

THE REAL BUZZ



BusyBee
advisors

Setting Ourselves Up For Bookkeeping Success



From Cruise Ship to Thriving Business: The Busy Bee Story

Melissa Broughton craved independence. In 2016, on a milestone birthday cruise, she took the leap, quitting her unfulfilling job and laying the groundwork for Busy Bee Advisors, a successful bookkeeping and tax firm.

Melissa wasn't alone in this venture. Her husband, Eric, a former nurse with finance experience, joined her as a partner. While Melissa manages the bookkeeping side, Eric leverages his degree to handle taxes.

Building Busy Bee wasn't without its challenges. A running accident in 2017 forced Melissa to recuperate, but it also served as a catalyst. During this time, she crafted a business plan that solidified Busy Bee's launch in October 2017 with its first client.

Growth Through Relationships and Resourcefulness

Busy Bee's initial success story is a testament to resourcefulness. Instead of a marketing team, they relied on word-of-mouth referrals from satisfied clients. Additionally, each employee distributed postcards to local businesses.

Melissa readily acknowledges areas for improvement. Hiring additional staff earlier would have eased the workload, and moving into a dedicated office space sooner (they moved in November 2018) could have helped establish a professional presence during the crucial growth period.

Lessons Learned: Building a Team and Culture

Despite these reflections, Melissa emphasizes the positive choices she made along the way. She prioritized hiring individuals who were a good cultural fit, valuing personality and communication skills alongside technical expertise.

Furthermore, Busy Bee's remote work setup fosters flexibility and employee well-being. Finally, Melissa's proactive networking efforts in the early days were instrumental in attracting new clients.

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Paying it Forward: Advice for Aspiring Entrepreneurs

Melissa's advice for budding entrepreneurs is three-fold:

1. **Plan It Out:** A solid business plan provides a roadmap for success.
2. **Perseverance Pays Off:** Expect challenges, but don't give up. Difficult times are inevitable, but resilience is key.
3. **Set Goals and Track Progress:** Establish clear financial objectives to measure your progress and stay motivated.

Melissa is currently developing a bookkeeping course to empower other business owners and aspiring bookkeepers.