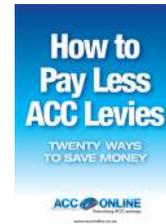


Smart Marketing for Accountants



COMPLIMENTARY E-BOOK

Here's your copy of 'Smart Marketing for Accountants # 8 with my compliments.

Marketing Guru, Graham McGregor, talks about how acts of kindness can help you attract new clients and also some ideas about how you can use fast and slow marketing ideas in your practice.

1. What random act of kindness can you do for 5 people this week? (some useful tips here - <http://www.lifehack.org/articles/lifestyle/29-ways-to-carry-out-random-acts-of-kindness-every-day.html>)
2. make a list of at least 5 slow marketing activities that it might be helpful for you to start doing.
3. Also I enclose for you with my compliments a useful guide to what happens in a business when a key person dies.

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 - soft copy is available on request from info@wealthbuilders.kiwi

Kind regards



Barry Vincent

ACC and Shareholder Contingency Consultant

Business exit strategies

PS: People and revenue are the lifeblood of every business and the two are inextricably linked i.e. revenue depends on people and people on revenue.

If a business is to be able to continue trading following the sudden unexpected loss of personnel to a serious life risk (i.e. disablement, trauma or death), it must remain solvent and able to continue meeting its financial obligations as well as maintain shareholder value. I'd be happy to give you further details on this service if it might be of interest to you or any of your clients.

www.acconline.co.nz

savings@acconline.co.nz

- Linked In <https://nz.linkedin.com/in/barryvincentaccriskspecialist>

SMART MARKETING FOR ACCOUNTANTS #8

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



Marketing with kindness

I believe that a useful goal in marketing is to have people remember us positively.

In other words we want them to be thinking and saying good things about our business as often as possible.

A simple way to do this is to 'market with kindness'.

In other words, do small favours and unexpected kind things for people on a regular basis.

When you do this without any expectation of return it is surprising what can happen.

Here are some examples to get you thinking:

THE KIND GIFT FROM A NUTRITIONAL SUPPLEMENT MANUFACTURER:

In March 2012 I had a major accident on my bicycle after coming off at high speed down a hill. I broke a number of bones including 4 ribs, my collar bone and others.

And I was off work for a number of weeks while I mended.

About a week after my crash I got an unexpected parcel in the post from Tony Dowd the managing director of a nutritional supplement business based in Nelson, New Zealand. Tony sent me a lovely hand written note that said

'Graham, I'm sorry to hear about your accident and wish you a speedy recovery. Here is a bottle of Asta Supreme which should help you as you mend. Just take 3 capsules a day. Best wishes. Tony.'

I checked out Tony's website at www.astasupreme.co.nz and discovered that his firm had research that showed that Asta Supreme has excellent results in supporting cardiac health, healthy cholesterol levels, joint health, eye and visual health, optimal skin health, and more.

So I was more than happy to take his supplement.

I encouraged a number of people I knew to try his product.

And here I am telling readers of this newsletter about it as well. (All as a result of one small act of kindness from Tony.)

The kind gesture from a real estate owner:

Before my cycling accident I had the opportunity to meet with Paul Vujnovich the owner of Harvey's Real Estate, Te Atatu Peninsula, Auckland.

Paul runs one of the most successful residential real estate businesses in the country.

When he heard about my cycling accident he phoned me and said

'Graham what can I do to help you? Can I drive you anywhere, pick up anything for you? What do you need help with?'

I was shocked at this because I knew how busy Paul was and I was not someone he had known for a long time.

Despite this he went out of his way to be nice to me.

And I am convinced that this attitude of looking for ways to help people and be kind to them is a key factor in the amazing success of Paul's real estate business.

I've noticed in my own business that even a small kindness is really appreciated and remembered positively.

A good example is when I read a very helpful book called 'Flash Foresight' by technology expert Daniel Burrus.

I found 'Flash Foresight' to be one of the best business books that I had ever read and sent a short email recommending it all the subscribers on my email list.

I then sent an email to Daniel Burrus telling me that I had found his book useful and had suggested it some of my subscribers.

Within an hour I got a delightful message back from Daniel thanking me for my kind comments.

I was delighted at Daniel taking the time to send me a short note and it made me feel special.

Sometimes to start building a great relationship with someone you can begin with a small act of kindness. And it's surprising the positive impact this small gesture can have.

TAKE ACTION

What small acts of kindness could you do for five people this week? And what small acts of kindness have you experienced yourself from any business? (How did that make you feel about this business?)

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

Ph: 09 446 6057 Mob: 021 960 537
W: www.wealthbuilders.kiwi
W: www.acconline.co.nz
E: savings@acconline.co.nz



SMART MARKETING FOR ACCOUNTANTS #8

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



Fast versus slow marketing

One of the many challenges we face in business is the pressure to get speedy returns from our various marketing activities. In other words we want to do things that will make us new revenues within a few days or weeks.)

I call this 'fast marketing' where we are looking for quick results.

A good example of fast marketing is a letter I saw recently from a well-known car firm. The letter said that if you booked your car in for a service in the next few weeks you would go into the draw for the opportunity to win a complimentary trip for two to Fiji. The car firm is hoping that this offer will inspire their customers to take action and book their car in for a service quickly.

When you look around you'll see 'fast marketing' offers all around you. These often have a deadline and will give people a reason to take action now or in the very near future.

I know that fast marketing can work well and have used it many times myself.

The other type of marketing is 'slow marketing' where you are not looking for an immediate sale right now.

Instead you are attempting to build a great relationship with someone. So at the appropriate time they will either use (or highly recommend) the products and services that you offer.

Slow marketing is a bit like planting vegetables.

You know you will get a nice crop of vegetables in the future if you continually water and feed these plants.

However if you plant vegetables today it will take time to see the final crop.

A good example of slow marketing is doing things to develop a wonderful relationship with key centres of influence. (A centre of influence is a person who can potentially recommend large numbers of new customers to you on a regular basis.)

In your accounting practice a great example of a good centre of influence is local legal firms.

It's very common for a legal practice to be asked by their clients for an introduction to a good accountant.

You then began a simple monthly programme of adding value to key centres of influence like these legal firms.

You would find that within 6 months you would start to get regular referrals from some of these legal firms.

They will have got to know you in a positive way and could easily suggest that some of their clients use your accounting services.

However you are highly unlikely to get large numbers of referrals or new business in the first few months of adding value to these centres of influence.

And because we don't get quick results with slow marketing we often forget to do things that will build great relationships with important people in our business.

So which type of marketing is better?

Fast marketing or slow marketing?

I believe both types of marketing should be used in your business. You definitely want to do things that increase your revenues quickly.

- You might like to mail, phone or email a number of your clients and give them a good reason to spend more money with you now. (You might create an attractive offer on a package of your accounting services that these clients might find useful.)
- You might like to run a referral competition with your accounting clients where you give out attractive rewards to the people who introduce you to potential new clients.

And you also want to do simple things that will add value and build great relationships with the important people for your business.

Look at the marketing and sales activities you are using in your accounting practice and classify them into 'fast marketing' and 'slow marketing'.

Then make a list of at least 5 slow marketing activities that it might be helpful for you to start doing.

TAKE ACTION

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