

## **Smart Marketing for Accountants**

Hi

Here's volume 3 of Smart Marketing for Accountants.

In this edition there are two useful marketing strategies you might like to use in your accounting practice.

- One strategy is collecting persuasive testimonials from some of your accounting clients.
- And another strategy is using a two page newsletter to increase your revenues.

I hope you find something in here of value to you.

Please feel free to pass this resource on to colleagues who could benefit from the ideas, or to your clients - a word doc version is available on request from [info@wealthbuilders.kiwi](mailto:info@wealthbuilders.kiwi)

Kind regards

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Buy/sell agreements and funding



[www.acconline.co.nz](http://www.acconline.co.nz)

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# SMART MARKETING FOR ACCOUNTANTS #3

Simple (yet highly effective) marketing strategies to help Accounting Firms increase revenues and turn their clients into delighted raving fans...



## Collect and use persuasive client testimonials

Persuasive testimonials from a number of your delighted accounting clients are an excellent way to encourage new clients to use your accounting services.

The reason that testimonials work so well is simple:

“What other people say about you, your company, your products and services is at least ten times stronger and more convincing than anything you can possibly say on your own behalf.”

This is sometimes called ‘Social Proof’.

Which just means that people are strongly influenced by what other people similar to themselves have experienced.

So when they see that other people have used your accounting services and have enjoyed excellent results this greatly increases the chances of them using your services themselves.

### HERE IS A VERY SIMPLE STRATEGY TO COLLECT 1-3 PERSUASIVE ACCOUNTING TESTIMONIALS IN THE NEXT DAY OR TWO.

1: Set up time to have a short chat with one of your best accounting clients on the phone.

2: During the phone call ask your client three questions

*A: What do you like most about using our accounting services?*

*B: What benefits have you enjoyed from using our accounting services?*

*C: Why would you highly recommend our accounting services to other people?*

3: Record the phone call (with your client's permission) or take notes during the call.

4: After the call review the recording or your notes.

Then write up what your client said and then email it to them for their approval. Then use their testimonial in a variety of places including your website. (Have a section that says something like ‘Here's why clients love our accounting services’.)

You can use this testimonial strategy two different ways.

First of all you can use it to collect general testimonials about your accounting services.

Just use the same questions I mentioned earlier.

*A: What do you like most about using our accounting services?*

*B: What benefits have you enjoyed from using our accounting services?*

*C: Why would you highly recommend our accounting services to other people?*

Secondly you can use this same strategy to collect great testimonials about any of your accounting services that you would like more of your clients to use.

Let's say for example that one of the accounting services you offer is a business valuation service.

(In other words you help a client to work out what their business is worth in case they are thinking of selling it.)

You would like more clients to use this business valuation service.

So phone up a client who has used this business valuation service and ask the same three questions. (Just modify the questions slightly to suit the service you want feedback on.)

So your three questions might sound like this

*A: What do you like most about using our business valuation service?*

*B: What benefits have you enjoyed from using our business valuation service?*

*C: Why would you highly recommend our business valuation service to other business owners?*

Persuasive testimonials are easy to collect and work very well to create brand new accounting revenues.

## TAKE ACTION

Use this simple phone call strategy to collect some persuasive client testimonials for your accounting practice. Then use these in some of your marketing activities.

# SMART MARKETING FOR ACCOUNTANTS #3

Simple (yet highly effective) marketing strategies to help Accounting Firms increase revenues and turn their clients into delighted raving fans...



## Use a 2 page newsletter to create easy sales

2 Page newsletters work remarkably well to boost sales. They are also simple to create and affordable to use.

### HERE'S HOW TO USE A 2 PAGE NEWSLETTER MARKETING STRATEGY IN YOUR ACCOUNTING PRACTICE...

**Step 1:** Give your newsletter an interesting title.

The newsletter you are reading now is called 'Smart Marketing for Accountants'.

I've written dozens of 2 page newsletters and the title should be about the type of info that is in the newsletter.

**For instance:**

I write a newsletter with positive ideas on personal success and motivation which is called 'Positive Living- simple strategies that you can use to create more fun, success, happiness and enjoyment in your life.'

I write another newsletter with marketing tips which is called 'Marketing that works well- simple yet highly effective marketing strategies that work well to help your business increase sales and turn your clients into delighted raving fans.'

**Step 2:** Provide some useful tips that readers of your newsletter would find helpful.

In your accounting practice you might create a 2 page newsletter called '7 Minute Business Success.'

And in each issue you cover some useful tips on business success that a client could read in less than 7 minutes.

You can also include something interesting or fun in your newsletter as well.

Something fun might be a tasteful cartoon related to what you do. (Eg Tax Planning.)

A great source of cartoons is Randy Glasbergen at [www.glasbergen.com](http://www.glasbergen.com) (Randy has over 2,000 terrific cartoons available for use at very reasonable rates.)

**Step 3:** Have your newsletter laid out nicely so it looks professional. This doesn't need to cost a fortune.

It is worthwhile creating a nice looking template that you can use over and over again.

Your printer can usually layout your newsletter and make it look professional for you.

**Step 4:** Print at least 100 copies of your 2 page newsletter on high quality paper stock.

You want your newsletter to both look and feel good.

(And high quality paper is a great way to do this.)

Newsletters printed on paper are also a lot more memorable than email newsletters.

Then distribute your newsletter to at least 100 people each month including past clients, potential clients and key referral sources for your accounting practice.

Include a cover letter with each newsletter.

If it was a newsletter going to existing clients your cover letter might read like this...

=====  
*Hi Jane, Thanks again for being a client. I really appreciate your past business. I'm a big fan of sharing positive ideas so I've enclosed a copy of a fun newsletter called '7 Minute Business Success'. It's only two pages long and has some interesting ideas on how to make your business more successful. I hope you find something of value in it.*

*Best wishes*

*Your Name*

*PS: If you have any friends or colleagues who might be interested in (put in the benefits of one of your accounting services) I'd love the opportunity to be of help.*

=====  
The cover letter is your opportunity to say hello, explain why you are sending the newsletter and mention (in a low key way) that you are happy to get accounting referrals.

By sending out a helpful 2 page newsletter every month in hard copy format you make your accounting business memorable to at least 100 people. (And this can stimulate a lot of easy referral sales at the same time.)

## TAKE ACTION

Talk to your printer about how a 2 page newsletter might work for your accounting practice.

Smart Marketing for Accountants is written by marketing advisor Graham McGregor ([www.TheUnfairBusinessAdvantage.com](http://www.TheUnfairBusinessAdvantage.com)) for clients and friends of Barry Vincent

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