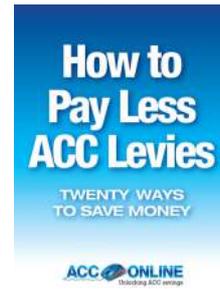


Smart Marketing for Accountants



COMPLIMENTARY E-BOOK

Hi

Here's your copy of 'Smart Marketing for Accountants # 5 with my compliments.

In this issue there are two useful marketing ideas.

- The first idea is called 'The Top 20 Appreciation Strategy' and is well worth trying.
- The second idea is a helpful way to get regular referrals from dozens of local lawyers and bankers.

I trust you find something of value in 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

My E-book, "Twenty Ways to Pay Less ACC Levies" has some useful ideas to help your clients cut their ACC costs. Please contact me if you would like to receive a complimentary copy of this resource.

Kind regards



Barry Vincent

ACC and Shareholder Contingency Consultant

Buy/sell agreements and funding

PS: One of my most popular services is helping business clients manage their ACC affairs more effectively and cut their ACC costs. Most business owners are paying more in ACC levies than they are legally obliged to. If you have any business clients who would like some advice on how to save money on their ACC levies, you can earn some brownie points and have me conduct a free no-obligation ACC audit - I'd love to be of help.

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SMART MARKETING FOR ACCOUNTANTS #5

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



Get referrals from local bankers and lawyers

If you have an accounting practice then local lawyers and bankers could be a good source of regular referrals for your accounting services.

Lawyers and bankers often have a wide range of business clients and many of these clients have the need for a number of different accounting and tax services.

Now if bankers or lawyers are a good source of potential referrals for your accounting practice I have a quick marketing question for you:

What is your strategy to create regular referrals from dozens of local bankers or lawyers?

The key word here is 'dozens'.

I was speaking to an accounting firm recently and they told me they get regular referrals for their services from 3-4 local legal firms in their city.

These referrals are directly responsible for tens of thousands of dollars of new accounting work every year, so are a valuable source of new clients for this accounting practice.

However, the accounting practice didn't have a strategy in place to get regular referrals from dozens and dozens of other legal firms in the same city.

And as a result they were potentially missing out on a huge amount of accounting work.

It's possible your business is in the same position.

You currently get some excellent referrals from a handful of local bankers or lawyers.

However, you get no referrals at all from dozens of other bankers or lawyers in your city or town.

If that describes your situation here is a marketing strategy you might like to try.

Step 1: Make a list of 25-50 local, bankers or lawyers that could potentially give your business regular referrals.

Step 2: Each month send some useful and interesting information by 'snail mail' to these 25-50 local businesses. (The key here is to send something that adds real value to the business you are sending it to.)

Step 3: Include a cover letter that explains why you are sending this added value information. And in the PS of your cover letter mention in a low key way one of the services that

you offer.

Here's an example:

Let's say you would like to get recommended by a number of local legal firms in your area.

You might send a number of these legal firms a short letter that says something like this:

=====
Hi John, I own a local accounting firm called XYZ Accountants. I'm a big fan of reaching out to local business and adding value on a regular basis. So here is a copy of a short article I noticed recently about a legal practice that created a large amount of new legal business with a novel marketing approach. (I thought you might find it of interest.)
Kind regards
Andy Accountant

PS: One of our popular services is where we help a business owner to work out the true value of their business. If you have any legal clients that have a business they might be thinking about selling, then I'd be happy to give them some details on our business valuation service and how it works.

=====

Notice how you are adding value first by giving them a useful article on creating new legal revenues. (Before you mention one of the accounting services that you offer.)

Step 4: Stay in touch at least once a month by 'snail mail' with these 25-50 local businesses. And 'add value' every single time you make contact.

Within 3-6 months of doing this you will notice that a number of these businesses will start to ask for further information about what you do.

And begin to give you regular referrals.

Make a list of 20-30 local legal firms or bankers that you would like to get regular referrals from.

Start sending them something that adds value every single month. And mention (in a low key way) one of your accounting services each time you do this.

TAKE ACTION

SMART MARKETING FOR ACCOUNTANTS #5

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



The Top 20 Appreciation Strategy

Appreciation is something we all value getting and can also be a powerful ingredient to include in many of your marketing activities as well.

I recall getting an unexpected letter in the mail many years ago from a car dealer. The letter came three weeks after I had purchased a new car from this dealership and it thanked me for being a client.

There was a double movie pass included with this letter and the letter explained that this was to say 'thank you' for being one of their valued clients.

I was very impressed and over the next few years told hundreds of people about my delightful letter and free movie pass from this car dealership. And 20 years later I still remember this car dealership positively.

It was a good example of the power of sharing appreciation.

Here a simple appreciation marketing strategy you might like to use in your accounting practice

I call it the 'Top 20 Appreciation Strategy' and here's how it works.

Step One: Identify the top 20 businesses that have been most helpful to you over the last 12 months. And write down the name of one person who is your main contact in each of these 20 businesses.

Your top 20 list could include...

- Businesses who have referred new clients to you
- Businesses who have made your life easier in some way
- Businesses who have helped you to solve a problem
- Businesses who have made you more successful
- Businesses who may have spent money with you
- Businesses who have encouraged and inspired you
- Businesses who are your favourite suppliers

And so on

Creating a list like this should take you 5-10 minutes

Step Two: Send a short personal letter to the contact person in each business. Do this by 'snail mail' and make the letter distinctive in some way. (Perhaps sent it out in a coloured envelope so it stands out from the other mail this person will normally receive.)

Do three things in this personal letter:

A: Thank them for their help and support over the last 12 months.

B: Give them an inexpensive (but memorable) gift to show your appreciation

C: Wish them well.

Ideally your memorable gift should be something that you think they will value highly. I suggest you invest somewhere between \$15 and \$30 for each person.

Step Three:

Send your letter and gift with no expectation of getting anything in return. Obviously it would be nice if each person you did this for contacted you and told them how much they appreciated your letter and gift. (The reality is that some people will do this and some won't.)

Your goal here is to simply identify 20 key people in business that you would like to say 'thank you' to and then do something tangible to show your appreciation.

There are two helpful benefits from using something like the top 20 appreciation strategy...

Benefit One:

You've quickly created 20 people in business who know and remember your accounting practice in a very positive way. Some of these people will usually recommend your accounting practice to several of their friends and colleagues which will produce new business for you.

Benefit Two:

When you do something positive like this for 20 other people you actually feel pretty good about yourself at the same time.

Sharing genuine appreciation with people that have been important to your business is something we sometimes forget to do. (And now is a good time to consider doing it.)

TAKE ACTION

What can you do in the next week or so to show appreciation to the people that have helped your accounting practice this year?