



# THE BUSINESS FORMULA

FOR

# ACCOUNTANTS

# FOUNDATIONS

Marketing is not persuasion or manipulation.

Marketing is not turning a no into a yes

Marketing is about finding your customers who already want to be saying yes.

You must understand your market, so you can talk specifically to them, so you aren't the white noise, but instead you stand out in the market place.

If you don't know your market you are going to have to sell hard also.

You can't be everything to everybody.

Jack of all trades, master of none.

The key to turning a prospect into a client is less about them understanding you, and more about them feeling completely understood by you!

Your goal is to be a big fish in a small pond, so you want to have all the right people as clients instead of all the wrong people.

**When you niche down and position yourself in the market then selling becomes a lot easier.**

Make up artist

Make up artist that specialises in weddings.

If you are getting married which one would you go to?

Business Coach

Physio Business coach

If you are a physio looking for a business coach which one pulls you in?

## **3 key principles to market domination**

Find your pond ---- Your market

What you do (What do you really do) ----- A to Z

## **Pain to Pleasure**

Who you serve. Your Hero Client

The 20% of the clients that get the best results.

Who are they, What is their ideal future, Their dream, Their nightmare, What keeps them up at night?

Wants, desires, fears, frustrations.

## **Where you stand**

Generalist (Red Ocean)

Specialist

Authority (Blue Ocean)

You need to get specific on who you serve. Find an under served affluent section of your market place and become the best provider for them. Allows you to charge more

Attracts better clients

Get better, more consistent, results

## **Your aim is to be a big fish in a small pond**

You are a solution provider, People just want solutions. There's a market out there wanting solutions, your job is to find them and provide it for them.

You are in the business of helping people

# FOUNDATIONS

## Identify your fish

Your avatar

**Your business success hinges on identifying the needs of your market and creating a solution.**

You only talk to one person when any of your marketing message goes out.

Name

Job

Income

Family? Do they have a partner? Kids? How old?

What do their days look like?

Daily wins?

Daily frustrations?

What do they really want?

What holds them back from achieving this?

What do they tell themselves around this? What are the stories that limit them?

What problem do they think they want solved?

How will this change the day to day or their life, week to week and month to month?

When their problem is solved how will they feel?

## Cast your net

Survey your current market, there is no better way to find out what they want than to ask them.

### How?

Create a survey in Survey Monkey and Email your list.

Post to your Business or Personal profile asking the question

Post a Poll or Question in your Current Client Group on Facebook

Once you ask them what they want, and how do they want it.

Keep it Simple - 3 - 5 questions at the most. And Questions that drive straight forward answers. If it is too hard people won't want to participate.

If you could solve one thing with "Fat Loss right now" what would it be ?

or

What is the current trend that is causing movement right now in your industry?

Ride the wave.

## Message -

All we are competing for right now is attention.

We all have so much going on, so many platforms, everyone is distracted, there is more and more noise now than ever before.

As a society we have gone from viewing 500 ads a day to 5000 ads a day.

With 5000 ads a day all shouting at you, competing for your attention means often all you hear is white noise.

You need to standout, be different, be heard, be seen.

For most of you you just need to get momentum, you just can't the traction that will get you going in business.

WHY?

# FOUNDATIONS

You need to get your message dialled into your market place.

It's needs  
It's wants

to be so good that people stop and want to listen, they pay attention,  
and then they start to take action.

Imagine if people actually wanted to hear your message, they looked forward to your ads.

## 3 KEY PRINCIPLES TO YOUR MESSAGES

### Know your Why

Most people start with WHAT they do, instead of WHY they do it.  
As Simon sinek says, no one cares what you do, they care why you do it.

One of the main reasons they do it with you over others is resonance, they resonate with your why, They love where you come from, and they also feel the same about what you stand for. Here your likability increases.

People are led by there feelings, if they like you, they want to listen to you

Your WHY is the energy that your WHAT feeds off.

### WHY / HOW / WHAT

WHY

Your reasoning, the reason you do what you do.

HOW

Your USP, the method, the vehicle buy which you deliver the What.

WHAT

The outcome you provide

What are you really selling? Your Solution

A better life, Better status, .... think about your solution

*Why do people drive a Ferrari?  
Status  
Self expression  
Its how it makes them feel  
Self confidence  
How it positions them to other people  
Its a symbol that they succeeded*

This comes back to the market match

Their fears and frustrations, their pains and pleasure that they want, their desires.

People don't buy what you have, they buy why they want it

They buy the outcomes.

Afterall the Ferrari is just another car.

You need to create SOMETHING... a THING... a SOLUTION

All around you people are providing a reason that you have achieved/ succeeded in the past. People need to blame something, and to have something to pin their hopes on. as soon as they are buying "new" then you have won them, It's because they haven't tried your XYZ, that's why they haven't succeeded... YET

# FOUNDATIONS

**So what are the 3 main things you do that gives the results**, and what are 3 key breakdowns inside those that gets each point achieved, now this is the frame work for your WHAT, your 9 piece signature system

## **How do we do this?**

Start with the statement of what you do and an explanation

Concept / Meaning / Tactical / Point / Essence

Then break that down into STUFF

Content / Details / Story / Case study / Research / Example / Process / Steps

You need minimum 3 "stuffs"

Then finally you have the BIG PICTURE

The metaphor A model

## **Make it Sexy**

No one wants to buy boring, I promise everyone wants to buy the dream.

*Seth Godin talks about this as the purple cow*

*What would happen if you were driving through the pastures and there are cows everywhere but all of a sudden there is a purple cow, sitting there just with in all the others.*

*This cow would stand out more than any other, so much because you haven't seen a purple cow before, you would stop take a picture and share it with someone?*

So does your message make people stop?

Do you make people stop?

Is your message so sexy and different that people share it?

## **4 Steps to building the Solution**

Diagnose the pain

Differentiate the pain

Demonstrate the gain

Deliver to the reptilian brain - the fight or flight, if overwhelmed what decision do they make?

Naming strategy

WHAT IS IT

Program / Service that does X

WHAT IS THE BENEFIT

There life day to day, week to week

HOW DOES IT MAKE THEM FEEL

Write 3 emotions

ARE THERE ANY METAPHORS THAT YOU CAN USE TO DESCRIBE THIS

Now the naming

The name starts with THE

Take 1 or 2 words from how they

End with a Think (system / blueprint / process / method)

BOOM ... done

# FOUNDATIONS

## MAGNET MAKEOVER

How to create a magnet that gets you heard, manufactures celebrity and brings in a flood of leads for your business.

Your magnet is a TOOL, that people the right people want to attract them into your business.

No magnet?

You don't really have voice

You won't be heard

You aren't memorable

You won't have any prospects

You won't grow your business

You do have a magnet?

People know, like and trust you before they even meet you

You create a buzz

A Celebrity

When you are a celebrity people want to buy from you

Then you have a constant flow of people wanting to buy from you

So what is a magnet?

A bite sized piece of value added content that you offer to the market place

Gary V would say its your Jobs.

You can't just go out there swinging.

We must always give before we receive

YOU CAN'T ALWAYS BE SELLING

The rule is generally

3 gives to 1 take

If all you do is sell then people will move past you onto someone else who actually solves problems.

Who gives the solution in a consumable piece.

Golden rules

Must give before you take or ask

Every step of the marketing process must be valuable in itself, it must enhance their life

Make everything you do, provide value to your prospect

We are paid in direct proportion to the value you bring to the market place

Service is your model not sales, when people know like and trust you, they will buy

What is the purpose?

**WHY DOES EVERY BUSINESS NEED AN OFFER?**

It means you are seen and heard

It starts the conversations or transactions with your potential clients

Initiates the law of reciprocity'

Generates a list or an audience - This allows you to communicate with them weekly

Give them more and then take

# FOUNDATIONS

## 4 keys to structure a magnet

Insight over Information; people want the secret sauce, the solution, the one way, the blueprint.  
They don't want to work it out themselves

### **They must be short, quick grabs of information**

Video: 3-5 minutes

Read: Under 10 minutes

Highly actionable

Implemented immediately

Get them closer to their goal

Easy enough for a Newbie; no overwhelm or overly technical

If they feel they can get a quick win, they will want more from you, it's science.

People have a good experience they will come back for more

### **What is DOES?**

Small immediate solutions to your clients problem

Empowers them with education (you demonstrate authority through education, but remember education that provides solutions)

If you educate they want more

It must also engage, they should interact with you, they need to feel that you understand them, that you really get them.

You then need to inspire, to take more action, to believe in themselves, to believe it's actually possible

### **What FORM does it take?**

Blueprint / Cheat sheet / Template / Discount Offer / WIN / Webinar / Seminar / Case Study / V.V

Must be easy to consume

Must be a high desire for your niche

You should have 2-4 magnets, to talk to the different frustrations, build different beliefs, gain higher trust  
Easiest is a WIN/ D.O / Cheat Sheet / Case Study

### **Flow**

Intro, who you are or what you do - quick no one actually cares

Set up, this A will help you X so you can Y

The meat, the 1 thing that help do X, and the 3 components that make that happen

The Call To action, booking a call, watching a webinar / video/ buying a D.O

Your stuff cannot look like crap, outsource things if you need to make it look good/ professional

NOW let's map this all out for you.....

# FOUNDATIONS

## *NICHE*

Client Specific Niches - consider  
Small Business Owners

## *FRUSTRATION / PAIN*

- Tax Time
- Do you even pay yourself?
- Find an accountant that you trust and actually understands your business
- An accountant that is there for you when you need them

## *DESIRE / PLEASURE*

Optimise tax - are you paying too much - not enough deductions  
Operating under the correct structure  
Trust your Accountant and know they have your best interests in mind

## *SOLUTION PROVIDED*

Find \$5000 in your last Tax Return

FREE One on One Consultation

## *MESSAGE*

The right Accountant can MAKE you Money

## *FUNNEL*

VALUE VIDEO

CASE STUDY

## *COPY STYLE*

VALUE VIDEO - P.A.S

CASE STUDY - Story Style

## *INTRO OFFER*

FREE Consultation -  
In person or on the phone  
In Person you could have -  
Coffee and Quest bars Consultation - GYMS  
Tradies - Coffee and Doughnuts / Coke and Burgers  
Mumpreneurs: Cupcakes and Coffee at Home  
Then all clients onto Retainer; if specialised, consider much can be templated.  
\$97 a week retainer = a \$5000 client - Downsell = AdHoc work



# COPY TEMPLATES

## *COPY IDEAS*

### **PAS**

#### **Problem - Agitate - Solution**

##### **Problem**

Refer to your avatar description. Then paint the problem they're going through. The more vividly you paint the picture for them, the more you show that you understand their problem. This is the fast track to getting an emotional response from your reader. It also creates trust fast.

##### **Agitate**

Rub salt in their wounds. Make them realise that if they don't solve this problem, it will cause certain negative things to happen in their lives. Make them worry, or explain the problem they're dealing with is not something they should ignore or put away.

##### **Solution**

Simply state you have a solution to their problems. Tell them the benefits of taking up your offer. A simple trick is to state the opposite of their problems - the positive side of it.

### **AIDA**

#### **Attention - Interest - Desire - Action**

##### **Attention**

Call out your readers, or state something that will cause your target prospect to stop and read because it's about them. The more personal you can get, the better. What do your prospect care most about in relation to your offer?

##### **Interest**

Paint a picture of what their lives will look like in the future after they take up your offer. A simple way is to ask "What if.." questions. Make them interested in what you have to say. The questions should relate to your solution or offer. Get them interested in what you have to say in relation to the offer.

##### **Desire**

Increase their desire for your offer by stating the benefits here. If the benefits are apparent, (and depending on the copy), sharing social proof here like testimonials and reviews from happy customers will work too.

##### **Action**

Simply tell your reader what to do to get what you're offering. Be specific!

# COPY TEMPLATES

## COPY IDEAS

### EXAMPLES

ARE YOU COSTING YOURSELF MONEY WITH THE WRONG ACCOUNTANT?

Are you a Business Owner and a Mum?

Mums are busy enough let alone trying to juggle all the tasks involved in running a business, chasing your dreams.

Are you running the marketing?

Managing the Sales?

Providing the service?

Paying the Bills?

Managing your staff?

Then cooking dinner, making lunches, shuttling kids from school to sport, to friends, to bed?

All while trying to stay on top of the books, the day to day transactions of your business?

And that's a good day.

Imagine if you had an Accountant you could rely on?

An accountant that understood your business, who specialised in Entrepreneurial Business, just like yours.

Sound too good to be true?

With the right Accountant you can make Money

We have the secret Blueprint to Accounting Success for Entrepreneurial Mums

We are willing to bet we can find \$5000 in your last tax return.

Sound too good to be true, an Accounting Firm that actually wants to find money for you?

Click the link below to find out more about our FREE Accounts and Cupcakes Consult designed just for Mumpreneurs like you.

*\* This is a free One on One Consult where you go over their business, their structure and an audit of their last tax return with Quest Bars, as a tempter. This is explained more on the landing page.*

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TAX TIME AND YOU DON'T EVEN WANT TO TALK TO YOUR ACCOUNTANT.

So you own a Gym.

You know there must be more to your taxes than your current Accountant is letting on.

Afterall you wouldn't be ready this if you didn't

You are so busy actually running your business, you just wish you knew there was an accounting firm that specialised in gyms.

Understood your structures, your deductions,

Imagine if you had an Accountant you could rely on?

An accountant that understood your business, who specialised in Gyms, just like yours.

Sound too good to be true?

With the right Accountant you can make Money

We have the secret Blueprint to Accounting Success for Fitness Businesses

We are willing to bet we can find \$5000 in your last tax return.

Sound too good to be true, an Accounting Firm that actually wants to find money for you?

Click the link below to find out more about our FREE Accounts and Quest Consult designed just for Fitness Business Owners Just like you

*\* This is a free One on One Consult where you go over their business, their structure and an audit of their last tax return with Quest Bars, as a tempter. This is explained more on the landing page.*

# COPY TEMPLATES

## COPY IDEAS

### EXAMPLE

#### BREAK UP WITH YOUR ACCOUNTANT

So you are a Tradie.

You know there must be more to your taxes than your current Accountant is letting on.

Afterall you wouldn't be ready this if you didn't

You are so busy actually running your business, you just wish you knew there was an accounting firm that specialised in Trades.

Understood your structures, your deductions,

Imagine if you had an Accountant you could rely on?

An accountant that understood your business, who specialised in Tradies, just like you.

Who was a decent bloke and understood you just want to get ahead.

Sound too good to be true?

With the right Accountant you can make Money

We have the secret Blueprint to Accounting Success for Tradies

We are willing to bet we can find \$5000 in your last tax return.

Sound too good to be true, an Accounting Firm that actually wants to find money for you?

Click the link below to find out more about our FREE Accounts and Doughnuts Consult designed to get results in advance for Tradies just like you

*\* This is a free One on One Consult where you go over their business, their structure and an audit of their last tax return with Doughnuts as a tempter. This is explained more on the landing page.*

*Doing it over the phone - deliver them doughnuts*

# FOUNDATIONS - or write your own

*NICHE*

*FRUSTRATION / PAIN*

*DESIRE / PLEASURE*

*SOLUTION PROVIDED*

*MESSAGE*

*FUNNEL*

*COPY STYLE*

*INTRO OFFER*