



# Resources: Mark Wickersham & Friends – Value Pricing for Experts

7 November 2018

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# How to Get More Help with Your Value Pricing Journey

## Free Resources

### Free Training

**Mark Wickersham** runs 60 minutes of free online training every month. He teaches for 30 minutes and then answers questions from delegates. Each month the sessions take place at 11am EDT. These sessions are perfect if you want to get regular, and free, training every month in small bite-size chunks. The sessions are aimed at the beginner.

To get on the list and receive your invitations each month, go here:

<https://www.wickersham.co.uk/p/free-mentoring>

### Free Books

**Mark Wickersham** has an eBook called *Your Value Pricing System*. In this 24-page eBook Mark shares with you a tried, tested and proven step-by-step pricing system for accounting and bookkeeping firms.

You can grab your complimentary copy here: <https://www.wickersham.co.uk/p/pricing-systems>

### Free Support

**Mark Wickersham** has a Closed Facebook group called. This is a great place to ask your pricing questions and get support from a network of over 1,000 other accounting professionals who are on their value pricing journey. You can request access to the group here:

<https://www.facebook.com/groups/HowToPriceAccountancyServicesInTheCloud/>

**Ron Baker** founded VeraSage Institute, the leading think tank to the professions, to help professionals update their business model for the intellectual capital economy. You can find additional resources, FAQ, and case studies from Trailblazer firms that have made the transition to value pricing at: [www.verasage.com](http://www.verasage.com)

**Ron Baker**, along with **Ed Kless**, host the VoiceAmerica.com Radio Show, *The Soul of Enterprise: Business in the Knowledge Economy*, where they've done over 215 shows that discuss issues related to pricing, the value conversation, ethics, economics, project management, intellectual capital, along with fascinating interviews with prominent authors, economists, and many others. The show runs live every Friday at 1pm PT, and you can subscribe to the show where ever you get your podcasts (iTunes, Stitcher, GooglePlay, etc.). You can also access an archive of all the shows and listen to each, along with the full show notes on each show at: [www.thesoulofenterprise.com](http://www.thesoulofenterprise.com)

**Paul Shrimpling** founded Remarkable Practice to inspire accountants and CPAs to achieve remarkable results in their firms. Every 2nd month Paul produces a *Business Breakthrough* report to stimulate constructive discussion around new and well-proven ideas to help firms and their clients improve their profits and capital value. To get a free example and subscribe to this free resource go here: <https://www.remarkablepractice.com/bbs-compelling-meetings-landing-page/>

## Free Reports

Digital marketing in a digital world is a critical skill for accountants. **Paul Shrimpling** and the team at Remarkable Practice had to learn this digital marketing skill too and transformed the results of our website by 414% this report shows you how you can improve your firm's website results too: <https://www.remarkablepractice.com/betterwebsitesforaccountancyfirms/>

**Paul Shrimpling** posts a business breakthrough blog every week aimed at helping your firm improve your profits, capital value as well as the pride and enjoyment of running and accountancy business. Check it out here: <https://www.remarkablepractice.com/blog/>

## Paid-for Resources

If you are ready to move your value pricing knowledge to another level, here are some resources you can purchase from our experts.

### Books

**Mark Wickersham** has written several books on value pricing. They are available on Amazon or you can get them from his website here: <https://www.wickersham.co.uk/store?tag=books>

**Ron Baker** has written seven best-selling books, including his latest on pricing, *Implementing Value Pricing: A Radical Business Model for Professional Firms*; *Pricing on Purpose: Creating and Capturing Value*; *The Firm of the Future* (with Paul Dunn); *Measure What Matters to Customers*; *Mind Over Matter*; and *The Soul of Enterprise* (with Ed Kless), all available at Amazon (and most on Kindle).

**Paul Shrimpling** has interviewed 12 specialist advisory firms of accountants. These are firms that are making healthy profits from advising clients on business growth. Paul also interviewed some of the most well-respected commentators on the accounting profession and got their views and insights too. Paul's book is only available from his website so that you can have a money-back value-for-money guarantee and also access a whole series of interviews and additional resources. For QBConnect delegates Paul has promised to pay U.S. shipping on his book – just go to this page and use the discount code to get free shipping (you still get the money back guarantee):

<https://www.remarkablepractice.com/QBCnov2018>

## Training Courses

**Mark Wickersham** has created video training programs helping you get better prices. You can find out more here: <https://www.wickersham.co.uk/store?tag=video%20training>

The best place to start with **Mark Wickersham's** training is a program called Your Pricing Journey because it is a small monthly subscription providing you with video training delivered every month taking you on a step-by-step journey to mastering value pricing (starting with the foundations and building up to advanced topics). You can find out more here:

<https://www.wickersham.co.uk/store/pHtz2ufq>

**Paul Shrimpling** runs a series of practice development workshops for firms who want to make the journey towards being fully-fledged business growth advisory firms. To find out more about The Accountants Growth Academy go here:

<https://www.remarkablepractice.com/accountantsgrowthacademy/>

## Mentoring

**Mark Wickersham** runs a monthly mentoring program. You get to work with Mark every month, together with a small group of other accounting professionals just like you. It takes place online, so no need to travel. You can find out more here: <https://www.wickersham.co.uk/store/7Ljzx439>