriptions.
- **WhatsApp click-to-chat button:** prospective clients can message you on 083 898 1990 with a single tap.
- **Credentials up front:** we move your SAIT and Sage credentials onto your home page, where new clients will see them straight away.
- **Home-page videos:** we fix the videos on your home page that currently don't play, or remove them if they can't be repaired.

Automated WhatsApp and email new-client outreach

DIRECT OUTREACH

OPTIONAL ADDITION

Finding new clients for you, just like we found you

We set up a system that identifies local businesses in Boksburg and the East Rand that are likely to need a bookkeeper or tax practitioner, and sends each one a short, personal introduction to Busy Bee by WhatsApp and email.

Interested replies come straight to your existing Gmail and 083 898 1990, so you only speak to people who have already said yes. You approve the introduction message first so it sounds like you.

DONE RESPONSIBLY (POPIA-AWARE)

We only contact businesses, using their publicly listed business contact details. Every message says who you are and why we're getting in touch, and includes a simple way to opt out. Anyone who opts out is never contacted again, and we keep a record of this.

90-day visibility guarantee

OUR COMMITMENT



RANKED IN **LOCAL SEARCH**, OR WE KEEP WORKING FOR **FREE**.

If, within 90 days of your Google Business Profile being verified, you are not appearing in Google's local results for searches such as "bookkeeper Boksburg", AN3S will continue making SEO adjustments at no charge until you are.

CONDITION Applies when you take the paid package (the SEO & Visibility Audit plus the monthly content pack).

CAP Free adjustment work is capped at approximately two hours per month.

A DreamForge run on engagement mechanisms

The proposal above is the obvious answer, and the proven way to begin. A once-off setup and a monthly content pack is standard commercial practice, and it protects your existing habits completely.

To look past conventional agency models, we ran DreamForge in Forge mode on this exact proposal. Pinned to three stimulus words fixed by the brief, the protocol forced ten ideation operators and killed 14 candidate fragments that collapsed into ordinary retainers, barter deals or directory listings. What follows are **provocative engagement mechanisms** to explore in the future, not part of the current plan or quotation.

THE OBVIOUS ANSWER

A once-off setup fee plus a monthly done-for-you marketing retainer, sold with a 90-day ranking guarantee, a monthly post-approval step and a monthly metrics report of views, calls and enquiries.

Stimulus words pinned to the brief:

- LICHEN
- LANTERN
- MYCELIUM

20

Idea fragments

14

Killed at the gate

6

Survived

100

Protocol score / 100,
checked by script

UNANSWERED-DOOR
PAUSE

0 1

NEAREST
KNOWN

Agency SLAs on lead response time; ad platforms that throttle campaigns with poor landing pages.

The visibility AN3S builds stays up only while every enquiry is answered. In any week where an enquiry sat unanswered for two working days, AN3S takes Busy Bee out of view (profile hidden, posts held, button off) until the backlog is cleared.

NOT THAT,
BECAUSE

The agency switches off its own deliverable because of the client's reply hygiene, so visibility only grows when enquiries are answered.

The agency withholds its own work from its paying client whenever she **leaves a stranger at the door**.

DISTANCE

 6/10

TRACE

Random entry · lichen

UNCOMFORTABLE

SHIFTS POWER

Practical note: two working days, not hours; announced to the owner first; lifts immediately on reply; SARS-week leeway agreed up front.

STRIKE-THROUGH
PROPOSAL

0 2

NEAREST
KNOWN

Service-level agreements with monthly service credits.

The signed proposal is the monthly report. Each month the owner ticks every promise or strikes it through in ink. A struck promise can never be reinstated and its share of the fee is gone for the rest of the term.

NOT THAT,
BECAUSE

The original sales document itself becomes the scorecard, marked by the client alone, and a failed promise is struck permanently.

The sales document can only get shorter, and every line AN3S fails is **crossed out for good**.

DISTANCE

 6/10

TRACE

Assumption negation · "proposal read once before work starts"

PLAIN

SHIFTS POWER

Practical note: one printed copy per month; each promise a single line with its share beside it; the owner's ink is final.

BUY-BACK CLIENT BOOK 03

AN3S holds title to each specific client relationship it introduced. Busy Bee buys each of those clients back from AN3S, one at a time, the way practices buy fee books from retiring bookkeepers. Until she buys a client back, AN3S owns that client.

Every client AN3S brings **belongs to AN3S** until Busy Bee buys that client back.

UNCOMFORTABLE

SHIFTS POWER

NEAREST KNOWN Fee-book purchases between accounting practices; revenue-share deals with marketing agencies.

NOT THAT, BECAUSE The marketer, not a retiring practitioner, holds title to particular client relationships it created, and the bookkeeper buys each one back individually.

DISTANCE TRACE 7 / 10 Temporal dislocation · 2140: fees for services removed

Practical note: written schedule per introduced client; client deals only with Busy Bee; POPIA and professional rules decide what can be held.

LOW-TIDE CALENDAR 04

A year ahead, AN3S publishes a tide table of Busy Bee's visibility. The high-water weeks are the quiet months. At every SARS peak the tide goes out: the profile reads fully booked, posts stop and the button replies with the date the water returns.

Busy Bee is **invisible exactly when every other bookkeeper is loudest.**

UNCOMFORTABLE

NEAREST KNOWN Closed-for-the-season notices and holiday auto-replies.

NOT THAT, BECAUSE The dark weeks are the SARS peaks themselves, fixed and published a year ahead, inverting the deadline-posting calendar on purpose.

DISTANCE TRACE 6 / 10 Cross-domain collision · fire-lookout towers x printed tide tables

Practical note: existing clients are unaffected; the tide table is one printed page for the year.

CLIENT VETO ON THE POSTS

0 5

The owner approves nothing. Each month one existing client, in rotation, reads the month's posts and may veto any of them. A post a real client vetoes is never published, and the owner is not asked.

Busy Bee's public voice answers to **her clients, not to her.**

QUIET

SHIFTS POWER

NEAREST
KNOWN

Customer advisory boards and focus-group copy testing.

NOT THAT,
BECAUSE

A single real client holds a binding monthly veto over what the practice says in public, replacing the owner's approval step entirely.

DISTANCE
TRACE

●●●●●●●● 6/10

Beneficiary inversion · invert who approves

Practical note: five minutes for the client; rotation is opt-in; the owner can still stop anything factually wrong.

SELF-EXTINGUISHING WORK

0 6

There is no retainer. Everything AN3S builds carries a ninety-day life and switches itself off at the end of it. Only a new client arriving through the work adds another ninety days. Nobody ever has to cancel.

The work keeps itself alive only by bringing clients; when it stops bringing them, **it goes out on its own.**

QUIET

WEAKEST SURVIVOR

NEAREST
KNOWN

Pay-per-result agency contracts; free trials that expire.

NOT THAT,
BECAUSE

The deliverable itself carries a lifetime that only its own results can extend, so an unproductive campaign stops without anyone deciding to cancel.

DISTANCE
TRACE

●●●●●●●● 5/10

Object removal · "monthly retainer" forbidden

Practical note: each extension is billed as a block; the owner keeps every asset and login when the work goes out.

Strike-through proposal × Self-extinguishing work

SELF-PRUNING AGREEMENT

Every promise in the proposal carries its own ninety-day life. A promise that brought no client in its ninety days strikes itself through and its work stops. The proposal prunes itself down to only the parts that worked.

Neither parent edits the scope line by line without a person. The child is a document and a deliverable that are the same object, pruning automatically on performance.

Unanswered-door pause × Low-tide calendar

RESPONSIVENESS TIDE

The tide table is not set in advance. It is written by her own reply times: each week, visibility rises or falls to match how fast she answered the previous week's enquiries.

Makes visibility a continuous function of responsiveness, ensuring Busy Bee is never more visible than she is reachable.

STILL ORDINARY

- Every idea is still about how AN3S is paid, held to account or switched on and off; none changes what Busy Bee sells.
- The set still assumes Google search, Gmail and the phone are where new clients arrive.
- Strike-through proposal is a close cousin of service credits and the audit's Error ledger.

WHAT THE GATE KEPT KILLING

Features an insider would call standard: lead-source tags in Gmail, ghostwriting calls, money-back guarantees, barter deals, client KPIs, exclusivity clauses and directory listings. 14 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 Self-extinguishing work.

What we need from you & Timeline

STEP 1

A 20-minute
welcome call

STEP 2

Access to your
website and
domain details
(we'll guide you)

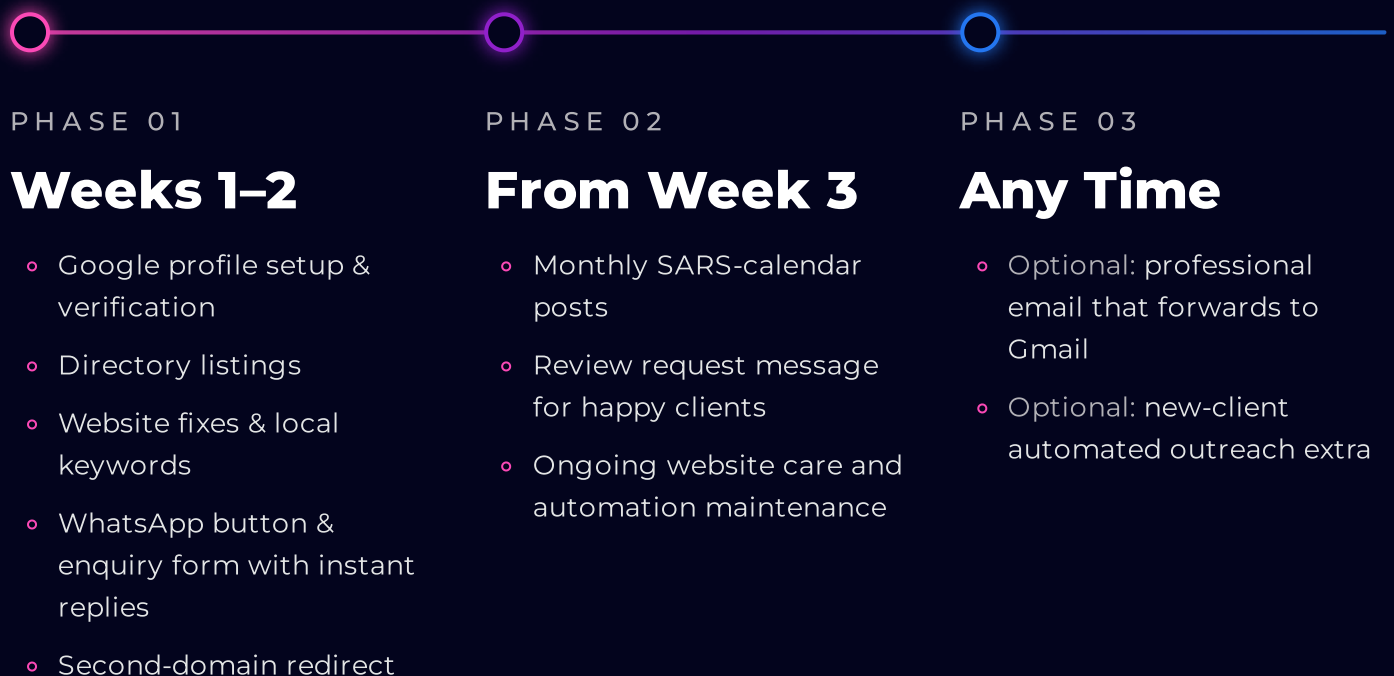
STEP 3

Confirmation of
the second
domain name

STEP 4

Your approval of
posts once a
month

Rollout Timeline



How we'll measure success

Each month you get a short, transparent summary covering the numbers that matter.

PROFILE VIEWS

Google Maps & Local
search visibility

DIRECT CALLS

Inbound phone calls
from search

ENQUIRIES

WhatsApp clicks &
web form
submissions

POST REACH

Views & engagement
on monthly SARS
reminders

Plus outreach replies and qualified leads, if you add the optional new-client outreach extra.

Ready to get started?

GET IN TOUCH

REPLY TO THIS EMAIL OR **WHATSAPP US**,
AND WE'LL BOOK THE **WELCOME CALL**.

A separate quotation is attached with the once-off and monthly pricing.

WHATSAPP US

REPLY VIA EMAIL

Kind regards,

Andries Liebenberg

AN3S

create@an3s.info · 072 974 9703

STRATEGY, CHAOS, AND EXPERIMENTAL TECH

AN3S

Andries Liebenberg

create@an3s.info

