



SELF IMPROVEMENT, TRAINING AND COACHING

From Struggling Freelancer to Thriving
Business Owner

INTRODUCTION

John Cassidy, a professional freelancer in the IT industry, embarked on a transformative journey to enhance his business acumen and boost profitability. Over the past year, he engaged in:

- business coaching sessions with Col Neate from Altitude Coaching,
- implemented Profit First methodologies with Nathan (a Profit First Professional), and
- actively networked within industry and local business groups.

The results have been remarkable, leading to improved business acumen, increased profits, and business expansion.

THE CHALLENGE

John, like many freelancers, faced a common set of challenges:

- **Financial Inefficiency:** He struggled with managing his business finances effectively, often unsure about how to allocate income, pay bills, or plan for the future.
- **Lack of Business Acumen:** Although he excelled in his IT profession, John felt he lacked the necessary skills and knowledge to run a successful business.
- **Stagnation:** His business growth had plateaued, and he aspired to expand by hiring a Virtual Assistant and an apprentice but was uncertain how to achieve this.

PROFIT FIRST COACHING:

To address his financial inefficiencies, John enlisted the services of Nathan, a Profit First Professional. The implementation of Profit First methodologies had a significant impact:

- **Cash Flow Management:** Nathan assisted John in setting up the Profit First system tailored to his business. This helped him manage cash flow more efficiently, ensuring that profit allocations were prioritised.
- **Financial Clarity:** With the Profit First system in place, John gained a clearer understanding of his financial health, which allowed him to make informed decisions and reduce financial stress.
- **Profit Maximisation:** By consistently focusing on profit, John could allocate funds to growth initiatives, such as hiring a Virtual Assistant and an apprentice, to help with workflow.

AT A GLANCE

Client Profile:

Name: John Cassidy

Occupation: Freelancer
(Professional in the IT industry)

Location: Sydney, Australia

NGR Accounting Team:

Nathan Rigney, Director



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BUSINESS COACHING:

John's transformation journey began with business coaching sessions provided by **Col Neate from Altitude Coaching**. These sessions addressed multiple aspects of business development, including:

- **Strategic Planning:** John worked on defining clear business goals and objectives. This provided him with a roadmap for his business's growth and development.
- **Time Management:** Col helped John optimise his work schedule, ensuring that he used his time more efficiently, enhancing productivity.
- **Client Relationships:** John refined his client communication and relationship-building skills, which led to increased client satisfaction and recurring business.

QUALITY NETWORKING:

John recognised the importance of expanding his professional network. He actively engaged in networking both within industry-related groups and local business communities.

The benefits included:

- **Access to Industry Insights:** Networking within IT-related groups provided John with valuable industry insights, which he used to refine his service offerings.
- **Collaborative Opportunities:** Local business networking groups introduced John to potential collaborators and clients, helping him secure new projects.
- **Mentorship:** John connected with experienced professionals who offered guidance and mentorship. This helped him gain valuable business acumen.



"Self-improvement, training, and coaching are not mere personal investments but are vital steps toward the financial success and personal growth of your business."

Nathan is also known as the Profit Generator and loves to help small to medium sized businesses succeed financially.

Nathan Rigney
Director and Owner
NGR Accounting



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THE RESULTS

The combination of business coaching, Profit First implementation, and effective networking led to a remarkable transformation in John's business:

Improved Business Acumen:

John developed a deep understanding of business operations, allowing him to make informed decisions, optimise his time, and manage client relationships effectively.

Increased Profits:

By focusing on profit as a priority, John consistently set aside a portion of his income, leading to improved financial stability and profitability

Business Expansion:

John's newfound financial stability enabled him to hire a Virtual Assistant and an apprentice, expanding his business and improving its scalability.



If you would like to know more about
NGR Accounting's Services,
feel free to contact us today:

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www.ngraccounting.com.au

CONCLUSION

John's journey from a struggling freelancer to a thriving business owner is a testament to the power of self-improvement, effective coaching, and strategic networking.

With the guidance of business coach Col Neate, Nathan, and a commitment to quality networking, John not only improved his business acumen but also saw a significant increase in profits and achieved his goal of business expansion.

This case study serves as a compelling example of how investing in oneself and one's business can yield remarkable results. John's story is an inspiration for professionals seeking to unlock their business's full potential.