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# QuickBooks Business Affiliate Messaging Guide

Use this guide to inform your affiliate marketing of QuickBooks products based on your industry-specific needs.

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## General QuickBooks Messaging

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QuickBooks keeps your financials organized, providing one place where you can easily manage your business and get real-time insights on how your business is doing. Whether your business is just starting out and you need to send your first invoice or you're an established business and are looking for more insights to grow, QuickBooks has the tools to support your business growth.

### **Organize your business**

Track your income and expenses in one place. Get a bird's eye view of cash flow so you always know where you stand.

### **Master your cash flow**

Get paid faster from anywhere.  
Customize unlimited invoices.  
Pay bills on time with recurring payments and tracked due dates.

### **Be tax time ready**

Small business owners get more deductions with AI-powered expense tracking and receipt matching.



# QuickBooks Product Messaging & Claims

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## QuickBooks Online

### Product Description:

QuickBooks makes managing money simple for small and medium-sized businesses, providing one place where you can get real-time insights on how your business is doing. Use QuickBooks to track money, send invoices, manage bills, run reports, and so much more.

### Product Claims:

- Save over 51 hours per month on average by using QuickBooks.
- 90% of customers save time by connecting a bank or credit card to QuickBooks.

## QuickBooks Self-Employed

### Product Description:

QuickBooks gives self-starters the features they need to get ahead. Stay tax-time ready all year, uncover tax deductions, create and send invoices, track your mileage and keep tabs on your finances on the go. Once you connect a bank account, expense tracking helps you separate your personal and business spending with just the swipe of a screen.

### Product Claims:

- Find an average of \$30,645 in tax deductions per year
- Find an average of \$16,317 in tax savings per year.
- Cut your tax bill by an average of 38% per year.



# QuickBooks Product Messaging & Claims

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## QuickBooks Payroll

### Product Description:

QuickBooks Online Payroll works for small to midsize businesses—from accountants and financial experts to nonprofits, construction companies, and restaurants.

There are 3 QuickBooks Payroll plans to choose from—Core, Premium, and Elite. With Core you can easily pay your team and have your payroll taxes done for you. With Premium, you can also manage your team and access HR and employee benefits. With Elite you'll have access to on-demand experts, simplifying payday and protecting what matters most.

### Product Claims:

- QuickBooks Payroll is the #1 payroll provider for small businesses.\*
- We help 1.4 million businesses do payroll and file taxes



## Industry Specific Claims

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### **Marketing/Advertising**

"We've joined forces with the #1 accounting software for small businesses."\*

### **Banking**

"90% of customers save time by connecting a bank or credit card to QuickBooks."

### **Credit and loans**

"Trusted by almost 8 million small businesses on QuickBooks (...to run their business)."

### **Consultant/Real Estate**

"Join over 600,000 professional services companies that run business with QuickBooks."

### **Construction**

"Join over 300,000 construction companies that run business with QuickBooks."

### **Restaurants & Bars**

"Join over 100,000 restaurants and bars that run business with QuickBooks."

### **Retail/Ecommerce**

"88% of customers say QuickBooks makes it easier to run their business."



## Customer Profile Claims

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### Integrated Apps/Software

"Conveniently manage your [insert what your company does] – and enjoy advanced QuickBooks® integration."

### Early Stage Businesses

"Save an average of 25 hours per month on data entry by using QuickBooks instead of spreadsheets."

### Client Collaborator

"The best accounting software for small to midsize businesses."\*

### Focused on Perks/Offerers

"We've joined forces with QuickBooks to give you access to their accounting software at a discounted price."

\*Must use disclosure: Based on overall number of customers for QuickBooks Payroll products as of 06/2020.

\*\* Must include disclaimer: Accounting Software for Small to Midsize Business based on CNBC, as of May 2021