

**Client:** Alison Wright, CPB

**Project:** Bio

**Objective:** Create a bio Alison can also use as a marketing piece

**COPY EXCERPT:**

**Alison Wright  
CPB, Certified Professional Bookkeeper  
Accounting Specialist**

***“Providing affordable, professional bookkeeping and administrative services with a focus on the small-business sector”***

If you're looking for a Certified Professional Bookkeeper in Toronto who can help take the “work” out of your “paperwork,” you've come to the right place. Alison Wright has more than 19 years of experience helping entrepreneurs understand whether they're making money, where they should focus their dollars, where to make cuts and how to increase their revenue.

Alison's path to becoming a bookkeeper became clear in 1991 when a friend offered her a part-time accounting position. Although she had never even used a computer, it quickly became apparent that she had a knack for numbers. Alison started taking accounting courses and became certified through the Institute of Professional Bookkeepers of Canada. She is also a Certified QuickBooks ProAdvisor and member of the Canadian Payroll Association.

Alison's career highlights include serving as an accounting clerk and financial controller before launching her bookkeeping business. Clients have provided testimonials about the impact her work has had on their companies, including:

*“We are so happy you came in and fixed things. We are on the right track now. Thanks.”* — Anthony Foster, President, Next Level Game Exchange, Saskatoon, SK

*“I drop stuff off and like magic it's done. I don't have to follow up. I just know you're dealing with it.”* — Andrew Regnier, NACE Certified Coating Inspector, Saskatoon, SK

*“Alison possesses the business savvy that has not only helped us evaluate our financial position but has enabled us to change our business focus ... she is more than just a bookkeeper.”* — Anthony Lederhouse, Vice President, 10116495 Saskatchewan Ltd., Saskatoon, SK

Here are 5 things that might surprise you about Alison:

1. One of Alison's favourite aspects of bookkeeping is payroll. If you have ever had a PIER (Pensionable and Insurable Earnings Review), you understand the importance of accuracy in payroll. She can save you days of frustration by ensuring accuracy in your payroll completion, compliance and reconciliation.
2. Alison studied English at McMaster University. Her love of writing adds value to the business plans she creates to ensure the long-term success of her clients' businesses.
3. She enjoys networking and recently joined Business Networking International (BNI Canada).
4. A key reason Alison runs her own business is because she is a single mom who values the importance of family. Like many moms, she is an expert at time management and balances her career with parenthood.
5. Alison values long-term relationships with her clients. She never charges for quick advice or a consultation.

"What lights me up about bookkeeping is helping entrepreneurs start their financial systems from scratch. I enjoy knowing that in 5 years they will still have the same systems in place and their businesses will be successful," says Alison.

### **Don't Wait Until You're Audited to Get Your Books in Order**

Contact Alison today at 647-400-5106 or [alison@imperialbusinesssolutions.ca](mailto:alison@imperialbusinesssolutions.ca) to schedule a free 60-minute consultation to discuss your financial needs. Whether you are starting your financial records from scratch or need to get caught up on piles of paperwork, Alison can get you on track.