

## **Smart Marketing for Accountants**

Hi

Here's your copy of 'Smart Marketing For Accountants # 4 with my compliments.

In this helpful newsletter you learn 4 ways to create brand new revenues from your existing accounting clients. Plus you'll discover why Fiverr and Upwork are valuable online market places that are worth looking at.

I trust you get some real value from this newsletter.

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

Kind regards

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Buy/sell agreements and funding



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# SMART MARKETING FOR ACCOUNTANTS #4

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



## Increase the value of your Accounting clients

One of the easiest ways to improve the profitability of your accounting practice is to focus on offering a range of added value services to your existing accounting clients.

There are dozens of helpful services that many of your business clients would love to purchase from your accounting practice.

However if you don't offer these services (or your clients don't know about these services) they can't spend more money with you.

### SO HERE IS A QUICK LIST OF 4 ADDED VALUE SERVICES THAT YOU MIGHT LIKE TO CONSIDER OFFERING TO YOUR CLIENTS.

#### 1: A monthly or bi monthly profit improvement consultation

With this service you meet with your client for 30-45 minutes once every month or two months.

You review your client's sales and profits for the last 30 or 60 days. You then give them 2-3 specific strategies that they can use to improve their sales and profits over the next month or two.

This profit improvement consultation would be very valuable to a number of your business clients and they would be happy to pay you for this service.

You could charge a fee of between \$150 and \$250 for each consultation. If you had 20 clients take up this service and use it once every two months you've now increased the value of each client by between \$900 and \$1,500 per year.

#### 2: A pricing strategy session

This could be something you offer once a year to a selected group of clients.

In this session you change some of the prices your clients charge in spread sheets and show them the impact this has on their bottom line profits.

In many cases a tiny increase of say 5% in the price of some of the products and services that they sell can easily increase their net profits by thousands of dollars a month.

You might charge a fee of \$500 for this price strategy session. And if 20 clients invested in this service you've now increased your accounting revenues by \$10,000 a year.

#### 3: A large purchase negotiation service

At some point a number of your accounting clients will need to make a substantial purchase of some sort for their business.

They might want to buy a new vehicle or purchase an expensive item of machinery and so on.

You might consider offering a large purchase negotiation service on behalf of these clients. With this service you offer to contact a number of potential suppliers of the item they wish to buy. And then invite these suppliers to give you a good value package on this item.

You could charge a fixed fee to provide this service and it could easily save your clients who use the service thousands of dollars on a major purchase.

If you had 20 clients in a year who used this service and paid you \$500 each there is another \$10,000 in revenues for your accounting practice. You've also saved this clients a lot of time and stress by you doing the negotiating on their behalf.

#### 4: A mini business valuation service

Many of your business clients at some point would like to sell their business.

And they would really appreciate some advice on the type of price range that they might potentially receive when they do sell their business. You might like to offer a 'mini business valuation service' for these clients.

With this service you'll put together a short summary of a realistic price range that their business might be worth. Along with some recommendations on a few steps they could take to increase the value of their business to a potential purchaser. This type of service could be popular with a number of your clients and would be of great value to many of them. Plus it would be easy for you to offer.

Make a list of 5 or more added value services that you could offer to some of your accounting clients this month. Then send a short email or letter to at least 10 clients offering them one of these services and notice what happens.

## TAKE ACTION

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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## Two helpful online marketing resources

There are two online market places that are worth exploring in marketing your accounting services.

These two market places are Fiverr [www.fiverr.com](http://www.fiverr.com) and Upwork [www.Upwork.com](http://www.Upwork.com)

Fiverr is an online market place where you can purchase a huge amount of interesting services for a starting fee of only US\$5. That's right only five dollars!

You just go to the Fiverr site and find the service you want.

Let's look a closer look at how you might use a service like Fiverr in your accounting practice.

### IMPROVE YOUR PRESENTATION MATERIAL:

I am hired to present to large groups and I occasionally offer webinars where I share interesting marketing strategies.

In the past I have used Power Point slides as part of my live presentations and webinars.

And these slides were very average in terms of how they looked. (In other words they didn't look very good!)

So I checked out Fiverr and came across a person who would redo all my PowerPoint slides (up to 15 in number) for only US\$5. I paid an extra US\$5 for each additional block of 15 slides that I had done on top of this.

Suddenly for an investment of a tiny amount of money (US\$10 for up to 30 slides) I now have a really professional looking presentation that I can use a lot of different ways.

### SO MY FIRST RECOMMENDATION HERE IS PRETTY SIMPLE...

If you ever have to give a live presentation, or present a webinar then hire someone good on Fiverr to make sure all your Power Point slides look great.

### Now Fiverr can be used for a lot of different services:

You might have a short booklet that you would like converted into Kindle format so it can be made available on Amazon.

You might like to produce a short video that can be used to promote one of your accounting services.

You might like to have a professionally designed brochure that promotes some of your accounting services.

All these things (and many more) can be done on Fiverr.

Fiverr is useful as a resource however there are a couple of limitations.

**Limitation 1:** Only some of the people on Fiverr are very good at what they offer. And the rest are either average or not very good.

**Limitation 2:** There are a number of things that you might want done that are not available through Fiverr.

### For instance:

I wanted to get the names of the key contacts and full contacts details for the owners of around 75 businesses in a particular industry. These businesses were in four different countries and I needed this information quickly.

Fiverr could not help with this.

So my solution was Upwork. [www.upwork.com](http://www.upwork.com)

With Upwork you post the job you want done and give a budget that you are prepared to spend. E.g. Under \$500.

You'll quickly get a good number of suppliers who will quote on your job. You can see samples of the work these suppliers have done in the past. And you can also see feedback from all their customers at the same time.

Once you find the right supplier you pay your agreed fee which sets safely with Upwork. And only when you are happy with the job are the funds released to the person you hired.

My research assignment was done in 24 hours through Upwork for a fee of US\$120 and all the info I needed was provided to me in very easy to use format.

This saved me a huge amount of time and it also helped me test a brand new marketing campaign to these businesses.

## TAKE ACTION

Fiverr and Upwork are online resources that are definitely worth checking out. (These two resources may also be worth recommending to some of your accounting clients as well.)