

Your Business Value Proposition

Sample Business: Clear Vision Accounting

Expert AI Prompts
Step 2 of 3 • Business DNA Builder

SAMPLE OUTPUT

How this document was created: With the Customer Persona active from Step 1, Clear Vision Accounting ran the Value Proposition prompt in the same AI session. The AI used "Frantic Frank" as the lens to build every section — guaranteeing the language, proof points, and CTAs speak directly to the person most likely to buy.

SECTION 1

The Core Problem & Direct Solution

The Problem:

Small trades and health business owners in SE Queensland are spending 6–10 hours per month on financial admin, missing BAS deadlines, paying avoidable ATO penalties, and making critical growth decisions (hiring, equipment, expansion) without a single current number to guide them. Their accountant is a once-a-year event — reactive, impersonal, and invisible until an invoice arrives. The result: a business owner permanently anxious at BAS time, permanently unable to answer the question that matters most: *"Can I actually afford to grow right now?"*

The Solution:

Clear Vision Accounting provides fixed-fee monthly bookkeeping, proactive BAS lodgement, and a dedicated accountant who calls you first — delivered with a real-time Xero dashboard so you always know your P&L, cash position, and upcoming tax obligations. One person. One fee. No surprises. The financial clarity that lets you run a business instead of being run by it.

SECTION 2

Unique Benefits & Differentiation

1. One Dedicated Accountant — Always

You speak to the same person every single time. They know your business, team, industry, and goals without you re-explaining yourself.

Differentiation: National franchise chains route you to whoever is available. We assign one accountant for life.

2. Fixed Monthly Fee — Guaranteed

One clear price. No hourly billing, no scope creep, no surprise invoices. Ever.

Differentiation: 73% of SME owners cite unexpected accounting fees as their #1 frustration. We eliminate the billing model that causes it.

3. Real-Time Financial Dashboard

Log into Xero any time and see a live P&L, cash flow position, and BAS tracker — built and maintained by us each month.

Differentiation: Most accountants give you last year's numbers. We give you today's.

4. Proactive BAS Management — Penalties Eliminated

We track every BAS due date, reconcile your accounts monthly, and lodge on time — with a pre-lodgement call every quarter.

Differentiation: Our clients have paid zero ATO late-lodgement penalties since engaging us. That is the standard we hold ourselves to.

5. Industry Specialisation: Trades & Allied Health

We understand QBCC compliance for tradies, Medicare billing for health practices, and the specific deduction categories that apply to your business.

Differentiation: A generalist accountant misses 15–25% of industry-specific deductions annually. We do not.

6. Same-Day Response Guarantee

"Can I afford to hire another apprentice?" gets answered same business day — not three days later when the decision has already been made badly.

Differentiation: We publish our response SLA and clients hold us to it. No other firm in Brisbane does this.

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Tangible Results & Transformation

We take SE Queensland SME owners from financially reactive and stress-driven to financially clear and growth-confident.

BEFORE	AFTER
• 8–10 hours/month on financial admin • BAS panic every quarter — scrambling for receipts • \$800–\$1,500/year in ATO late-lodgement penalties • Hiring decisions made on gut feel • Waiting 3 days for an accountant callback • Surprised by a \$2,400+ year-end invoice • No idea if the business is profitable right now	• 20 minutes/month reviewing a pre-built dashboard • BAS lodged on time, every quarter, with a pre-call briefing • Zero ATO penalties — permanent record for our clients • Data-driven decisions answered same day • Your accountant calls you before you need to ask • One known monthly fee — budgeted from day one • Live P&L; visible any time, from any device

SECTION 4

Proof Points & Trust Signals

Client Time & Money Data

Quantify and publish average monthly admin savings (8 hours → 20 minutes) and average ATO penalty savings (\$1,400/year) across your client base. Update annually. Use in the hero section and all email campaigns.

Industry-Specific Testimonials

"I'm a Brisbane plumber with 5 staff. I've been with Clear Vision for 18 months and haven't paid a single ATO penalty. My accountant called me last week to flag a deduction I'd missed." Group testimonials by industry: tradies, health practices, retail.

Google Reviews (Verified)

4.9/5 average from 87 verified clients. Display on homepage and embed in Google Business Profile. Respond to every review — attentiveness is your core brand promise.

The Fixed-Fee Guarantee (Published)

"If any work we perform falls outside your agreed scope, we absorb the cost. You will never receive an invoice you did not approve." Publish this verbatim on the pricing page. It removes the #1 trust barrier in one sentence.

Free 30-Minute Financial Health Check

No-commitment first consultation that generates personalised, specific value before any fee is discussed. This is Frank's "aha moment" — seeing deductions he has been missing and a real-time BAS position he did not know he could have.

SECTION 5

Headline Examples

Type	Headline
Direct / Rational	Stop Paying the ATO to Do Your Accountant's Job.
Action-Oriented	Fixed Fee. One Accountant. Zero Surprise Bills. Always.
Emotional / Aspirational	Know Your Numbers Every Day — Not Just at Tax Time.
Curiosity	The Tradie's Secret: How 87 Brisbane SME Owners Eliminated BAS Panic Forever.
Contrarian	You Don't Need a Cheaper Accountant. You Need One Who Actually Calls You.

SECTION 6

Call-to-Action Examples

- **Hero / Top of Funnel:** *Book Your Free 30-Minute Financial Health Check →*
- **Pricing Section:** *See Our Fixed-Fee Plans + Exactly What's Included →*
- **ROI Calculator:** *How Much Are You Actually Paying in ATO Penalties? →*
- **Social Proof Section:** *Read Case Studies From Brisbane Tradies & Health Practices →*
- **Bottom of Page / High Intent:** *Get Your BAS Under Control — Start This Month →*

SECTION 7

One-Sentence Value Proposition

Clear Vision Accounting eliminates BAS stress and financial guesswork for Brisbane trades and health business owners with fixed-fee, always-on bookkeeping and proactive advisory from one dedicated accountant — so you can make confident decisions and get your evenings back.