



## STACEY NIELSEN

*Empowering business owners to  
create the thriving business they  
always dreamed of*

[www.bookmetricsfs.com](http://www.bookmetricsfs.com)

## Introduction

Thank you for your time and interest in connecting with me. Please take a moment to review my background and the value I bring to businesses like yours, ahead of our meeting.

### Who Am I

I am the founder of Book Metrics Financial, where we specialise in providing strategic CFO services and business support for small and medium-sized businesses. With over a decade of experience in financial management, I'm passionate about helping business owners gain clarity, make informed decisions, and achieve their growth goals.

Having transitioned from bookkeeping into CFO services, I've witnessed firsthand how businesses can transform when they have the right financial guidance. I combine my technical expertise in accounting software and financial reporting with a deep understanding of the challenges faced by business owners in industries such as construction, digital agencies, logistics, mining and retail.

I've worked with clients who are scaling their businesses, navigating financial uncertainty, and seeking better ways to track profitability and manage cash flow. My goal is to empower you with the tools, strategies, and insights to take your business to the next level.



## My Journey

Throughout my career I've seen many business owners, even with the best intentions, often struggle to interpret their financial data in a way that drives growth. This led me to explore CFO services, combining my expertise in financial analysis with the strategic role of a CFO to help businesses like yours thrive.

Over the years, I've partnered with businesses in various stages of their growth journey—from those needing foundational financial structures to those scaling and looking for advanced strategies.

My work involves helping clients achieve clarity, streamline their financial operations, and use their financial data as a powerful tool for decision-making.

## What Drives Me

I believe that every business, no matter the size, deserves access to the strategic financial insights that can propel them forward. I've seen how an empowered business owner—armed with the right financial information—can make decisions confidently, navigate challenges, and unlock new opportunities.

Money, in the right hands, is a tool for growth. It can provide financial stability, streamline operations, and unlock opportunities for expansion. I aim to help businesses build financial structures that allow them to work smarter, not harder, and create lasting value.

## How I Help

As your CFO, I bring a proactive, strategic approach to financial management. Some of the ways I support businesses include:

- **Financial Strategy:** Developing long-term financial plans and strategies to drive growth and profitability.
- **Cash Flow Management:** Ensuring you have the right systems in place to manage and forecast cash flow effectively.
- **Financial Reporting:** Simplifying complex financial data into actionable insights, helping you understand the key drivers of your business.
- **Business Scaling:** Offering support in areas such as ROI analysis, budgeting for expansion, and navigating the financial complexities of scaling your business.
- **Tech Integration:** Helping you leverage technology and accounting software to streamline your financial processes and save time.

## Mission

Our mission is to make life easier for business owners by handling their finances with precision and insight. We believe in clear and open communication, valuing different perspectives and fostering a collaborative environment. We're all about growth, constantly improving to serve you better with honesty and transparency.

Through our bookkeeping and Hybrid CFO services, we ensure your financial health and stability, offering strategic guidance and solid support. We're here to be the trusted advisors you need to succeed.

## Our Values

**Effective Communication:** We emphasise clear and open communication, valuing diverse perspectives. We encourage questions, feedback, and active listening to ensure seamless information flow and a collaborative environment.

**Growth:** We are committed to constant improvement, challenging ourselves to elevate our skills and redefine what's possible to better serve our customers.

**Honesty:** Our integrity and transparency drive our actions. We always strive to do what's best for our customers and the company, fostering open collaboration to uncover the truth, with no tolerance for hidden agendas or passive-aggressive behaviors.

**Support:** We believe in the power of teamwork and helping one another. Whether it's tackling a technical challenge, resolving an interpersonal issue, or removing any roadblocks, we are dedicated to supporting each other and accommodating our clients' needs.



# Our Reviews



We've been working with Stacey and her incredible team at Book Metrics for over two years, and they have truly transformed the way we manage our finances. Stacey's expertise across multiple accounting software platforms has been a game-changer for us, ensuring everything is seamless and efficient. Her Monthly Financial Highlights report is an absolute favourite – it gives us invaluable insights and a clear overview of our financial position.

What really sets Stacey apart is her unmatched attention to detail and her ability to break down tax jargon and processes into terms we can actually understand. She genuinely cares about her clients, going the extra mile to make our lives easier and giving us peace of mind. We're so grateful to have Stacey and Book Metrics in our corner – we couldn't recommend them more highly!

In House West



Working with Stacey was a game-changer. She helped us streamline our cash flow management and improve profitability by addressing areas we didn't even know existed. Our business is in a much stronger position now.

*Keys Freight and Logistics. Cos Breglia*



The service at Book Metrics is amazing! I have been working with Stacey for the last few months and I couldn't recommend her more. She is flexible, efficient, and has already guided me to make better decisions with her expertise. Would definitely recommend!

*Liz Veen*



I was trying to manage the bookkeeping for my small therapy business, but it was taking me hours, and I often got stuck. I quickly realized it was costing me too much time and stress. Stacey took over all the bookkeeping, corrected past errors, and guided me on ways to simplify the invoicing and reconciliation process. She also provided strategies to stay on top of my tax obligations. I'm incredibly grateful for the stress she has taken off my shoulders! Bookmetrics is highly efficient and has made my life as a small business owner so much easier. I no longer worry about running into financial trouble without realizing it. Highly recommend!

*Hello You Autism Services. Anna Mouton*



My business partner and I have found the services of Book Metrics, especially Stacey, worth their weight in gold.

Stacey is reliable, efficient, easy to deal with and has great attention to detail, especially on matters we just don't have the time for in the day to day running of the business. Stacey has told us things about the business and how it's operating that we didn't even know, which has helped to inform our pricing structure, ultimately making the business more profitable.

Highly recommend!

Brightwood Design



I highly recommend Book Metrics for cashflow budgeting and business analysis. Stacey was very good to work with and provided invaluable advice and constant improvement to everything we developed. I appreciated her positivity, punctuality and patience and endorse her for all bookkeeping, cashflow and analysis projects.

*Your Health Store. Richard Lane*