

The Essential Client Onboarding Checklist for Ecommerce



Are you looking to grow your ecommerce bookkeeping practice?

If so, you're in the right place.

Onboarding new clients properly is one of the highest ROI activities you can undertake to improve your bottom line and prepare your company for growth.

In this guide, and with our [accompanying checklist and bonus resources](#), we take a deep dive into what you need to implement for a delightful and comprehensive client onboarding experience.

In this document:

- ▶ Why is it important to standardize your onboarding process?
- ▶ What needs to happen before onboarding?
- ▶ How long does onboarding take?
- ▶ The onboarding checklist

Pre-onboarding



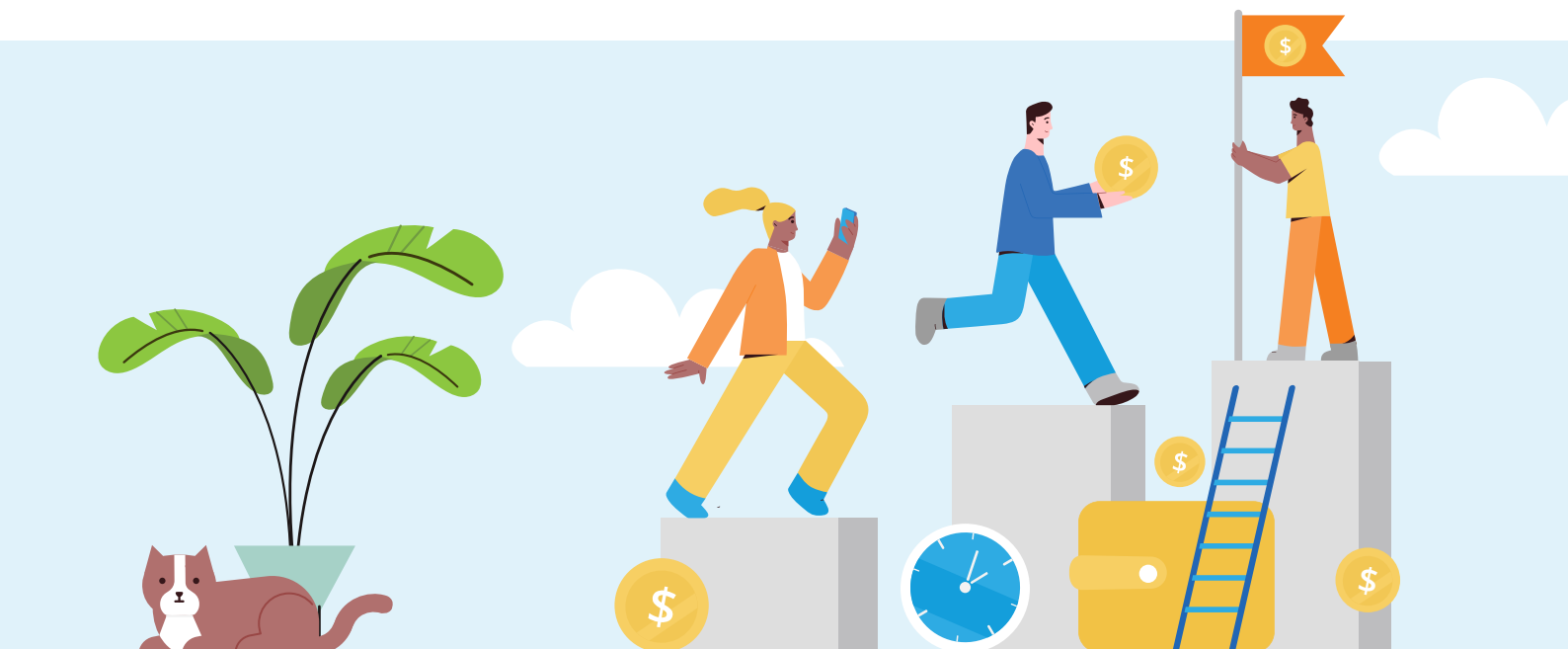
Onboarding



Post-onboarding



Bonus sections



Why is it important to standardize your onboarding process?



Sets clear & consistent expectations



Increases customer satisfaction



Reduces churn



Easier to find right information



Simplifies bookkeeper's job



Reduces scope creep

Having a consistent and standardized onboarding process is critical if you want new client relationships to be handled seamlessly without needing to do everything yourself. It gives your team a predictable pathway to take on new customers, and provides your clients with a high level of visibility over what's needed at each stage.

But it's more than that. Documenting your processes (starting with onboarding) helps you to predictably achieve higher profit margins, allows for better capacity planning of staff resources, and makes your practice more valuable if you decide to sell in the future.

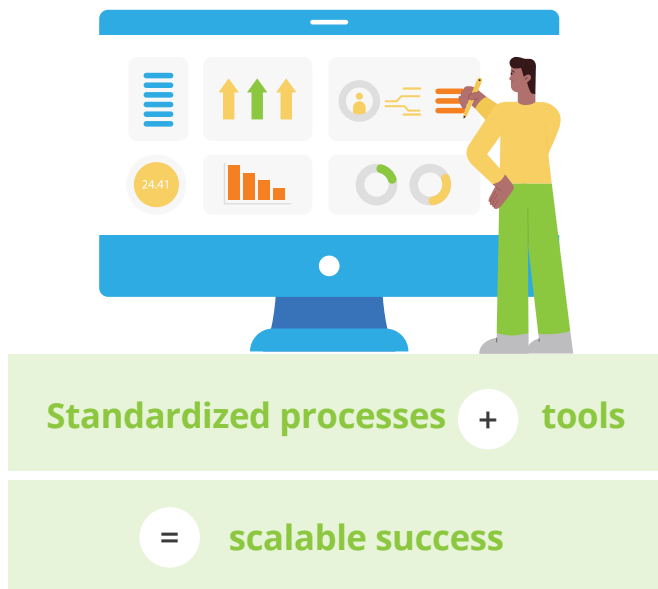
Other benefits of having a robust onboarding process:

- Happier, more loyal customers that are more likely to provide referrals.
- Prevents unpleasant surprises that could be avoided by asking the right questions upfront.
- More visibility over the customer's financial position, opportunities and challenges from the outset.



Long story short: Investing in a comprehensive onboarding process is a savvy business strategy, and we've compiled it all on a silver platter in this guide to make your job easier.





Standardizing your processes is a key element of preparing your business for growth. Another important component is having a consistent set of apps and tools that you use across all clients.

If your team needs to learn new software every time a customer comes onboard, it will be much more difficult to grow and do an excellent job on a consistent basis.

With this in mind, part of the reason for onboarding is to prepare new clients for working in a way that fits with how you operate by finding alignment on the systems and structure that will be used to serve them.

Whilst you're still able to adapt your systems and tools to meet the needs of a specific client, it means that you don't need to reinvent the wheel for each new account.

Analogy: when you visit a restaurant, you're able to order items from the menu. You can still customize what you want (e.g: no olives on the pizza), but the kitchen staff have a standard recipe to deliver what's on the menu.

This is a good lens to look through when considering your processes. You can tweak what you provide on different projects, but you don't need to create a new recipe for every client.

Example ecommerce bookkeeping tech stack

Here's an example of what your standardized tech stack might look like. This varies from one practice to the next, depending on the specific offerings and needs of customers.

Contract management
& automated practice AR



Automated ecommerce
payout reconciliation



Practice management



Cloud accounting software



Client communication



Internal communication



Document collection



Expense management



Cloud storage



Workflow automation



Time tracking



Paying bills



Regional payroll



Set realistic expectations upfront

The satisfaction of your customers largely depends on if they feel that their expectations have been met. The better you can set realistic expectations and clearly articulate the journey throughout the onboarding process, the happier clients will be.

Here are some questions to consider when thinking about the expectations you should be setting:

- What does the onboarding process involve and how long will it take?
- At each stage of the onboarding process, what is the next step, what's required from your team, and what's required from the client?
- Are there any commitments that the client needs to make for you to do a good job (e.g: quick replies to requests)?
- What are the consequences or costs if things don't go as planned?



What needs to happen before onboarding?

Onboarding is just one part of your customer's journey, but it is an important one. Here's an example of what a new customer's journey might look like for your firm:



In larger practices with established teams for each function, onboarding represents the handover from sales to ongoing client services, and ensures that the bookkeeper and any other relevant team members are well equipped to do an excellent job.

For smaller organizations and one-person operations, onboarding is often done by the same person that looks after sales and client services. Whilst it can be tempting to take a casual or ad hoc approach to onboarding in a smaller firm, using a well-documented approach will make it much easier to bring on new team members and clients as you expand.

However, regardless of the size of your business, there's another important consideration to keep in mind: **you need to know exactly who you're serving.**



Who is your ideal customer?

In ecommerce, it is often said that the 'riches are in the niches', and this holds true for bookkeepers just as much as any other industry.

The best bookkeeping firms (and their onboarding processes) are laser focused on the needs of their ideal customer. If you're trying to cater to everyone, you will end up diluting your focus.

With this in mind, it's better to focus on a small group of clients that you can be the best in the world at serving. In other words, it's better to be a big fish in a small pond. You can always jump into a larger stream or lake at a later stage by widening your scope or serving new niches.

	Consequences of not narrowing down your niche	Benefits of focusing on a specific niche
Pricing	A need for flexibility tends to favor hourly rates and ad hoc arrangements over fixed price, repeatable, value based offerings.	Focusing on the needs of a narrow customer base allows you to provide fixed price, value based offerings. Productivity gains are retained by your practice in the form of higher profit margins.
Processes	There's a limit to how much standardization is achievable when your firm serves a wide variety of clients.	More opportunities to refine your processes and tech stack for the specific needs of your niche.
Talent	Staff are required to be more dynamic and experienced to meet the wide range of client needs.	By investing in robust processes and systems, there's less reliance on senior staff to be involved in day-to-day client services.
Scalability	Harder to scale up because the needs and preferences of each customer or segment are different.	Easier to scale up because there's a narrower set of client requirements which can be heavily optimized. Less room for scope creep.
Competition	High levels of competition as you're up against every other generalist bookkeeper.	Opportunity to dominate your niche while other bookkeepers focus on their niches.
Risk	There are a wider range of things that can go wrong.	More opportunities to mitigate risk as there's a narrower scope of business operations.
Value for money	It can be more expensive for customers as productivity gains from standardization and automation aren't always captured. If they are, this often results in less income for the practice.	Fixed pricing packages are based on providing the specific services that your clients need. This means that clients receive more value for every dollar spent while having more predictability over their finances.

How to define your ideal customer

It's best to be as specific as possible when defining your ideal customer. You can always expand your scope if necessary, and you'll always have the discretion to take on clients that don't fit your criteria on a case-by-case basis.

Rather, it allows you to optimize the way you operate to be the best fit for your ideal client. At the end of the day, who you onboard as a customer is over to you.

Here are three ways to segment your audience:

Demographics

Location, industry, revenue, number of employees, sales channels, role of the key contact person, and other quantitative metrics.

Psychographics

Preferences, expected level of service, attitudes and beliefs, growth ambitions, price sensitivity, and other qualitative factors.

Behaviours

Responsiveness, filing frequency for sales tax, how fast they pay invoices, the apps they are using, and other activity based factors.

For example, an ecommerce bookkeeping company might want to target sellers that:

Are based in Canada or the United States, sell exclusively on Amazon marketplace, and generate \$1-5m in revenue.

Want a hands-off, fully managed bookkeeping service, don't mind paying a bit extra for accuracy and service, and have high growth ambitions.

Are fast to respond to queries and either use Xero or are willing to move to Xero when they come onboard.



Set up your sales funnel

What is a sales funnel, and what does it have to do with onboarding new clients?

In the diagram at the top of 'what needs to happen before onboarding', we illustrated the customer journey as potential accounts move from marketing to sales, to onboarding and into ongoing client services.

In this way, the growth activities that you put in place to generate leads and acquire new clients are not separate from the customer experience that people receive once they sign up. Rather, they all function as part of a wider intake process:

- A sales funnel is a way of looking at the stages that leads go through to become customers (and eventually raving fans that refer new leads), to ensure that you focus on the right activities at each stage of the relationship.
- Thinking about your customer's journey through this lens helps to ensure that you ask the right questions: who is my ideal customer, how far through the buying process are they, and what do they need right now to move forward?
- By taking this into account when designing your onboarding process, you can work backwards to ensure that the sales and marketing activities you undertake are focused on targeting your niche, and align with what you offer.

This helps to ensure that your new customers are an ideal fit for your standardized onboarding process and ongoing services. It also helps with capacity planning by creating a pipeline of leads for nurturing and onboarding in the future.



Learn more

[Marketing & SEO Resources For Accountants](#)

How long does onboarding take?

It can be tempting to think about onboarding as a time-bound process (e.g: 1 month to onboard the client). This can be helpful for planning cashflows and allocating resources, but it doesn't always reflect reality and may lead to rushing some components of onboarding.

"However, many best-in-class firms focus on making their onboarding process task-based, as opposed to timeline-based. Of course, the onboarding process shouldn't drag on, but there also shouldn't be pressure to rush through it."

– [Hubdoc](#)

In the [onboarding checklist worksheet](#), we have left a blank column named 'duration' where you can add an estimated timeframe for each task, based on your business setup.



How to use this onboarding checklist

In the sections below, you'll find a list of the steps to onboard new ecommerce bookkeeping clients.

This process is broken down into four main sections:

1. **Pre-onboarding** - this stage involves setting initial expectations and signing the contract.
2. **Onboarding** - this is where the vast majority of the onboarding work happens.
3. **Post-onboarding** - the final stage involves handover to the ongoing bookkeeper and looking for ways to improve the onboarding experience.
4. **Bonus resources** - these assets are designed to provide further context and information around parts of the onboarding process. They are also linked to in the relevant descriptions for onboarding steps.

To use this checklist:

1. Read through the descriptions below in conjunction with our [worksheet](#).
2. Download or make a copy of the worksheet.
3. Add or remove any processes relevant to your business needs.
4. Allocate the tasks to the relevant people on your team and assign an estimated timeframe to each item.
5. When the work is complete, you can use this checklist to review the work and ensure that everything was done properly.
6. After each new client onboarding, review how it went and make any necessary changes to improve your process for next time.

Pre-onboarding

Pre-onboarding Processes		STATUS	OWNER	DURATION	DEPT
STEP	ACTIVITY	DESCRIPTION			
1	Before Signing The Contract				
1	Set expectations about your document signing system (at a high level)	<input type="checkbox"/>	Sales		
	(at a high level)	<input type="checkbox"/>	Sales		
	working with you (ebooks,	<input type="checkbox"/>	Sales		
4	Tell them about your awesome team, at a high level	<input type="checkbox"/>	Sales		
	that your team will solve	<input type="checkbox"/>	Sales		

CLICK HERE TO VIEW



Before signing the contract

1. Set expectations about your document signing system (at a high level)

Document signing systems (such as Ignition) are great for streamlining the process of contract execution. To ensure that your new client is comfortable with the process, it's important to give them an overview of what to expect. When signing with Ignition, there's an option for clients to enter their payment information before signing the contract. If you use this functionality, explaining the process to customers helps to avoid unpleasant surprises.

CHECK

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2. Set expectations about your onboarding process (at a high level)

Bookkeeper-client relationships are typically long term arrangements and there's a significant amount of information required to do the job. To give your new client visibility over the onboarding process, it's a good idea to briefly explain what needs to happen at each stage. This can be done via a call or meeting, or using a templated email or brochure.

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3. Share a teaser about the extra value they will receive from working with you (ebooks, checklists, etc.)

Your new client hasn't signed the contract yet. Getting them excited about all the extra value they will enjoy from working with you is one way of helping to ensure that as many people at this stage convert into paying clients as possible.

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4. Tell them about your awesome team, at a high level

While this isn't the time for a teamwide meet and greet or detailed introductions, sharing a brief overview of the people that your new client will be working with helps to humanize the relationship. The goal here is to make your client feel like they're in safe hands who have the skills to do a great job.

☐**5. Remind them of the BIG problem that your team will solve**

What's the pain point that your customer is facing? They are choosing to work with you, to solve this problem. Reminding them of the key pain points identified during your discovery call, the time it takes to solve them, and how you're reducing the client's involvement will help to reinforce the value you're bringing to the table.

☐**At signing****1. Share the document signing link or files that need a signature**

If you're using Ignition, the document signing functionality is integrated with your proposal software, so you won't need to worry about using another system for this purpose.

☐**2. Set expectations for what will come next, once they sign the contract**

What will happen next, once your new customer has signed the contract? Helping them to better understand the onboarding process enhances the customer experience and reduces the likelihood of churn. By aligning the expectations of your customer with the way your company works helps to ensure buy-in at each stage of the journey.

☐**3. Remind them of the BIG problem that your team will solve**

Briefly mentioning the outcome that your new customer can expect to receive from hiring you will help to get them excited about your service. This can be as simple as thanking them for signing the contract and mentioning that once onboarded, they'll be free to focus on growing their business while having financials they can rely on (or whatever the key client pain points are that you're solving).

☐**4. Get them excited to be working with you**

Before moving onto the nuts and bolts of the onboarding process, it's important that your client feels like they have made the right decision. After all, they are trusting you with the finances of their business. If they aren't excited yet, you may want to find out if they have any concerns that need to be addressed.

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Onboarding

Onboarding Processes			STATUS	OWNER	DURATION
STEP	ACTIVITY	DESCRIPTION			
1 Initiate Welcome Email Sequence			<input type="checkbox"/>	Marketing	
1	Add new client to your CRM system	Once your new client has signed the contract, there are a range of actions that need to take place behind the scenes to get them setup. While you are doing these things, it can be helpful to send them an automated series of emails sharing important things they need to know. Check out bonus resource #1 for a list of ideas for email topics to go in the sequence.	<input type="checkbox"/>	Marketing	
	2. Assign the right internal team to new client (onboarding assistant, & bookkeeper)	If you've delegated the job of adding new clients to your CRM system to a VA or onboarding assistant, have a look to make sure that they're in the right list and are receiving the correct emails.	<input type="checkbox"/>	General or Operations Manager	
		Letting your team know that you've got a new client serves a few purposes. It helps to build camaraderie by celebrating wins, keeps people in sync of upcoming priorities, and helps with capacity planning. If you use Slack or a similar app for workplace chat, then share the message in here.	<input type="checkbox"/>	General or Operations Manager	
		By assigning your internal team as early on in the process as possible, it allows people to plan their workflows accordingly, and have a clear understanding of upcoming priorities. Later in the onboarding process, your internal team will meet to discuss any key considerations; at this stage, simply informing the people involved is enough.	<input type="checkbox"/>	Onboarding Specialist	
		If you're using an automated sequence of emails (step 1.1), you might not need to send a separate welcome email. Either way, it's important that your client feels welcomed and like they have all of the relevant information available. In this welcome email, one of the key actions is getting them to book in their first onboarding meeting. Pro tip: to get the key actions is getting them to book in their first onboarding meeting. You may want to set key actions is getting them to book in their first onboarding meeting. You may want to set	<input type="checkbox"/>	Onboarding Specialist	

CLICK HERE TO VIEW



1

Initiate welcome email sequence

1. Add new client to your CRM system

Once your new client has signed the contract, there are a range of actions that need to take place behind the scenes to get them setup. While you are doing these things, it can be helpful to send them an automated series of emails sharing important things they need to know. Check out ['Bonus #1'](#) for a list of ideas for email topics to cover in the sequence.

CHECK

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2. Check that they have been added to the correct email flow

If you've delegated the job of adding new clients to your CRM system to a VA or onboarding assistant, have a look to make sure that they're in the right list and are receiving the correct emails.

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2

Internal setup processes - stage 1

1. Inform your team about the new client

Letting your team know that you've got a new client serves a few purposes. It helps to build camaraderie by celebrating wins, keeps people in sync of upcoming priorities, and helps with capacity planning. If you use Slack or a similar app for workplace conversations, then share the message in here. If not, a quick email to your team is suitable.

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2. Assign the right internal team to new client (onboarding specialist & bookkeeper)

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By assigning your internal team as early on in the process as possible, it allows people to plan their workflows accordingly, and have a clear understanding of upcoming priorities. Later in the onboarding process, your internal team will meet to discuss any key considerations; at this stage, simply informing the people involved is enough.

3. Send out welcome email with next steps (if not included in the email sequence)

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If you're using an automated sequence of emails (step 1.1), you might not need to send a separate welcome email. Either way, it's important that your client feels welcomed and that they receive all of the relevant information required. In this welcome email, one of the key actions is getting them to book in their first onboarding meeting. *Pro tip: to get the best outcomes, keep your email short, to the point, and with only one call to action.*

4. Book in the first onboarding meeting

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There are a range of handy tools for booking onboarding meetings. You may want to set this up manually, or simplify scheduling with an booking app such as [Calendly](#).

5. Set up your new client's file structure in your file storage system (e.g: Google Drive)

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Having a standardized client file structure makes it easy for your team to find the right information when they need it. Consider creating a templated file system that you can copy and paste for each new client. If you're using Google Workspace, Shared Drives are a great way of collaborating on document storage with customers.

6. Send the client onboarding questionnaire to gain access to the right logins and information

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Rather than manually asking your client for each item of information, try using an onboarding form or questionnaire to capture all of the relevant details at the same time. Apps like Google Forms and TypeForm can help here. Or you can use an editable PDF if that fits better with your systems. Have a look at '[Bonus #2](#)' for a list of questions and information to gather using this form.

7. Save a copy of your client's signed contract in a secure place for future reference

☐

If you use Ignition, this will be done for you. If you're using a manual signing process, make sure to file the contract in a safe place (ideally in cloud storage).

8. Send the first invoice to your client or process their credit card based on the agreed details☐

If you're using Ignition, you can configure the app so that users are required to provide credit card details before they can sign the contract. This will remove the need to send a separate invoice and wait for your client to pay.

9. Set up a recurring sales receipt or invoice for client payment☐

Instead of needing to remember to write up an invoice every month, why not automate the process with a recurring bill? If you provide a retainer based service, this can easily be done in your cloud accounting system or via Ignition.

10. Create new client in your practice management system and assign jobs and due dates based on agreed details☐

As part of the onboarding process, you'll need to create a new account in the workflow or practice management software of your choice. Many of these tools have pre-designed templates that can be useful for onboarding. If you cannot find a suitable template that fits your needs, try creating your own.

11. Set up a suitable communication channel with your client (e.g: Slack)☐

It's easy for discussions to get missed when you have a wide range of communication channels that a client can reach you on. To ensure that all conversations remain in one place (and that there's a clear process to action requests), you'll want to identify which channel this is, and invite your client to collaborate.

12. Follow your new client on social media (Facebook, Instagram, LinkedIn etc.)☐

A simple like or follow might not sound like a big deal, but it shows that you are invested in their success. Make sure to follow your new client using your business profile (instead of your personal account), and consider turning on notifications if you want to stay up to date with developments in their business.

13. Add client to your email newsletter☐

If you send a monthly or quarterly newsletter to clients, now is the time to add them to this list. If you're not currently sending a regular newsletter, it's worth considering whether this will be a priority in the future, and what criteria need to be met (e.g: number of paying clients) before you start investing in email marketing.

14. Add client start date or birthday to your calendar as a recurring event☐

The small touches are what turns a good experience into an excellent one. Add your client's start date or birthday to your calendar so that you never forget to celebrate the day.

3

First payment

CHECK

1. Receive payment from your customer for the first invoice

If you're using Ignition, the first payment will have been processed upfront when your client signed the contract. If not, you'll want to make sure that you receive payment before doing much more work.

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4

Internal setup processes - stage 2

1. Review answers to the new client questionnaire and agreement to prep for meeting

Once the new client questionnaire has been filled out, you'll want to have a look through the information provided and flag any areas where further details are required. This information can be gathered at your first onboarding meeting.

☐**2. Meet with internal team to discuss expectations, timelines and who is doing what**

Before joining the first meeting with your new client, you'll want to make sure that the people who are looking after the relationship are in sync with what needs to happen next. During this internal team meeting, consider discussing the scope of the project, if there are any questions and provide the opportunity to identify any potential barriers to smooth execution.

☐**3. Begin preliminary software setup (as required)**

It's a good idea to set up as much of the software as you can before the initial meeting, to identify any questions that need asking and reduce the amount of work required later in the onboarding process. The volume of work required at this stage depends on how well your clients tech stack is currently set up, the amount of time and capacity you have available internally, and whether you have access to the required logins.

☐**4. Prepare for the first meeting, compile a list of questions in addition to the standard list if required**

It's a good idea to send an agenda a few days in advance to help your client prepare, and ensure your workspace is clean before the meeting. Please see '[Bonus #3](#)' for a standard list of questions that can be asked alongside any other questions that have come up during the onboarding process to date.

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1. Welcome the client's representatives and introduce anyone who doesn't yet know each other☐

To start the meeting on a positive note and help everyone to feel comfortable, introduce the people involved so they know who they're working with.

2. Set expectations for the meeting and review the agenda☐

Setting expectations at the start of the meeting ensures that everyone is working towards the same goals. Reviewing the agenda before starting provides attendees with an opportunity to add any important items that haven't been factored into the plan, along with ensuring that the meeting stays on topic.

3. Review the agreement, scope of work & commitments from both parties☐

At this stage, you may want to talk about the potential for scope creep and that the price will increase if work outside of the agreed commitments is requested or required. This is especially important if you're working on a fixed retainer. But it's also important if you're working on an hourly rate, to avoid surprises that may result in extra costs and potentially unhappy customers.

4. Temperature check: how is the client feeling? What are they worried about?☐

Before getting into the details of the meeting, now is a good time to see how the client is feeling. Are you on the same page? Do they have any concerns or questions?

5. Complete any required information from the new client questionnaire that hasn't been provided yet☐

Ask your standard list of questions, along with any additional questions that have arisen through the first two stages of internal setup processes. Make sure to take detailed notes for future reference.

6. Gather all logs in and passwords or get set up with access to any required apps that are needed☐

Collecting all of the required logins you'll need upfront is a great way to prevent delays and avoid unnecessary back and forth communication. You don't have to do this - you can rely on the client to provide the data you need. However, we have found that not having the right logins slows down the onboarding process and takes up precious time chasing clients for information. When asking for access to banking organizations, merchant accounts and other logins that handle payments, ask for read-only access as much as possible, to minimize your firm's access to cash. Have a look at '[Bonus #4](#)' for a basic list of the logins you'll need to ask for.

7. Discuss preferred communication methods and performance standards

It's important to have a clear agreement on what expectations look like in practice, and that there's a mutually suitable communication channel. Avoid being contactable on all channels (phone, text, email, Slack, social media etc.), and agree to how long clients can expect to wait before receiving a response. Are you closed on the weekends or outside of business hours, or do you have 24/7 support?

☐**8. Review due dates for upcoming filings and timelines for work to start**

Find out when the next series of tax returns and other filings are due. Make sure to discuss expected completion dates and what factors can affect the successful delivery by those dates. You want to know if there are any potential roadblocks that your client hasn't yet mentioned, and that the timelines are realistic.

☐**9. Request a copy of their previous tax return or trial balance**

This can be provided by the client's previous bookkeeper or existing accountant. Once received, make sure to store it in an easy-to-access place for future reference.

☐**10. Gain government authorization to represent your new client (if applicable).**

In Canada, you'll need to get the '[Represent a Client](#)' authorization signed. These requirements vary from country to country, so use the process that applies to your jurisdiction.

☐**11. Discuss the next steps in the onboarding process**

After the meeting, you will need to finish the setup process and configure any remaining apps. You'll also need to show your client how the newly setup tools work, schedule the first priorities for training, and introduce them to the bookkeeper or team that will be serving them after onboarding is complete. By telling them what to expect next, your client is more likely to be delighted with the onboarding process.

☐**12. Keep a to-do list of future actions from the onboarding meeting**

If there are items that need to be actioned outside of your standard process or things that need to be checked or followed up on, make sure to record them during the meeting.

☐**6****Internal setup processes - stage 3****1. Send client a summary of what has been set up so far, any outstanding to-do items and share the next steps from here**

To help ensure that your client has visibility over the onboarding process and what needs to happen next, it's a good idea to send them a follow-up message with a summary of your meeting notes, upcoming priorities and anything else that's required from them.

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2. Complete the set up of any apps and ensure that your team has the proper levels of access required to do their jobs

If your client isn't already using [A2X](#), you'll want to set it up now, to automate AR reconciliation. A2X is easy to configure, but if you'd like a step-by-step process, you can use the workflow listed in '[Bonus #5](#)'.

☐**3. Make sure that the government authorization requested in step 5.10 has been filed**

If the application to be a representative of the client hasn't yet been filed, you will need to follow up with your client or the relevant governing body to get this access.

☐**4. Review the apps that have been set up and configure any final apps that need setting up**

If you're working in an onboarding team that includes a manager and assistant, this is where the manager will check that the apps have been setup correctly, and that naming conventions or other standardization mechanisms are being accurately followed. If you're the only person looking after onboarding, now is the time to review your work. Have a read through '[Bonus #6](#)' for an implementation checklist of what needs completing before signoff.

☐**5. Send an introduction letter to the client's accountant if appropriate**

Depending on the level of service that your company has agreed to provide, you may need to work with the client's accountant to prepare tax returns and undertake other activities. If this is the case, now is a good time to introduce yourself.

☐**6. Complete the health check of client records (if a diagnostic review was not done during sales)**

Before transitioning into ongoing bookkeeping services, it's important to understand the state of your client's records. This is critical for understanding potential risks or problems that may arise in the future, and areas where extra work may be required. If sales channel transactions are missing, [A2X](#) makes it easy for you to backdate and redo the books. See '[Bonus #5](#)' for links to step by step guide on how to set up A2X.

☐**7. Verify that access has been granted to government accounts and review all accounts**

Have a look at the government records that are on file. The information available can vary from country to country. In Canada, the key accounts to consider are sales tax, payroll liability, and corporate tax. This provides the due dates for filings, and allows you to identify if there are any overdue filings or debts that need to be sorted out.

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8. Verify alignment of government accounts to accounting records

Make sure that the government accounts are consistent with what's showing in your client's cloud accounting system. If these records aren't consistent, further investigation will be needed.

☐**9. Send a meeting link to schedule the next meeting with your client**

This meeting can be organized using [Calendly](#) or a similar scheduling software. When sending out the invitation, also consider including a high-level agenda to ensure that your client knows what to expect.

☐**10. Create a write up of all findings in your review to discuss in the next meeting**

This will form the basis of your notes to discuss in the next meeting. Make sure to note down any questions, challenges or other items that need covering.

☐**7****Onboarding meeting 2****1. Welcome and temperature check - how is the client feeling so far?**

Before getting into the details of the meeting, find out how the client is feeling about the onboarding experience so far. Are they comfortable with it? Does it meet their expectations? Do they have any concerns or questions that haven't been answered yet?

☐**2. Review and discuss your findings with the client**

If you discovered any issues with their accounts, discuss what you found and what's needed to fix the problems. This is an opportunity to sell additional services such as account clean-ups. Discuss the next steps if there's extra work required.

☐**3. Software setup and basic training**

At this point, you only need to cover the very basics of set up. App training will be done in another meeting. The amount of training required on a going forward basis will depend on how tech savvy your client is, and how much experience they already have working with your systems.

☐**4. Get your client setup on the right communication tools**

If you haven't done so already, invite your client to Slack (or the communication tool that you're using) and show them how to use it.

☐

5. Take your new client through how the file sharing system works

Show the client your file storage system (e.g: Google Drive), check that they have the right access permissions and can edit items as required. Ask if there are any other team members who will need access to this information and invite them as well.

☐**6. Review your established systems and methods with new client**

Explain what has been set up, how your practice management or workflow app works, any other relevant tools they need to know about, and naming conventions they will see when working with you. The goal here is to get the client comfortable working with your processes and systems.

☐**7. Go over the key bookkeeping do's and don'ts**

This can be covered in more detail during training sessions; the purpose at this stage is to avoid creating unnecessary work. Some of the key do's and don'ts that need to be discussed include not mixing business and personal accounts, learning what is a valid business expense, and how to record receipts and paperwork. If your client has experience running businesses or doing bookkeeping in the past, this might not be required.

☐**8. Receive access to the relevant payroll forms (if applicable)**

If you're looking after payroll for this client, you'll need to receive the relevant documentation. This may include tax forms, employee timesheets, and direct deposit forms. Check that the information is consistent with your discussions to date and flag any anomalies. If you are planning to switch payroll platforms, make sure to also record the year to date employer and employee amounts.

☐**9. Revisit timelines and due dates**

Discuss what tasks are required to complete the onboarding process, and what will happen once they are finished. Review the deadlines for upcoming work and make sure that they are realistic. If any backwork is required from your findings discussed in step 7.2, you will need to factor this into the timeline.

☐**10. Discuss the next steps and who is to do what next**

Recap any required actions that have come up during the meeting, along with any other tasks that need doing. Note down what your team needs to do, and what is still required from the client. After the meeting, you'll want to send a follow up email detailing the notes taken and next steps.

☐

1. Send your new client a welcome gift and info package

Sending a welcome package to your clients will enhance their experience and show that you're invested in the relationship for the long term. In addition to providing important information about your firm (such as a "cheat sheet" that includes contact information for the key people), the purpose of your welcome package is to make them feel delighted about the onboarding experience and excited about working together.

***Pro tip:** get creative by being thoughtful and personalizing the gift. For example, you might want to send handwritten letter or a custom 'hello' video from your team, accompanied by a hamper of locally made foods and delicacies.*

☐**2. Feature your new client on your website and social media (optional)**

If you feature your new client in more than one location, consider doing these activities at different stages throughout the onboarding process, to get the most exposure for your new client.

☐**3. Finalize the setup of any remaining apps and ensure that your team has the correct access levels**

If there are any other setup tasks that still need to be completed, now is the deadline to get them finished before finalizing the last stage of internal setup processes.

☐**1. Review all generic processes that are applicable to the client and save links to the client's workflow jobs (in relevant systems)**

The purpose of this task is to prepare for handing the client over to the relevant bookkeeper or team. If you're using the [Pure Bookkeeping System](#), these processes are provided as part of the subscription.

☐**2. Create any missing or custom processes and save to the clients manual/info pack**

If there are any processes required which aren't covered by your generic processes, you'll need to create and save them in an easy to access place for future use by your bookkeeper.

☐

3. Review internal processes and determine whether your customer needs any for their own use

You should have a good understanding of your client's confidence with bookkeeping and desired level of involvement from the conversations to date. If there are processes that will continue to be looked after by your client (for example, coding receipts), send this documentation through for them to use.

☐

4. Customize generic processes for client use (if applicable)

If any of the generic processes need tweaking to fit the specific needs of your client, make these changes and save the updated documents to the client's file.

☐

5. Create a training plan to cover off all important apps and activities they need to know

It's important to ensure that the training plan is prioritized based on what's going to make the most impact in their business. Consider where the most attention needs to be focused first and build your training plan around that.

☐

6. Schedule training sessions with the client for upcoming dates in the near future

Once you have a prioritized training plan, you'll need to set up meetings with your client at suitable times. Rather than batching all of the training into one session, try to spread them out so that you can focus on one or a few key items in each meeting.

☐

10

Handover to bookkeeper

1. Decide who will be the ongoing bookkeeper for your new client

This may have been already been decided in onboarding step 4.2. If you haven't already appointed a bookkeeper from your team, now is the time to select the appropriate person.

☐

2. Schedule an internal meeting with your bookkeeper to review processes and client details

Before introducing the bookkeeper to your new client, the onboarding manager and bookkeeper should meet to discuss the client details and go through anything that's unique to this project. By covering off the generic and custom processes during this meeting, your bookkeeper will be well equipped to do a great job.

☐

3. Have your bookkeeper review and familiarize themselves with all ongoing tasks in practice management system

This involves looking through the client file in your practice management system to ensure that everything makes sense, and that they are ready to hit the ground running.

☐

Post-onboarding

Post-onboarding Processes			STATUS	OWNER
STEP	ACTIVITY	DESCRIPTION		
1	Onboarding Wrap Up	This is the handoff point between your onboarding manager and bookkeeper who will be looking after the account going forward. The goals of this meeting are to build trust with the client by introducing them to the bookkeeper and ensuring a smooth transition.	<input type="checkbox"/>	Onboard Specialist
1	Book a final onboarding wrap up meeting with your client and bookkeeper	If your onboarding process has been well managed up to this stage, the handover should be a smooth transition. In this meeting, it's a good idea to cover the responsibilities of each person on the team, who the client can call if something goes wrong, the next steps, and check if they have any questions or concerns.	<input type="checkbox"/>	Onboard Specialist
		This letter is to formally end the onboarding process and signal to the client that they're now all set up. By sending this letter, there is no room for confusion around where onboarding ends and ongoing service begins.	<input type="checkbox"/>	Onboard Specialist
		It's a good idea to send the client a small gift as a way to say thanks for sticking to the onboarding process until the end. If you sent a personalized welcome gift in step 8.1, you might want to consider sending them branded merchandise (cups, pens etc.) in this stage.	<input type="checkbox"/>	Onboard Specialist
		It's always worth looking for ways to improve and do an even better job at delighting clients. By asking newly onboarded clients for feedback on the experience, you can find ways to further optimize the process.	<input type="checkbox"/>	Geography Manager
4	Send final onboarding gift to client (optional)	Send final onboarding gift to client (optional)	<input type="checkbox"/>	Geography Manager

CLICK HERE TO VIEW



1

Onboarding wrap up

CHECK

1. Book a final onboarding wrap up meeting with your client and bookkeeper

This is the handoff point between your onboarding manager and the bookkeeper who will be looking after the account going forward. The goals of this meeting are to build trust with the client by introducing them to the bookkeeper and ensuring a smooth transition.

☐

2. Complete the client hand off to your ongoing bookkeeper

If your onboarding process has been well managed up to this stage, the handover should be a smooth transition. In this meeting, it's a good idea to cover the responsibilities of each person on the team, who the client can call if something goes wrong, the next steps, and check if they have any questions or concerns.

☐

3. Send an onboarding wrap up letter

This letter is to formally end the onboarding process and signal to the client that they're now all set up. By sending this letter, there is no room for confusion around where onboarding ends and ongoing service begins.

☐

4. Send a final onboarding gift to the client (optional)

It's a good idea to send the client a small gift as a way to say thanks for following the onboarding process until the end. If you sent a personalized welcome gift in step 8.1, you might want to consider sending them branded merchandise (cups, pens etc.) in this stage.

☐

1. Send your new client the onboarding experience review survey

It's always worth looking for ways to improve and do an even better job at delighting future clients. By asking newly onboarded clients for feedback on the experience, you can identify ways to further optimize the process. Check out ['Bonus #7'](#) for a list of questions to ask.

☐**2. Review the survey responses with onboarding specialist and team member**

As a final internal debrief, this activity involves meeting with the relevant team members and looking for ways to do better in the future.

☐**3. Make any appropriate changes to your system based on the feedback**

Once you've made any changes that need actioning, you'll want to communicate this to your onboarding team and check in at a later stage to review how the changes are going. Without a focus on implementation, it's easy for improvements to get forgotten. If there's anyone else on the onboarding team who wasn't involved in the project at hand, make sure that they are kept in sync with any changes that affect their workflows.

☐**4. Start the ongoing client email campaign**

If you have an ongoing client education email campaign (for example: monthly task reminder emails, tips and tricks, education, etc.), now is when you'll want to add your newly onboarded client to that campaign.

☐

BONUS SECTION

- ▶ **Bonus 1** Welcome email sequence topic ideas
- ▶ **Bonus 2** Onboarding questions
- ▶ **Bonus 3** Questions for first meeting
- ▶ **Bonus 4** Required client logins
- ▶ **Bonus 5** A2X setup workflows
- ▶ **Bonus 6** Implementation checklist
- ▶ **Bonus 7** Onboarding review questions
- ▶ **Bonus 8** Sample chart of accounts – Amazon
- ▶ **Bonus 9** Sample chart of accounts – Shopify



Welcome email sequence topic ideas

1

Introductory and company emails

	Topic	Description
1	Thank you and welcome aboard	The purpose of this email is to express gratitude for having your new client come onboard, and helping them to feel like they are in good hands.
2	Setting expectations for what's to come next	There are quite a few steps in the onboarding process. A simple email sharing what your new client can expect to happen next, and in what order helps them to feel comfortable and guided along the journey.
3	Reselling the benefits of working together	Why do clients choose to work with you? Reminding them of this reason can help to reinforce the value that you're bringing to the table and reassure the client that they made the right decision in hiring your firm.
4	Whitelisting your email address	It's not uncommon for emails to go to spam. Asking your new client to whitelist your email domain as a trusted provider ensures that they receive the messages you send.
5	Introducing your team and their credentials	This is particularly useful in medium to large-sized practices. If the new client is going to be interacting with multiple people throughout the onboarding process and ongoing service, introducing these people and any relevant members of the leadership team helps to put a face to a name, and ensures that the new client knows where to turn if they need help.
6	Roles and responsibilities - client, bookkeeper, onboarding specialist and account manager	For sellers who are new to working with an outsourced bookkeeping firm, understanding who is responsible for what can get a bit confusing. An easy solution is to send an email with an overview of what each person will look after and who is accountable for what.
7	Connect with us on social media	Every new client is an opportunity to gain fans on social media (and vice versa - new fans are an opportunity to secure new clientele). Invite your client to connect with you on social media and turn notifications on to ensure that they receive the content you're publishing.
8	What are the next steps?	This email should be sent near the end of the onboarding process, to provide visibility over what happens next.

2

Value-added and educational emails

	Topic	Description
1	Common accounting terminology	From COGS to nexus, there's no shortage of jargon in the bookkeeping industry. An email outlining what these different terms mean helps to get you and your client speaking the same language. Better yet, link to a blog about accounting terminology on your website!
2	Understanding your financial reports	This isn't the time for in-depth education on financial analysis. However, an email sharing the basics of what an income statement, balance sheet and cashflow forecast are used for can be helpful for clients who don't know much about accounting.
3	Software tips and tricks	What are the easiest ways to save time or money, or find the information you need when using your accounting app stack? This is a good place to start your thinking when sharing software tips and tricks. There's no limit to the amount of detail you can go into here, so it really depends on how much you want to share via email (versus reading blogs or scheduling in-person training).
4	Bookkeeping best practices	In this email, you can include information about a few things that your client can do to improve accuracy, save time and make your job easier. Examples include separating business and personal transactions, making sure to always get receipts for expenses, and keeping an eye on sales volumes per state to know when nexus has been triggered.
5	Links to software tutorials	It can be helpful to provide links to tutorials on your software providers websites where the client can go to learn more about the tools they are using.

3

Notes: things to keep in mind when crafting your email campaign

	Topic	Description
1	Email marketing best practises	<p>Here are some tips to keep in mind when writing marketing emails:</p> <ul style="list-style-type: none">• Keep the topic of each email tightly focused around a specific topic instead of covering multiple different things in one message.• Make sure that you only have one call to action (CTA) button per email.• Schedule the emails to be sent during work hours of your client's timezone. Also consider sending the bulk of the emails around the middle of the week (Tuesday - Thursday), as this is when business people are the most engaged.• Imagine you're the person reading the email and ensure that it feels good to read from the user's perspective.• Maintain consistency around fonts, font sizes, colours and other visual elements between your emails, website, social media channels and other properties.
2	Sending order of the emails	<p>The email topic ideas listed above aren't in any specific order. When crafting your own email sequence, you'll want to consider which order of communications is going to be the best fit for your clientele and onboarding process.</p>
3	Plan your automated and human emails so they don't overlap	<p>One of the risks of sending automated marketing emails alongside emails written by humans is that the team members messaging your client might not know what is going to be sent in the next email, and when it's scheduled to be sent. If a client receives multiple (potentially contradicting or repetitive) emails on the same day, it can create a negative experience. With this in mind, you'll want to plan when emails will be sent to ensure the customer receives a seamless experience.</p>

Onboarding questions to ask new clients

1

Business information

	Topic	Description
1	Legal business name	This is the official name that the business is registered under.
2	Company or incorporation number	This is the incorporation number that accompanies the company name.
3	DBA name	DBA refers to 'doing business as', which is also referred to as 'trading as' or 'T/A'. If the legal and trading names of your client's business differs, you'll want to know both names for future reference.
4	Primary contact name	Who is the main contact person for the relationship with your firm? In smaller companies, this will be the owner or CEO. In larger organizations, this may be the CFO, accounts manager, or other manager who looks after their ecommerce channel(s).
5	Primary contact email	This is the email address for your primary contact person.
6	Primary contact phone number	This is the phone number for your primary contact person, in case you need to reach them urgently.
7	Contact details for any other relevant people	If you are going to have multiple contact people (e.g: an admin person and the business owner), you'll want to collect this information now.
8	Website URL	This is the address of their website.

2

Business details (additional items and attachments)

	Topic	Description
1	Organization chart	If your client has an organization chart, this will help you to understand who's who on their end. An organization chart outlines who looks after which responsibilities or areas of the company, and who they report to.
2	Business plan	Whilst it's not essential to have this information on hand for day-to-day operations, knowing where your clients are heading helps you to provide sound advice and ensure that the actions you're taking are helping them to move towards their goals.
3	Current budget and forecasts	Does your client maintain a cashflow or sales forecast, an inventory forecast, or budgets for upcoming spending? If so, you'll want to review these documents as part of the onboarding process.
4	Current KPIs	By knowing the key performance indicators that your client is tracking and measuring success based on, you can have a better understanding of their growth ambitions and what metrics impact their success. This also helps to ensure that your services are aligned to their future goals.
5	BOD minutes	This involves getting your client's board of directors meeting minutes.
6	Proof of identity (primary contact person)	A passport, drivers license or other form of official documentation will help you to verify that who you're doing business with is legitimately who they claim to be.

3

Articles of incorporation and statements

	Topic	Description
1	FEIN	This is also known as the Federal Employer Identification Number (FEIN) or Employer Identification Number (EIN). It is issued to entities that do business in the United States, and works in the same way as a social security number does for individuals.
2	S-Corp letter (or equivalent letter)	This letter confirms that the company has been incorporated, and the date when it was incorporated. The letter you receive will vary depending on your client's legal structure and country or state of incorporation.
3	State tax registration letters	When a business registers for sales tax in a state, they receive a confirmation letter that includes their tax ID number and other relevant information.
4	Most recent tax returns	These are the returns that your client's accountant most recently filed with the country's tax department. When you receive access to represent them, make sure to confirm that these returns are consistent with what's on the department's records.
5	Most recent financial statements	If your new client can provide a copy of their latest financial statements, this will help when reviewing their accounts and looking for potential anomalies and things that need remedying. It will also help to understand their fixed assets and overall financial position.
6	Most recent trial balance	By reviewing the trial balance, you can get a quick overview of how tidy the accounts are at a glance. The totals in the debit and credit columns should match.

4

Accountant's information

	Topic	Description
1	Previous bookkeeper (if applicable)	If your client has switched from a different bookkeeper to work with you, you'll want to find out who this is, in case you need to ask questions about past work in their accounts. If your client was doing the books in-house, it's a good idea to find out who was looking after it, so that you can quickly remedy any issues if they arise.
2	Name of accounting firm	This is the name of the accounting firm that your client is working with. As part of the onboarding process, you'll want to send an introductory letter to the client's accountant to let them know that you have been appointed as their bookkeeper.
3	Primary contact's name at accounting firm	This is the name of the person who they work with at the accounting firm.
4	Primary contact's email at accounting firm	This is the email address of the person who they work with at the accounting firm.
5	Primary contact's phone number at accounting firm	This is the phone number of the person who they work with at the accounting firm.

5

Tax information

	Topic	Description
1	Federal and state or province tax ID numbers	To look after your client's sales tax returns, you'll need to know their tax ID numbers. You can combine this question with point 3.3 (providing state tax registration letters) to prevent the client from needing to send over the same information twice.
2	Previous quarterly and year-end payroll tax returns	This will help you to understand what they have spent in payroll taxes in previous periods, to ensure that the payroll your team submits is consistent with the overall trend.
3	Current year's payroll tax returns (if applicable)	If there have been any payroll tax returns filed during this financial year, ask your client to send them through.
4	Previous year's and year to date sales tax returns	It's important that you have information on hand about past sales tax returns, so that you can easily refer back to them without needing to ask the client for more information. If they have been using a tax filing app, it may be easier for your client to provide access to the app instead.
5	Recent tax correspondence	Ask your client for copies of any recent sales tax, payroll tax, income tax, or other correspondence. In particular, you'll want to be looking for letters that detail new tax rates that will apply going forward, to ensure that you apply them accordingly.

6

Payroll information

	Topic	Description
1	List of employees and their rates	This list should include the employee's name, hours worked each week, and their hourly rate or annual salary.
2	List of contractors and relevant details	This list should include all of the contractors that work for the client's business, their billing terms and any other relevant details.
3	List of employees with the ability to claim expense reimbursements	If your client allows employees to pay for items and claim the expenses for reimbursement later, you'll need to know this information to efficiently process payroll. Make sure to find out what the spending limits are, if there are any restrictions on what they can purchase, and who is responsible for approving claims before they are paid.
4	List of employee commission rates (if applicable)	If your client offers a commission incentive to staff that bring in business, you'll want to know the details of this programme to ensure that they are paid accordingly.
5	HSA and 401(k) contribution plan details and remittance instructions (or equivalent)	You'll want to know the details of any employee benefits plans and any specific instructions that need to be followed when scheduling payments.
6	Company retirement plan and other benefits documents	It can be helpful to receive the documentation around these benefits plans before they are needed. This way, if you're unsure about something, your bookkeeper or account manager can review the documentation to see if they can find the answer before reaching out to your client.
7	W-9 forms (or equivalent)	If your client works with contractors, you'll need to see their W-9 forms (or equivalent for your country).

7

Payroll information

	Topic	Description
1	Depreciation and amortization schedules	Does your client have any fixed assets that need to be depreciated or amortized? If so, you'll need to know the rates and details.
2	Inventory reports (or access to the inventory system)	What inventory is your client holding? Ask them to send through an inventory report (or access to their inventory system) to ensure that your team has the information they need.
3	Company insurance information	By knowing what insurance policies your client has, you'll be able to know when insurance payments need to be accounted for throughout the year.
4	Loan details	Does your client have any long term loans or short term debts such as credit cards and supplier accounts? Ask them to find out, so that you can make sure they are properly recorded and paid on time.
5	Sales tax exemption certificates (if applicable)	Are some supplies exempt from sales tax? If so, you'll need to see proof of the exemption certificates.
6	Company logo file or media kit	By having your client's logo on hand, you can add it to reports in their accounting system, feature them on your website and prepare other marketing communications (such as social media posts).
7	Signed engagement letter or terms of service (if applicable)	If your client hasn't already signed the engagement letter, this should be a top priority. You may also want to consider asking your client to agree to other legal policies if applicable.

8

Notes: things to keep in mind when requesting client information

	Topic	Description
1	Streamline this process by using an online form	There are a range of ways to collect this information without needing to rely on manual paperwork or fiddly editable PDFs. If you use a CRM system, you should be able to set up an information collection form with this app. If this isn't possible, you can try Google Forms or Typeform for a visually appealing experience.
2	Consider asking for less information on multiple occasions	It can be overwhelming for a client to be asked so many questions at once. This is partly why we recommend setting clear expectations upfront - it helps to avoid surprises. However, if you feel that it would be better to split the information gathering over a number of interactions, consider creating a few different questionnaires that can be sent at different stages of your onboarding process.
3	Adapt this list to suit the specific needs of your business	Every firm has a different set of needs to fit their internal processes and the types of client they serve. This is by no means an exhaustive list. We recommend that you remove any questions that don't apply to you, add any extra questions that we haven't covered, and set up the questionnaire in your app of choice.

Standard questions to ask in the first onboarding meeting

1

Standard questions

	Topic	Description
1	Have you ever been audited? If so, what were the outcomes of the audit?	If your client has been audited by tax authorities in the past (or if they're currently being audited), you'll want to know when, why, and any associated consequences or outcomes.
2	Which apps are you currently using for each area of your ecommerce back-office?	Later on in this meeting, you will need to collect all of the relevant logins. If you haven't asked for a list of the accounts and apps that your customer uses in the onboarding questionnaire, now is the time to ask.
3	How do you currently handle your accounts reconciliation process?	If your client is already using an accounting system, this work might have been done by another bookkeeping practice, a manager or VA, or the owner.
4	How do you currently handle your other financial management processes?	It's important to understand how your client's finances have been managed until now. The key areas to ask about are paying bills, managing payroll, sales tax, and any other processes.
5	Which countries are you currently operating and liable for paying taxes in?	Having a presence in multiple countries creates added bookkeeping and accounting complexities. If this hasn't been discussed yet, make sure to ask if your client is trading in other areas that need to be accounted for.
6	Do you have any plans to enter new countries or tax jurisdictions in the next 12 months?	If your client is planning on entering new regions with different tax laws in the coming year, you'll want to know about this, as it will impact the bookkeeper's role.
7	Do you have any plans to make significant changes to your staffing, equity or debt structures in the next 12 months?	If there are major company changes on the horizon, this will affect the way that accounts are managed. By knowing this in advance of the events taking place, you can make sure to be prepared for when they do.
8	Is there any information relevant to your accounts and bookkeeping that wasn't covered in the onboarding questionnaire?	This gives your client the opportunity to provide any further information that you haven't yet asked for, or which might need to be added to your onboarding questions in the future.

Required client logins to complete onboarding

1

Sales channels

	Platform	Further information
1	Shopify	Send a collaborator invite to your client to gain access to their Shopify store(s). <i>Pro tip: set up a Shopify Partner account so that you can access all of your client's stores in one place.</i>
2	Amazon	Have your client invite you to their Amazon Seller Central account.
3	eBay, Etsy, Walmart and any other relevant sales channels	If your client is selling on other sales channels, make sure that you get access to these accounts during the onboarding process.

2

Accounting and back-office apps

	Platform	Further information
1	Cloud accounting software (e.g: Xero)	If your client is using cloud accounting software, now is the time to get access to their accounts. Depending on the app stack that your practice uses, you might need to transition them over to a different platform. Either way, you'll need to gain access to their accounts first.
2	Inventory management system (e.g: Cin7)	You'll need access if your client uses an inventory management system. If they aren't using an inventory tool, make sure to discuss how they are currently managing inventory. Sometimes, smaller sellers will use the inbuilt stock functionality on Shopify or their accounting system, or record the details in a spreadsheet. This is not ideal for businesses that are looking to scale, so you'll need to find out what plans they have on the horizon for inventory management if this is the case.
3	Inventory forecasting tool (e.g: Inventory Planner)	Some sellers use automated tools like StockTrim and Inventory Planner to forecast their upcoming demand and orders based on sales data. If your client is doing this, it's worth having a look at their tool, to understand their inventory purchasing patterns.

- BONUS 4 -

	Platform	Further information
4	AR automation app (e.g: A2X)	A2X automates the process of reconciling settlement payouts using the accrual accounting method. Find out more at www.a2xaccounting.com .
5	Expense management tool (e.g: Expensify)	Find out how your client is currently managing the process for recording, reimbursing and reconciling expenses. If they are using an app to help automate this process, make sure to gain access.
6	Sales tax app (e.g: Avalara)	Sales tax is a complex beast. Apps like Avalara, Taxjar and Taxify help to make it easier. If you're managing sales tax calculation and returns for your client, you will need access to the app they are using.
7	Document capture app (e.g: Hubdoc)	If your client uses Hubdoc or a similar app for capturing and recording documents, and automating the related bookkeeping workflows, now is the time to gain access.
8	Cloud storage platform (e.g: Google Drive)	During the working relationship, you will be producing a wide range of documents such as financial reports, trial balances and potentially cashflow forecasts. It's important that you have a secure and easily accessible place in the cloud to store this information. If your client is using a cloud storage app, you can utilize their tool. Otherwise, it's a good idea to set them up with a specific shared drive or folder in your system and share client access to it.
9	Payroll app (e.g: Gusto)	If you are managing payroll on behalf of your client, you'll need to access their payroll apps. The most popular tools used can vary from country to country, so if they employ staff in multiple jurisdictions, make sure to ask if there is more one tool that you'll need access to.

3

Payment related apps

	Topic	Description
1	Ecommerce store payment gateways (e.g: Stripe, Square, Paypal etc.)	Some sales channels (such as Amazon) will manage payments on behalf of the seller. Others (such as Shopify) give sellers the choice of how they want to accept payment. If your client uses external payment gateways to process sales, make sure to gain access to them. This way, if any of the numbers relating to revenue in the accounting system don't quite make sense, you can look through the payment gateways and review the audit trail before needing to contact your client.
2	Buy now pay later apps (e.g: Afterpay, Klarna, Sezzle etc.)	BNPL schemes have grown in recent years to become very popular, especially for consumer goods. If your client uses BNPL to get sales across the line, you'll need to gain access to the services they are using.
3	Banking access with the right permissions (if required)	If your contract also includes preparing bills for payment authorization, you'll need non-signing access to your client's bank accounts.
4	Bill payment app (e.g: bill.com)	Apps like bill.com help to streamline the process of managing accounts payable. If this is within the scope of your work, remember to ask your client for access.
3	Any other apps or tools that affect the books	As a final question, remember to ask your client if there are any other apps or tools that haven't been discussed, which will have an impact on their accounts. If there are further apps, then make sure to gain access to them.

A2X setup workflows

Overview

The process for setting up A2X varies slightly depending on the sales channel(s) you are working with. We have compiled a list of links to A2X support resources below, where you can find step-by-step instructions to set up and configure A2X. For more information about how to use A2X and tutorials related to specific use cases, please visit the support center.

▶ support.a2xaccounting.com

If you need guidance along the way, you can reach our customer support team using this email: contact@a2xaccounting.com

Or if you're thinking about becoming an A2X partner, use the following link to apply:

▶ [Become an A2X partner](#)

Platform-specific setup guides

▶ 

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More helpful guides and resources

▶ [A2X accounting and bookkeeping partner resources](#)

▶ [A2X accounting 101 resources](#)

▶ [Video setup tutorials](#)

▶ [A2X configuration tips](#)

▶ [A2X frequently asked questions](#)

▶ [A2X COGS and inventory support](#)

▶ [A2X support for Xero users](#)

▶ [A2X support for Quickbooks users](#)

▶ [A2X support for Sage users](#)

Implementation review checklist

Step	Area of business	Task	Status
1	Accounts payable	1. Run the accounts payable report and verify that all outstanding amounts are accurate.	<input type="checkbox"/>
2	Accounts receivable	1. Run the accounts receivable report and verify that all outstanding amounts are accurate.	<input type="checkbox"/>
3	Alignment journal	1. Review last year's filed tax return and ensure that the books match.	<input type="checkbox"/>
4	Assets	1. Create an 'asset register' and save it in your client details folder.	<input type="checkbox"/>
		2. Check that invoices for assets purchased since the last tax return have been added to the client details folder.	<input type="checkbox"/>
5	Bank accounts	1. Reconcile all bank accounts.	<input type="checkbox"/>
		2. Review any old, uncleared transactions and correct them accordingly.	<input type="checkbox"/>
6	Chart of accounts	1. Align your client's chart of accounts with the standard format that you use for all clientele.	<input type="checkbox"/>
		2. Rename bank accounts to align with your naming conventions.	<input type="checkbox"/>
		3. Rename credit cards to align with your naming conventions.	<input type="checkbox"/>
		4. Rename loan accounts to align with your naming conventions.	<input type="checkbox"/>
		5. Update the names of accounts to be in Capital Letters if they aren't already.	<input type="checkbox"/>
		6. Set up a low-value assets (under \$500) expense account.	<input type="checkbox"/>
		7. Set up an account for higher value assets (over \$500).	<input type="checkbox"/>
		8. Set up an ASK CLIENT account for transactions that need clarifying from the client before completing.	<input type="checkbox"/>
		9. Set up the ecommerce channel specific accounts (see the sample charts of accounts for Shopify and Amazon for an example - developed by the E-commerce training academy for accounting professionals).	<input type="checkbox"/>
7	Classes	1. Review current list, archive old classes, check classes on the income statement, and ensure that they are being used correctly.	<input type="checkbox"/>

- BONUS 6 -

Step	Area of business	Task	Status
8	Credit cards	1. Reconcile all credit cards.	<input type="checkbox"/>
		2. Review any old, uncleared transactions and correct accordingly.	<input type="checkbox"/>
9	Data file	1. Set up generic vendors as required (e.g: gas, parking, taxis).	<input type="checkbox"/>
		2. Set up recurring transactions or memorized transactions to save time in the future.	<input type="checkbox"/>
		1. Set up bank rules to speed up the work involved with your ecommerce accounting entries.	<input type="checkbox"/>
10	Consumption tax accounts	1. Reconcile all sales tax, HST, PST and GST accounts to the tax authority accounts.	<input type="checkbox"/>
11	Inventory	1. Validate and reconcile inventory balances.	<input type="checkbox"/>
12	Loan accounts	1. Reconcile loan accounts and review loan documents to ensure they have been set up properly.	<input type="checkbox"/>
		2. Reconcile inter-company loan accounts (if applicable).	<input type="checkbox"/>
		3. Check that shareholder's loan accounts are not in a debit position.	<input type="checkbox"/>
13	Payroll clearing account	1. Reconcile the payroll clearing account.	<input type="checkbox"/>
14	Petty cash	1. Set up and ensure that petty cash is being handled properly.	<input type="checkbox"/>
15	Source deductions accounts	1. Reconcile source deduction accounts and validate against payroll system and tax authority accounts.	<input type="checkbox"/>
16	Sundries, miscellaneous and general	1. Check the transactions allocated to these types of accounts and reallocate them correctly (if applicable). If you're unsure what to allocate the transactions to, code them to the ASK CLIENT account to review in your next meeting.	<input type="checkbox"/>
17	Tax code	1. Set up a 'no receipt' (NR) tax code for use when receipts are missing.	<input type="checkbox"/>
18	Undeposited funds account	1. Reconcile undeposited funds account.	<input type="checkbox"/>
19	Ecommerce sales	1. Compare the sales figures showing in the accounting system to the ecommerce platforms your client is using, to ensure accuracy.	<input type="checkbox"/>
		2. Complete a review of sales by region to determine if the client has any sales tax exposure that needs to be addressed.	<input type="checkbox"/>

Onboarding review questions

1

Overall experience

	Question	Further information
1	How do you rate the overall onboarding experience?	Ask on a scale of 1 to 10, and then why the client selected this number. As a follow-up question, you might want to ask what could have been done to improve the overall experience.
2	Now that onboarding is complete, how confident do you feel in handing the responsibility for bookkeeping over to our firm?	Ask on a scale of 1 to 10, and then why the client selected this number.
3	Do you feel like you were kept informed of the next steps throughout the onboarding process?	As a follow-up question, you might want to ask what could have been done to provide more clarity throughout the process.
4	How did the onboarding experience compare to what you had expected?	This is a good question to understand what their expectations were before coming onboard. Use the answers here to better inform how you can accurately set expectations in the future.
5	Were there any parts of the onboarding process that you found challenging or that could have been improved upon?	If they did find some areas challenging, you can follow up with another question asking what was difficult and if they have any suggestions to make it easier in the future.

2

Staff feedback

	Question	Further information
1	How well did your onboarding manager look after you throughout the process?	<p>You might want to ask a series of questions (as they relate to your team's structure and company offerings) to find out what can be improved in the future. Here are some ideas for further questions to ask:</p> <ul style="list-style-type: none">• How smooth was the transition from sales to onboarding? Do you have any feedback or suggestions for improvement?• How smooth was the transition from onboarding to ongoing bookkeeping services? Do you have any feedback or suggestions for improvement?• How fast did your onboarding manager reply to queries? How did this compare with your expectations?• How well supported did you feel throughout the onboarding process?

3

Advocacy

	Question	Further information
1	How likely would you be to recommend our firm to a friend or colleague?	<p>This final question is often structured as an NPS (net promoter score) survey. The likelihood of an existing customer to refer you to their network is known to be a leading indicator of future growth. If your score is bad, this is an early warning sign that there are things you need to fix. If the score is good, this indicates that you are doing lots of things right.</p>

Sample chart of accounts - Amazon

Account number	Account name	Account type	Detail type
CURRENT ASSETS			
1010	Name of Bank Chequing - 5612	Bank	Chequing
1020	Name of Bank Savings - 2468	Bank	Savings
1030	Petty Cash	Bank	Cash on hand
1050	Amazon Sales Clearing Account	Bank	Cash on hand
1070	Payroll Clearing Account	Bank	Cash on hand
1100	Undeposited Funds	Current assets	Undeposited funds
1200	Accounts Receivable (A/R)	Accounts receivable (A/R)	Accounts receivable (A/R)
1205	Allowance for Doubtful Accounts	Current assets	Allowance for bad debts
1210	Inventory (Control Account)	Current assets	Inventory
1211	Inventory Raw Materials	Current assets	Inventory
1212	Inventory Finished Goods	Current assets	Inventory
1220	Advances and Loans	Current assets	Other current assets
1225	Amazon Pending Balances (A/R)	Accounts receivable (A/R)	Accounts receivable (A/R)
1230	Amazon Reserved Balance	Accounts receivable (A/R)	Accounts receivable (A/R)
NON-CURRENT ASSETS			
1710	Computer Equipment	Property, plant and equipment	Machinery and equipment
1715	Accumulated Depreciation - Computer Equipment	Property, plant and equipment	Accumulated amortization
1730	Furniture and Equipment - Office	Property, plant and equipment	Furniture and fixtures
1735	Accumulated Amortization - Furniture and Equipment - Office	Property, plant and equipment	Accumulated amortization
1750	Leasehold Improvements	Property, plant and equipment	Leasehold improvements
1755	Accumulated Depreciation - Leasehold Improvements	Property, plant and equipment	Accumulated amortization
1770	Plant and Equipment	Property, plant and equipment	Machinery and equipment

- BONUS 8 -

Account number	Account name	Account type	Detail type
NON-CURRENT ASSETS continued...			
1775	Accumulated Depreciation - Plant and Equipment	Property, plant and equipment	Accumulated amortization
1800	Vehicle 1 (ABC-111)	Property, plant and equipment	Vehicles
1805	Accumulated Depreciation - Vehicle 1 (ABC-111)	Property, plant and equipment	Accumulated amortization
1820	Vehicle 2 (DEF-222)	Property, plant and equipment	Vehicles
1825	Accumulated Depreciation - Vehicle 2 (DEF-222)	Property, plant and equipment	Accumulated amortization
1850	Building	Property, plant and equipment	Buildings
1855	Accumulated Amortization - Building	Property, plant and equipment	Accumulated amortization
1885	Land	Property, plant and equipment	Other fixed assets
1910	Application Software	Non-current assets	Intangible assets
CURRENT LIABILITIES			
2100	Accounts Payable (A/P)	Accounts payable (A/P)	Accounts payable (A/P)
2130	Credit Card - Name - 2345	Credit card	Credit card
2140	Credit Card - Name - 3456	Credit card	Credit card
2160	Corporate Taxes Payable	Other current liabilities	Current tax liability
2170	Payroll Liabilities	Other current liabilities	Payroll liabilities
2200	WSIB Premium Payable	Other current liabilities	Insurance payable
2300	PST Payable	Other current liabilities	Current tax liability
2310	GST/HST Payable	Other current liabilities	Current tax liability
2320	GST/QST Payable	Other current liabilities	Current tax liability
2330	Amazon Sales Tax Collected	Other current liabilities	Current tax liability
2335	Gift Card Liability	Other current liabilities	Other current liability
NON-CURRENT LIABILITIES			
2610	Amazon Loan	Non-current liabilities	Bank loans
2620	RBC Bank Loan - 9876	Non-current liabilities	Bank loans
2630	Mortgage Payable	Non-current liabilities	Long term borrowings
2660	Shareholders Loans	Non-current liabilities	Shareholder notes payable

- BONUS 8 -

Account number	Account name	Account type	Detail type
EQUITY			
3000	Opening Balance Equity	Equity	Opening balance equity
3350	Owner's/Shareholders Capital	Equity	Owner's equity
3390	Owner's/Shareholders Drawings	Equity	Owner's equity
3600	Current Earnings	Equity	Owner's equity
INCOME			
4200	Product Sales	Income	Sales of product income
4014	Amazon Sales (Control Account)	Income	Sales of product income
4015	Amazon Sales	Income	Sales of product income
4020	Amazon Discounts	Income	Discounts/refunds given
4055	Amazon Shipping and Delivery	Income	Service/fee income
4065	Amazon Refunds/Returns	Income	Sales of product income
4070	Amazon Promotional Rebates	Income	Discounts/refunds given
4075	Amazon Reimbursements	Income	Sales of product income
COST OF GOODS SOLD			
5000	Amazon Seller Fees and Charges	Cost of goods sold	Cost of goods sold
5005	Amazon FBA Fees	Cost of goods sold	Cost of goods sold
5010	Merchant Account Fees (Payment Gateways)	Cost of goods sold	Cost of goods sold
5015	Inventory Shrinkage	Cost of goods sold	Cost of goods sold/ expense
5020	Warehouse Fees	Cost of goods sold	Cost of goods sold
EXPENSES			
5310	Amazon Advertising	Expenses	Advertising/promotional
5315	Advertising and Promotions	Expenses	Advertising/promotional
5320	Bad Debt Expense	Expenses	Bad debts
5325	Bookkeeping Fees	Expenses	Legal and professional fees
5330	Business Fee, Licenses, Members	Expenses	Dues and subscriptions
5335	Computer Related Expenses	Expenses	Office/general administrative expenses
5340	Courier and Postage	Expenses	Shipping, freight, and delivery
5345	Depreciation Expense	Expenses	Office/general administrative expenses

- BONUS 8 -

Account number	Account name	Account type	Detail type
EXPENSES continued...			
5350	Donations	Expenses	Charitable contributions
5355	Equipment <\$500.00	Expenses	Office/general administrative expenses
5360	Income Taxes	Expenses	Taxes paid
5365	Insurance - Business	Expenses	Insurance
5370	Interest and Bank Charges	Expenses	Interest paid
5375	Legal Expenses	Expenses	Legal and professional fees
5380	Meals - Other Than Travel	Expenses	Meals and entertainment
5385	Office Supplies Expenses	Expenses	Supplies
5390	Travel - Accommodations	Expenses	Travel
5395	Travel - Ferries	Expenses	Travel
5400	Travel - Meals	Expenses	Travel meals
5410	Travel - Parking Fees/Taxis	Expenses	Travel
5420	Gift Card Give Away	Expenses	Other miscellaneous service cost
5600	COMMUNICATIONS EXPENSES	EXPENSES	UTILITIES
5610	Communications - Internet Expenses	Expenses	Utilities
5620	Communications - Mobile	Expenses	Utilities
5630	Communications - Telephone	Expenses	Utilities
5700	MOTOR VEHICLE 1 EXPENSES	EXPENSES	AUTO
5715	MV 1 Exp (ABC-111) - Depreciation	Expenses	Auto
5720	MV 1 Exp (ABC-111) - Fuel	Expenses	Auto
5725	MV 1 Exp (ABC-111) - Registration and Insurance	Expenses	Auto
5730	MV 1 Exp (ABC-111) - Repairs and Maintenance	Expenses	Auto
5760	MOTOR VEHICLE 2 EXPENSES	EXPENSES	AUTO
5765	MV 2 (DEF-222) - Depreciation	Expenses	Auto
5770	MV 2 (DEF-222) - Fuel	Expenses	Auto
5775	MV 2 (DEF-222) - Registration and Insurance	Expenses	Auto
5780	MV 2 (DEF-222) - Repairs and Maintenance	Expenses	Auto

- BONUS 8 -

Account number	Account name	Account type	Detail type
EXPENSES continued...			
5800	OCCUPANCY COSTS	EXPENSES	RENT OR LEASE OF BUILDINGS
5810	Occupancy Costs - Electricity	Expenses	Rent or lease of buildings
5815	Occupancy Costs - Gas/Heating	Expenses	Rent or lease of buildings
5820	Occupancy Costs - Property Insurance	Expenses	Rent or lease of buildings
5825	Occupancy Costs - Property Tax	Expenses	Rent or lease of buildings
5830	Occupancy Costs - Rent Expenses	Expenses	Rent or lease of buildings
5835	Occupancy Costs - Repairs and Maintenance	Expenses	Rent or lease of buildings
5850	Occupancy Costs - Other Utilities	Expenses	Rent or lease of buildings
5900	PAYROLL EXPENSES	EXPENSES	PAYROLL EXPENSES
5910	Wages and Salaries	Expenses	Payroll expenses
5920	EI Expense	Expenses	Payroll expenses
5930	CPP Expenses	Expenses	Payroll expenses
5940	WSIB Premium Expense	Expenses	Payroll expenses
5950	Taxable Benefits	Expenses	Payroll expenses
5955	Staff Amenities	Expenses	Payroll expenses
5960	Staff Recruitment	Expenses	Payroll expenses
5965	Staff Training	Expenses	Payroll expenses
9999	ASK CLIENT	OTHER EXPENSE	OTHER MISCELLANEOUS EXPENSE

Sample chart of accounts - Shopify

Account number	Account name	Account type	Detail type
CURRENT ASSETS			
1010	Name of Bank Chequing - 5612	Bank	Chequing
1020	Name of Bank Savings - 2468	Bank	Savings
1030	Petty Cash	Bank	Cash on hand
1050	Shopify Sales Clearing Account	Bank	Cash on hand
1070	Payroll Clearing Account	Bank	Cash on hand
1100	Undeposited Funds	Current assets	Undeposited funds
1200	Accounts Receivable (A/R)	Accounts receivable (A/R)	Accounts receivable (A/R)
1205	Allowance for Doubtful Accounts	Current assets	Allowance for bad debts
1210	Inventory (Control Account)	Current assets	Inventory
1211	Inventory Raw Materials	Current assets	Inventory
1212	Inventory Finished Goods	Current assets	Inventory
1220	Advances and Loans	Current assets	Other current assets
1225	Shopify Pending Payments (A/R)	Accounts receivable (A/R)	Accounts receivable (A/R)
1230	Shopify Carried Balances	Current assets	Other current assets
NON-CURRENT ASSETS			
1710	Computer Equipment	Property, plant and equipment	Machinery and equipment
1715	Accumulated Depreciation - Computer Equipment	Property, plant and equipment	Accumulated amortization
1730	Furniture and Equipment - Office	Property, plant and equipment	Furniture and fixtures
1735	Accumulated Amortization - Furniture and Equipment - Office	Property, plant and equipment	Accumulated amortization
1750	Leasehold Improvements	Property, plant and equipment	Leasehold improvements
1755	Accumulated Depreciation - Leasehold Improvements	Property, plant and equipment	Accumulated amortization
1770	Plant and Equipment	Property, plant and equipment	Machinery and equipment

- BONUS 9 -

Account number	Account name	Account type	Detail type
NON-CURRENT ASSETS continued...			
1775	Accumulated Depreciation - Plant and Equipment	Property, plant and equipment	Accumulated amortization
1800	Vehicle 1 (ABC-111)	Property, plant and equipment	Vehicles
1805	Accumulated Depreciation - Vehicle 1 (ABC-111)	Property, plant and equipment	Accumulated amortization
1820	Vehicle 2 (DEF-222)	Property, plant and equipment	Vehicles
1825	Accumulated Depreciation - Vehicle 2 (DEF-222)	Property, plant and equipment	Accumulated amortization
1850	Building	Property, plant and equipment	Buildings
1855	Accumulated Amortization - Building	Property, plant and equipment	Accumulated amortization
1885	Land	Property, plant and equipment	Other fixed assets
1910	Application Software	Non-current assets	Intangible assets
CURRENT LIABILITIES			
2100	Accounts Payable (A/P)	Accounts payable (A/P)	Accounts payable (A/P)
2130	Credit Card - Name - 2345	Credit card	Credit card
2140	Credit Card - Name - 3456	Credit card	Credit card
2160	Corporate Taxes Payable	Other current liabilities	Current tax liability
2170	Payroll Liabilities	Other current liabilities	Payroll liabilities
2200	WSIB Premium Payable	Other current liabilities	Insurance payable
2300	PST Payable	Other current liabilities	Current tax liability
2310	GST/HST Payable	Other current liabilities	Current tax liability
2320	GST/QST Payable	Other current liabilities	Current tax liability
2330	Shopify Sales Tax Collected	Other current liabilities	Current tax liability
2335	Gift Card Liability	Other current liabilities	Other current liability
NON-CURRENT LIABILITIES			
2610	Shopify Capital Loan	Non-current liabilities	Bank loans
2620	RBC Bank Loan - 9876	Non-current liabilities	Bank loans
2630	Mortgage Payable	Non-current liabilities	Long term borrowings
2660	Shareholders Loans	Non-current liabilities	Shareholder notes payable

- BONUS 9 -

Account number	Account name	Account type	Detail type
EQUITY			
3000	Opening Balance Equity	Equity	Opening balance equity
3350	Owner's/Shareholders Capital	Equity	Owner's equity
3390	Owner's/Shareholders Drawings	Equity	Owner's equity
3600	Current Earnings	Equity	Owner's equity
INCOME			
4200	Product Sales	Income	Sales of product income
4014	4014 Shopify Sales (Control Account)	Income	Sales of product income
4015	Shopify Sales	Income	Sales of product income
4020	Shopify Discounts	Income	Sales of product income
4055	Shopify Shipping and Delivery	Income	Service/fee income
4065	Shopify Refunds/Returns	Income	Discounts/refunds given
COST OF GOODS SOLD			
5000	Shopify Seller Fees and Charges	Cost of goods sold	Cost of goods sold
5010	Merchant Account Fees (Payment Gateways)	Cost of goods sold	Cost of goods sold
5015	Inventory Shrinkage	Cost of goods sold	Cost of goods sold
EXPENSES			
5315	Advertising and Promotions	Expenses	Advertising/promotional
5320	Bad Debt Expense	Expenses	Bad debts
5325	Bookkeeping Fees	Expenses	Legal and professional fees
5330	Business Fee, Licenses, Members	Expenses	Dues and subscriptions
5335	Computer Related Expenses	Expenses	Office/general administrative expenses
5340	Courier and Postage	Expenses	Shipping, freight, and delivery
5345	Depreciation Expense	Expenses	Office/general administrative expenses

- BONUS 9 -

Account number	Account name	Account type	Detail type
EXPENSES continued...			
5350	Donations	Expenses	Charitable contributions
5355	Equipment <\$500.00	Expenses	Office/general administrative expenses
5360	Income Taxes	Expenses	Taxes paid
5365	Insurance - Business	Expenses	Insurance
5370	Interest and Bank Charges	Expenses	Interest paid
5375	Legal Expenses	Expenses	Legal and professional fees
5380	Meals - Other Than Travel	Expenses	Meals and entertainment
5385	Office Supplies Expenses	Expenses	Supplies
5390	Travel - Accommodations	Expenses	Travel
5395	Travel - Ferries	Expenses	Travel
5400	Travel - Meals	Expenses	Travel meals
5410	Travel - Parking Fees/Taxis	Expenses	Travel
5420	Shopify Gift Card Give Away	Expenses	Other miscellaneous service cost
5600	COMMUNICATIONS EXPENSES	EXPENSES	UTILITIES
5610	Communications - Internet Expenses	Expenses	Utilities
5620	Communications - Mobile	Expenses	Utilities
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5765	MV 2 (DEF-222) - Depreciation	Expenses	Auto
5770	MV 2 (DEF-222) - Fuel	Expenses	Auto
5775	MV 2 (DEF-222) - Registration and Insurance	Expenses	Auto
5780	MV 2 (DEF-222) - Repairs and Maintenance	Expenses	Auto

- BONUS 9 -

Account number	Account name	Account type	Detail type
EXPENSES continued...			
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5820	Occupancy Costs - Property Insurance	Expenses	Rent or lease of buildings
5825	Occupancy Costs - Property Tax	Expenses	Rent or lease of buildings
5830	Occupancy Costs - Rent Expenses	Expenses	Rent or lease of buildings
5835	Occupancy Costs - Repairs and Maintenance	Expenses	Rent or lease of buildings
5850	Occupancy Costs - Other Utilities	Expenses	Rent or lease of buildings
5900	PAYROLL EXPENSES	EXPENSES	PAYROLL EXPENSES
5910	Wages and Salaries	Expenses	Payroll expenses
5920	EI Expense	Expenses	Payroll expenses
5930	CPP Expenses	Expenses	Payroll expenses
5940	WSIB Premium Expense	Expenses	Payroll expenses
5950	Taxable Benefits	Expenses	Payroll expenses
5955	Staff Amenities	Expenses	Payroll expenses
5960	Staff Recruitment	Expenses	Payroll expenses
5965	Staff Training	Expenses	Payroll expenses
9999	ASK CLIENT	OTHER EXPENSE	OTHER MISCELLANEOUS EXPENSE

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