

# Penny Smart Girl Founding Membership

*A launch page for a bookkeeping and business-support membership*

**The product:** A monthly membership with weekly Q&As, masterclasses, templates and expert bookkeeping support.

**The reader:** Small business owners, mostly women aged 25 to 45, anxious about money, tax and going back to a 9-to-5.

**The goal:** Get readers to join the pilot as Founding Members, with their price locked for life.

*Spec piece. Names, numbers and testimonials are illustrative.*

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Penny Smart Girl · Founding membership

## Get your business money under control, with an accountant in your corner every week

Penny Smart Girl is a membership for small business owners, led by accountant and certified QuickBooks ProAdvisor Meka. Every week, you bring your real money questions to a live Q&A and leave with plain answers, plus templates you can use the same day.

[Claim my founding spot](#)

*Founding price for the first 50 members.*

### You're great at what you sell, but the money side keeps you up at night

It's 10 p.m. on a Sunday, and there's a shoebox of receipts on the kitchen table next to a spreadsheet you don't quite trust. Your clients are happy and you've been busy for months, so why isn't there more money in the account?

You're not the only one asking. In one survey, 42% of Square sellers said they don't feel confident about tax rules.

And every month the numbers stay a guess, you risk penalties, overpaying tax, and that quiet fear of having to go back to a 9-to-5.

### Nobody gave you a manual for this

Your business license didn't come with a bookkeeping lesson, so you were left with two choices. You could pay someone to do it all and still not understand it.

Or you could piece it together from free videos and hope you got it right.

There's a third way, and it's simpler than both. Instead of handing your money to someone else or guessing alone, you get to ask an accountant, every single week, until it makes sense.

## What you get as a member

- A weekly live Q&A, where you ask anything, however basic, and get answers in plain English
- Masterclasses on the money topics small businesses get wrong most often
- A monthly theme, so you tackle one area at a time instead of everything at once
- Reports, templates and webinars you can put to work the same day
- A wishlist, where you ask for a topic and the most-requested ones get built next

A typical week is simple. You send in your question whenever it comes up, join Meka live on Thursday or catch the replay, and put the templates to work the same day.

## Meet Meka, the Penny Smart Girl

Image: photo of Meka

Meka is an accountant, a certified QuickBooks ProAdvisor and a personal finance coach who has spent years helping business owners make sense of their money. She describes her job as bringing calm to her clients' chaos, and turning their unknowns into knowns.

Image: member photo

"I used to dread opening my bank app. Now I save my questions for the weekly Q&A, and for the first time, I actually know what I made last quarter."

*Danielle, owner of a handmade candle shop*

[Claim my founding spot](#)

## Why Founding Members get the lowest price

This is a pilot, so you're joining at the very start, and your wishlist requests help shape what the membership becomes.

In return, Founding Members pay \$27 a month instead of the regular \$47, and that price stays locked for as long as you're a member. There are 50 founding spots.

You can cancel anytime. If you do, the founding price won't be offered to you again.

## "I'm not a numbers person."

You don't need to be. The weekly Q&A is built for the questions people feel too embarrassed to ask anyone else, and Meka answers every one of them without jargon.

## "I'll sort my books out once things calm down."

Most owners say that, but tax deadlines don't wait for a quiet month. The longer the numbers stay messy, the bigger the clean-up, so the cheapest time to start is while it's still a shoebox and not a crate.

### Your money, finally making sense

For \$27 a month, you get Meka's answers every week and a price that never goes up while you stay. Next tax season, you could open your books knowing exactly what's in them.

[Claim my founding spot](#)

### Alternate headlines

1. Busy, booked, and still not sure where the money went? Get an accountant's answers every week.
  2. Understand your business money in plain English, one weekly Q&A at a time
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### Notes for the client

- The \$27 founding price, the \$47 regular price and the 50 spots are illustrative. Set the real ones. The spot limit must be real, and so must the price going up after the pilot.
- The weekly rhythm (questions any time, live on Thursday, with replays) is illustrative. Set the real day and confirm there are replays.
- Danielle is a sample testimonial. Swap in a real member quote once the pilot starts.
- Meka's site shows a copyright of 2012–2021 but no start date, so the page says "spent years". Add the real year if you'd like it in.
- The 42% figure comes from Square's "Finance in focus: tackling taxes" page (<https://squareup.com/us/en/the-bottom-line/managing-your-finances/finance-in-focus-tackling-taxes>), checked on 12 October 2026. Re-check it's still live before publishing.
- If other experts teach alongside Meka, name them on the page.
- Please confirm "Cancel anytime".