

## Smart Marketing for Accountants



COMPLIMENTARY E-BOOK

Hi

Here's your copy of 'Smart Marketing for Accountants # 6 with my compliments.

It has two great ideas and some helpful bonuses for you.

1. The first idea is on how to make it easy for your accounting clients to use more of your Accounting services.
2. The second idea is on how to use special reports to create new revenues and add great value to your clients.
3. Marketing guru Graham McGregor has included some special offers of valuable business tools.
4. Also useful guide to what happens when a business owner dies with my compliments.

I hope you find something useful in here.

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



**Barry Vincent**

**ACC and Shareholder Contingency Consultant**

**Buy/sell agreements and funding**

PS: One of the areas in which I help a lot of business owners is setting up effective buy sell agreements and funding for their company. This means that if something unexpected or tragic happens to one of the owners of the business the other owners can easily buy them out with minimum inconvenience and cost. I'd be happy to give you further details on this service if it might be of interest to any of your clients.

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

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# SMART MARKETING FOR ACCOUNTANTS #6

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



## Remind your accounting clients about all the different services that you can offer them:

Many businesses have a range of services that they can provide to their customers.

However a lot of the time some of these customers either don't know about (or don't remember) all of these services.

I remember many years ago I had a sales training company and I wrote a weekly newsletter on selling.

I offered live sales training seminars that sales people could come to. I also spoke to groups of sales people and shared helpful sales improvement tips in a live format.

At least once a month I would get a newsletter subscriber who told me they had hired someone else to speak to their sales team and share useful sales tips.

When I asked them why they didn't contact me for this service they would say "I didn't know you offered that service".

It's quite likely you have the same challenge in your own accounting practice.

You have a range of different services that you could offer to your clients. Yet many of your clients don't realise you offer a particular service. (Like business coaching for instance.)

So they don't use this service or they purchase the same service from another business.

How do you solve this common marketing challenge?

One answer is to have an Infographic designed that makes it easy for clients to remember all the different services that you offer.

Look at this sample Infographic for an accounting firm.

When you look at this Infographic you'll notice that it lists 11 potential benefits that XYZ Accountants can offer a business.

They can help you make your business more valuable.  
They can help you find great suppliers.  
They can help you to reduce your taxes  
And so on.

For at least 8 of these benefits there are one or more accounting services that may be appropriate for a business to purchase from your accounting practice



With a simple Infographic like this you make it easier for clients to remember the various services that you offer.

So they are more likely to contact you about using these services.

Consider having an Infographic created that explains a number of the different services that you offer.

## TAKE ACTION

The Infographic above was created by a business called Elite Infographic. And they would be happy to customise this Infographic for your accounting practice for a very affordable fee. You can contact them on [www.eliteinfographic.com](http://www.eliteinfographic.com)

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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## Use Special Reports in your Accounting Practice:

A special report is a small booklet that contains useful information for your business clients.

A good example of a special report is a short booklet that I wrote called 'Business Magic-21 ways to boost sales and delight your clients.'

This booklet has 21 practical tips that any business can use to improve their sales and profits fast.

Just email me on [graham@twomac.co.nz](mailto:graham@twomac.co.nz) and I'll send you a free digital copy of this special report.

(This is my gift to you and you are welcome to share it with any of your accounting clients.)

You can use a special report a number of different ways in your accounting practice.

### 1: USE SPECIAL REPORTS TO ADD VALUE

Just send out a copy of a special report to an existing client with a message like this.

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Hi John

I'm a big fan of providing added value and sharing useful ideas on a regular basis. Here is a short guide called 'Business Magic ' that I thought you might enjoy. It contains 21 useful tips to improve sales and profits fast.

I hope you find something of value.

Kind regards

Andy Accountant

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### 2: USE SPECIAL REPORTS FOR LEAD GENERATION

A few years ago I interviewed over 30 of the top sales and marketing experts in the world. I asked each person to share their most valuable sales or marketing strategy.

I recorded what each person said and put all the interviews into a special report called 'The Unfair Business Advantage Report'.

I offer this for free on my website and I now have business owners in over 39 countries who have downloaded this special report.

It has worked great as a lead generation magnet for my marketing services.

In your accounting practice you could use special reports the same way.

Create a short booklet that has valuable tips to help a business person to improve their results quickly.

Your special report might be something simple like...

*'7 ways to add thousands of dollars of new profits to your bottom line every month.'*

In the guide you explain 7 simple tips that can be put into action fast.

You give this booklet to any business person who requests it.

Then a few days later you phone them up and have a short chat about some of the ideas in the special report.

If it feels appropriate you might mention that one of the services you offer is a bi monthly profit improvement consultation. You take a look at what has happened in the business over the last two months. And then give some simple recommendations that your client can use to improve their profits in the next two months.

Some of the people that ordered your special report will be keen to use this profit improvement consultation.

So the special report has worked well as a lead generation magnet.

Special reports are very easy to create. In fact I've written a step by step guide showing you how to create and use special reports. It's called 'The Irresistible Sales Magnet and you can get a free copy by emailing me on [graham@twomac.co.nz](mailto:graham@twomac.co.nz)

## TAKE ACTION

Set a goal to create at least one special report that you can use in your accounting practice.

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