



Picture: Park 7 Studios

EXCLUSIVE: Accountant strips off

Advertisement feature

"YOU are joking, I hope!" cried Finola McManus, of Landers the Accountants, when marketing consultant Heather Bernini suggested a copycat shot of supermodel Elle Macpherson's recent Jimmy Choo promotion. "For a start, my legs are a foot shorter!"

"Don't worry," was the immediate response. "It'll be great publicity because no one will ever believe an accountant would take their clothes off to promote their business."

Finola is an accountant and - as the picture shows - she did it. The biggest problem has been to keep it secret from co-director Robert Brown...

It all started when Landers began a marketing campaign to promote their new service Accounting for Women in Business, aimed specifically at advising women on maximising the potential of their business by systemisation and efficient accounting.

"Employing a near all-female qualified team at Landers we believe gives us greater

empathy and understanding of all the frustrations and difficulties as well as the rewards of being a woman in business," says Finola.

Landers has commissioned a series of promotional postcards based on 'that which women love most' - shoes, she adds. "Using strap lines such as 'We know what it's like to be in your shoes' and 'Ever wished your accountant was a woman?', we hope to strike a few chords with women in business".

Having been in public practice for 18 years, Finola is well versed in the challenges that face owner-managed businesses, particularly women in business. She and Robert have

worked closely in systemising owner-managed businesses, due diligence work on acquisitions, pre-sale grooming and retirement planning, business start-ups and company recovery or turnaround plans.

Landers the Accountants is a leading-edge accountancy firm helping businesses to succeed. Finola has been a key driver and influencer in building the business into what it is today and uses those skills to help her clients in business. A national accountancy publication has written of Landers: "This is without doubt one of the most successful firms we have come across, not just in bottom line results but in the work-life balance enjoyed and the quality of the team they work with... there is a real focus on customer service."

Finola specialises in ensuring her clients have a very clear picture of where they and their business want to go and how they are going to get there.

Away from business, Finola lives in St Albans with her husband and two young sons enjoying travel, good company, wine, food, and successfully juggling the role of business-woman, wife and mother

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