

A graphic of a white sign on a dark grey stand against a dark blue background. The sign has a thin black border and contains the following text:

**7 PROVEN
STRATEGIES**
**FOR ATTRACTING
MORE CLIENTS TO YOUR
CPA PRACTICE**

BY SALIM OMAR, CPA

BY SALIM OMAR, CPA

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ABOUT SALIM OMAR, CPA

“Let me remove the roadblocks to your success and show you how to fall in love with your CPA business all over again.” – Salim Omar



I'm not a guru. I'm a CPA practitioner just like you...

I've spent nearly 20 years uncovering the keys to marketing success of any CPA firm. I've used my financial expertise as a Certified Public Accountant and drawn from the challenges I encountered in the early years of starting my CPA practice to understand the success principles that create CPA firms that are profitable, respected, and fun for their employees.

My experience as a former Chief Financial Officer gives me the unique ability to understand what your clients are looking for in a CPA. I've put pen to paper to capture my experiences in business, writing *The Ultimate CPA Practice in the New Economy* and articles in such prestigious professional publications as *Accounting Today*, *The CPA Journal*, *Financial Advisor* and *Wealth Manager*.

For the past 5+ years, I have been passionately involved in helping my accounting and tax colleagues create their dream lifestyle practice.

7 Proven Strategies for Attracting More Clients to Your CPA Practice

One of the keys to growing a successful CPA practice is having a steady stream of new prospects that you can convert into clients.

This means having a planned program of regular marketing activities.

In this special report, I share seven of my favorite strategies for building a steady stream of people coming to you interested in your services.

The seven are:

1. Speaking and Networking
2. Social Media
3. Facebook Advertising
4. Direct Mail and Postcards
5. Blogging
6. Yellow Pages
7. Pay-per-Click Advertising

Let's look at each of those in more detail.

CLIENT ATTRACTION STRATEGY #1: SPEAKING AND NETWORKING

Some of the most effective approaches of client attraction don't require much of a financial investment but require your personal presence. I split these into the categories of speaking and networking.

Speaking

Public speaking is a very powerful way to boost your reputation and attract more ideal clients. Lots of people hesitate to do it but they are missing out on big opportunities. There are many advantages in using public speaking as a way to build your practice:

- When you are the speaker you are automatically seen as the expert
- Potential clients approach you rather than you having to chase them
- You can promote your services directly by inviting people to attend follow-up meetings and events
- Presentations can attract publicity and build your reputation
- When you speak at one event you will get invitations to others

Here are some of my tips for speaking successfully:

- **Get training:** One of the best investments you can make in your practice is learning how to speak well in front of an audience. Many people lack the confidence to do so and therefore deprive themselves of the opportunity.
- **Have a standard presentation:** You should create a “signature” presentation that that you can use in many different events and situations. It should be flexible depending on the event and the audience but should be based around a common theme. Sometimes you may deliver it in 20 minutes, other times it could last over an hour. You may want two or three on different topics.
- **Know Your Audience:** You'll get better results if you give people information and tips that they can take away and apply right away. In order to do that, you need to know a little about your audience and therefore tailor your presentation to their specific needs. You are more likely to achieve your objectives by having one idea that people can take away than by trying to cram too much into one presentation.
- **Hold something back:** While you want people to feel that they have had good value from your presentation, you don't want to share everything. Hold something in reserve that would require people to contact you for further information, give you their details or purchase something from you.

- **Have a next step:** In any presentation you do, you should always be thinking about how it can help you build your practice. It's therefore a good idea if you always have in mind the next step you want people to take.
 - There are many ways of delivering on this – it could be having them sign up to your list, it could be a follow-up presentation or it could be something you sell at the meeting.
- **Follow-up:** One of the biggest mistakes that people make with contacts they make at live events is that they don't follow up with them afterwards. The exact way of doing this will depend on whether they have signed up to an email list or you are making personal contact. Either way, you need to be in touch immediately so that they know where they met you.

One thing to bear in mind is that, where possible, it's a good idea to have your presentation recorded. There are many ways you can use the content for example as a free audio download or to have it transcribed and turned into articles.

The key to making the most of presentations is to deliver them as often as possible.

You'll find that the more practice you get, the more confident, comfortable and successful you become at speaking.

You should start by building contacts with meeting organizers for events in your area including business clubs such as Chambers of Commerce.

The best meetings will depend on your message and the audience you are trying to reach. Over time, you'll also want to contact organizers of major events both in your area and beyond.

However, don't make the assumption that it is always better to target a large number of people. The most important thing is reaching the kind of people you want as your clients.

It's much better to have a well-targeted audience of 10 than an audience of 10,000 who have no interest in what you are saying.

Networking

Another effective way to boost your profile and build your list is by attending events where your target market hangout. This may be in the form of regular networking meetings or through special events such as trade shows.

The advantages of attending live events include the following – though the exact benefits will depend on the type of event:

- Opportunity to meet people face to face and build relationships
- Option of attending regularly to build trust and get better known
- Chance to demonstrate what you can do
- Opportunity to differentiate yourself from the competition

- Potential for market research
- Can give you access to a large group of people at one time

With the growth of social media online, many people think that traditional networking has had its day. While social media is very powerful and opens up many new opportunities, the truth is the old fashioned face to face contact is still hard to beat.

If you make it work to your advantage, it can help you build your contact list fast and create valuable business relationships.

It can equally be a waste of time if you don't plan it carefully.

You need to be selective about where you network and who you network with. If you put the effort in to the right places, it can deliver results.

You have to identify the groups that are a good fit for you and allow you to develop the right types of relationships.

It's not enough just to "get out there and network"; you need to develop the right skills.

Here are some points to bear in mind:

- **Do your research first:** You usually get a chance to attend a couple of meetings before you have to join a group so make sure it can give you what you want. Check out the other members, the leadership and organization and the overall "feel" of the group.
- **Help people:** Networking is about building trust and a key part of that is that people should see you as someone who is ready to help them rather than only looking after your own interests.
- **Volunteer:** Being willing to take on positions in the groups you join helps you stay visible and builds your expert status. Of course, it's also a way of giving back and helping others on the same journey.
- **Improve your conversation skills:** While some people are natural conversationalists, it is a skill that can be improved. Learn to ask open-ended questions rather than those that the other person can only answer with "yes" or "no". These keep the discussion going and show that you are interested in the other person. Make an effort to actually listen to what people are saying – rather than thinking about what you're going to say when it's your turn.
- **Be able to explain your business:** You need to be able to succinctly state what you do in a way that is meaningful to others. And you need to be able to do this in as few words as possible.
- **Have a system and be ready to follow up:** You need to go beyond collecting business cards. You should have a system that helps you identify when someone is interested in what you offer and where you follow up with them in a timely manner. Effective and timely follow up is what translates the time and effort you put into networking into new subscribers and new clients.



ACTION STEP

REVIEW YOUR NETWORKING TO ENSURE YOU'RE
MAKING BEST USE OF YOUR TIME.

CLIENT ATTRACTION STRATEGY #2: SOCIAL MEDIA

Social media is becoming one of the most important ways to reach out to your prospects and clients but many CPAs are still hesitating to use it to its full potential.

Sometimes that's because they bought into the idea of social media at the start and rushed to set up accounts everywhere but these accounts are inactive and out of date.

Sometimes they are unconvinced of its value to their practice and they believe social media is a fad that will go away.

I know that many practitioners also don't like to share information in these public channels due to privacy or technology concerns. While others simply feel there are so many options they just don't know where to start.

Firstly, it's not a fad. Social media has taken a strong foothold. And it's not "just for kids", either. Social media is prevalent in the business world and is growing in popularity amongst older users.

Your ideal client is probably using social media in some form or another, and you have an opportunity to get in front of him or her, in most cases fairly inexpensively.

With so many people active in social media – Facebook has more than 1.5 billion active users – it has massive reach and can therefore be highly effective if used well.

Businesses of all types and sizes are embracing social media as a way of reaching, captivating and selling to their target markets. Your firm is no exception.

In my experience, social media does work; it does grow practices, but only with an integrated, properly executed social media campaign that supports the online mission of your firm.

But it's true the range of options and pace of change makes it hard to prioritize. It can also be an enormous time vampire if not used effectively.

In this segment, I'll help you through that process by outlining some strategies you can focus on to use social media for client attraction.

We'll cover the following categories:

- 1.** Getting Started in Social Media
- 2.** General Tips for Making the Most of Social Media
- 3.** Using Facebook to Build Relationships and Grow Your Community
- 4.** Making the Most of LinkedIn to Help You Get More Clients
- 5.** Establishing a Presence on YouTube
- 6.** Creating a Social Media Calendar

1. Getting Started in Social Media

Participating in social media usually involves setting up an account on a social media site and establishing a profile.

The exact steps for participation depend on the site and what you want out of it. However, there are several aspects that allow you to get the best out of social media:

- **Decide your objectives:** As with most activities, it's important to get clear in advance what you want to get out of it.

The big challenge with social media is that there is a great deal of pressure to get involved and this can lead people to waste a lot of time. When you are clear about your strategy you can concentrate on the sites and activities that help you achieve it.

Before you spend too much time doing anything, I recommend that you define clearly what you want to achieve from your social media activities.

- **Choose your networks:** When you have decided your objectives, you can identify which networks are best to help you achieve them.

You will use different networks for different purposes. For example, while LinkedIn is all about business networking, Facebook is often seen as more social (though still important for business).

The main networks at present include Facebook, LinkedIn, YouTube, Google+, Twitter, Pinterest and Instagram. There are also many sites dedicated to particular market segments and groups. The key is to find which are right for you.

- **Start slowly:** Should you run out and create a presence for your practice on all of these networks?

I don't recommend it because some networks, by the nature of how they operate and the type of users they attract, may not be suitable for you and your practice.

Depending on how much time you have to devote to social media (or how much help you have with it), I recommend starting with between one and three different social media accounts.

You can always add more later. Start with a manageable number and learn the ropes of creating and posting content.

The networks I recommend starting out with are Facebook and LinkedIn. I will explain the ways you can use these networks more later.

2. General Tips for Making the Most of Social Media

While each social network has its own specific considerations, there are a number of factors that apply to all.

- **Be Consistent on All Your Social Media Pages:** While all social media channels are each unique in their own way, it's important that you aim for as much visual consistency as possible from one channel to the next.

For example, when first setting up a Facebook page or Twitter account, you have the opportunity to insert images and choose color schemes. Do your best to use the same colors, fonts, and graphics on each channel. If you have a logo, use it on every channel.

This is important because you want to be sure that no matter where people connect with you, your practice's brand is easy to recognize.

- **Don't Overdo Promotion on Social Media:** While it's true that the whole point of a social media marketing campaign is to attract new business, it's considered bad form to use your platform to bombard people with flat-out advertising and hard-sell techniques.

Instead, show your target client that you care about them by being of service and providing value, first and foremost. Go ahead and share content that has nothing to do with selling your services; content that educates your target, entertains him, makes her life easier.

A good rule of thumb is to cap your self-promotional content at 30%. Let the other 70% be informative or just plain fun – as long as it speaks to the interests of your ideal client.

- **Track and Analyze:** Keep an eye on the results of your efforts. This is easily done by using Google Analytics, a free tool that lets you see how much attention your social media campaign is getting, on which social media channels you're getting the most attention, which types of content are getting the most positive response, and much more.

Let what you see in Google Analytics guide you in how you post content going forward. Do more of what works, and abandon any approaches that fall flat.

- **Be Topical and Fresh:** Planning content ahead of time gives you a strategic advantage over practices that post content haphazardly.

However, there's also something to be said for fresh content that takes advantage of trending topics in the news and pop culture. When an issue is "hot", more people will be looking for information about it. You can ride that wave by tying your practice's message to today's talk-of-the-town.

Be sure that someone involved in your social media is keeping an eye out for these opportunities and jumping on them when they make the most sense.

The pace of change in social media is very fast and therefore people are looking for content that is always new and fresh. It takes a bit of effort to stay up-to-date with all the latest options but this is an important part of the process.

- **Delegate but Participate:** You can't be all things to all people, so delegate the social media responsibilities to someone on your team or hire an outside vendor. Just be sure to monitor their work and meet with them to discuss content.

However, if you want to be part of the presence, you probably can't delegate everything. Online social media is just like networking in person.

If you never show up or never talk to anyone, then you will not build contacts. Online, you need to connect and you need to respond to people.

- **Integrate Your Activities:** Your social media should not happen in isolation. It should be an extension of your other activities.

Therefore, for example, your blog should allow people to connect with you through your social networks.

You can even share broadcast emails through your social media encouraging people to sign up to your lists.

- **Move People to Your Site:** Something to remember about social media is that you don't own the site or the people.

Therefore, one key objective is to find reasons for people to come off the social media site and go to your site so they can sign up for your email list.

3. Using Facebook to Build Relationships and Grow Community

Undoubtedly the best-known social media outlet is Facebook, which now has more than 1.5 billion active users.

In my experience, it has proven to be a useful tool in both bringing in new business and engaging current clients.

It is so widely used that there is even a case that you must have a presence on Facebook. If you don't have a presence, it could be interpreted negatively. If someone looks for you on Facebook and doesn't find you, they might think you're no longer in business. At best, they will think you are not up to date.

The point is to be where your clients and prospects are.

The key to establishing a presence for your practice on Facebook is understanding the difference between having a Facebook presence as an individual and as a business. Individuals have profiles. Businesses, like your CPA practice, get a "page" on Facebook.

Your practice's Facebook page is a destination within Facebook, but it's viewable by the general public – not just Facebook members.

Think of your practice's Facebook page as a public bulletin board or newsletter online.

You can post anything there from basic information (such as your office location) to news items (such as an announcement about seasonal business hours, or an alert that you've published a new blog post).

It is used by virtually every demographic. The size of its reach means virtually all businesses should seriously consider being on Facebook. Its advantages include:

- Large audience
- A lot of sharing so good content gets passed around
- Many options to promote your business including advertising
- Easy to add options to get people to sign up to your email list

Disadvantages include:

- Limited potential for customization – you must use the recognized apps and page design
- Often seen as more social so people not in buying mindset
- Though people visit often, they tend to scan and jump so they move quickly on to the next thing

You can do well on Facebook by building your community or using it as way to move people over to your email list.

Here are some keys to making the most of Facebook for your practice.

- **Decide Objectives:** There are many good reasons for being on Facebook but you'll get more out of it when you are clear about your objectives. What do you want your Facebook Page to do for your business? What do you want it to say to your clients?

Even if it's just a general practice, it will work better if you give it a specific purpose, such as providing general information about the practice, reaching out to new prospects or providing community for existing clients.

- **Set Up Your Page:** If you don't already have a Facebook Page for your practice, you will need to set one up.

To do that, you will need to login to your existing Facebook account (or create one if you don't have one already) and go to www.facebook.com/pages/create.php

The process is relatively straightforward and Facebook provides good help resources to answer any questions you have.

- **Complete the Basic Information:** When you have set up your page, you will need to provide certain basic information.

It's worth taking time to create these elements carefully as they will often be key to creating the first impression of your practice.

One of the key elements is the "About" text. This is where let people know what you and/or your practice are all about.

- **Get Your Custom URL:** Facebook will automatically give you a page address with lots of letters and numbers. You want to have a personalized address with your own practice name if possible.

If your own practice name is not available, think of what you could add that your target market might search with.

- **Post Consistently:** To ensure your presence on Facebook gets noticed, you need to post regularly and consistently.

The number of times you post and what you post will depend on your objectives and your resources. Ideally you would post every day but make sure you post at least weekly.

Make sure you post valuable content that people will want to read.

Keep posts brief and use a lot of video, audio and highly visual content such as photos and infographics.

- **Be Social:** Remember Facebook is primarily a social site so don't be afraid to refer to things outside your practice and especially to social activities relating to your staff or clients.

You don't want to overdo the social as you are trying to build your business reputation but it shows the human side as long as you keep it balanced.

- **Join Groups:** Facebook Groups can be extremely useful as a way of building your authority and making people aware of your practice.

You can search the Groups for interests that you would expect your clients to have.

When you find appropriate groups, post to them and do it often. Where possible, use images in your posts. Images get far more interest and response than simple text posts.

Make sure to include links to your website or Facebook page with a call to action ("Click for more information" for example). But don't forget to focus on relevant information. Don't simply promote your practice.

Just making people think about the problem and creating an awareness that you can help contributes to the relationship.

In all of your efforts, keep in mind that your success is dependent upon building a relationship with the individuals in the group and with the visitors to your Facebook page.

Facebook Groups can be extremely powerful so consider making them a consistent element of your marketing plan.

- **Control That News Feed!** In Facebook, the "news feed" can be one of your best friends.

Each individual Facebook member has a home page where they can view information generated by their friends and associates. The news feed takes up the largest amount of space on a member's page.

When you create an engaging Facebook page for your practice, every time a fan engages with your page – from becoming a fan to posting a comment – that activity is published to their “news feed”. And that news feed can be seen by their friends on Facebook.

It's up to you to post the content to your own Facebook page and then Facebook will publish it to your friends' “news feed.”

- **Tell Your Existing Network You're On Facebook:** Reach out to your existing clients via email to let them know they can now visit and “Like” your practice's page on Facebook.

Include a link to your Facebook page in your email signature.

If your practice maintains a blog, post a link or badge to your Facebook page on your web site or blog.

- **“Like” Pages of Other Businesses:** Find other businesses' pages on Facebook (vendors, clients, etc.) and click the “Like” button on their business page.

They'll be notified that you did – and it might prompt them to “Like” you back.

4. How LinkedIn can Help You Get More Clients

In my ongoing conversations with CPA practice owners, I find that most practitioners are still intimidated by LinkedIn, and use it with trepidation.

Maybe once in a while, you log in to LinkedIn and let your eyes dart around the page. You might click around from one link to another, but on the whole, you find it overwhelming, so you leave quickly. And you feel you're still light-years away from actually using LinkedIn as craftily as you could.

While it's true that LinkedIn is a feature-rich social network that can take months to master completely, I can show you some shortcuts through the LinkedIn jungle, leading directly to the most potent steps you can take.

You don't need to become a LinkedIn expert overnight. In fact, you don't ever have to become a LinkedIn expert. You just have to know what to do on LinkedIn now to reap the benefits in your practice as quickly as possible.

- **Optimize Your LinkedIn Profile with Keywords.** Like Facebook, your CPA practice can have its own company page on LinkedIn. However, in LinkedIn as in the “real world”, it takes individuals to build a company. So, when you join LinkedIn, you will first join as an individual.

For example, I, Salim Omar, have a “profile” on LinkedIn. Each of my companies has its own page as well, but it was Salim Omar who put them there.

My individual profile is a collection of information about me that LinkedIn members can search and view. When you join LinkedIn, you will have a profile, too. And that profile should be “optimized”.

You may have heard the term “search engine optimization” or “SEO” as it applies to web sites. In a nutshell, SEO pertains to using certain words and phrases (or “keywords”) on your site that will help the site to be found in a search, such as through Google or Bing.

LinkedIn has its own internal search engine. So, your LinkedIn profile should be optimized, too. LinkedIn is packed with people who need and want your services. Make it easier for them to find you within LinkedIn by applying keywords to your profile.

Your keywords are the words or phrases your target client will most likely use to try and find you. For example, a CPA in Detroit whose target clients are chiropractors might use the keywords “CPA”, “chiropractors” and “Detroit”.

The two most important places in your LinkedIn profile to use your keywords are in the title and under “Current Position”. (“Current Position” shows up near the top of your LinkedIn profile, typically reflecting an individual’s most recent job. It’s part of your work history.)

So, the title of your LinkedIn profile might read, “Detroit’s #1 CPA to Chiropractors”, and your current position might say, “President of The Smith Group, Detroit’s #1 CPA to Chiropractors”.

- **Strengthen Your Profile.** A complete profile is a strong profile, and the stronger your profile, the more likely it will show up in a LinkedIn search.

To measure your profile strength, log in to LinkedIn and click on “Profile”. On the profile page, you’ll see a graphic in the right-hand menu bar titled, “Profile Strength”. If your profile isn’t as strong as it could be, that means there’s missing information. Edit your profile and make sure you’ve entered details in every section.

- **Give and Get Recommendations.** LinkedIn offers the ability to write a recommendation for another member on his or her profile. Likewise, others may do the same for you. I recommend having at least three recommendations in your profile from other people.

The most common way to gather recommendations is to send someone a direct message through LinkedIn and ask. But another, more indirect way to encourage recommendations is to first write a recommendation for someone whose kudos you’d like to have in return.

When someone writes a recommendation for you, LinkedIn sends you a message and lets you know – and at the same time, they ask, “Would you like to write a recommendation for them too?”

This way, when you write a glowing recommendation, LinkedIn also politely prods the recipient to return the favor – so you don’t have to!

- **Join Groups Where Your Target Client is a Member.** LinkedIn is chock full of groups – people coming together in virtual forums to exchange information.

Some groups are private, which means you have to wait to get invited by an existing member. But the majority are open to new members. LinkedIn groups are packed with real people who want and need your professional help.

The trick is to join the clubs where your prospective clients are members. This will take some thinking on your part. There are LinkedIn groups for every industry, every geographic area and every interest.

- **Create A Group for Your Target Market.** Who creates all these amazing groups on LinkedIn? Individuals, just like you. Does your firm target dental practices? Then why not go ahead and create a group for them.

Once a group is in place, what happens there? As the organizer of the group, that's up to you. Generally speaking, you don't want to use a LinkedIn group to blatantly advertise your practice.

Instead, position yourself as an expert and valuable resource. You might write blog posts that guide dentists in growing their practices, and use your LinkedIn group to announce new posts and direct members to your blog.

You can also start discussions within your group. It's a great way to pick your target market's brain, so to speak. Use the group to ask questions and conduct short, informal surveys.

Additionally, each time a dentist joins the group, as the group's organizer, you have the opportunity to send an individual welcome message to that new member. Just like that, you've placed yourself in front of your target client, and in a way that's friendly, helpful, and non-aggressive.

5. Build a Presence on YouTube

If you want to make the biggest impact in communicating your expertise, a great option is to use video.

There are several advantages:

- Many people prefer to watch a video than read a letter or email
- Appearing in video automatically enhances your credibility and positions you as an expert
- Video allows people to see or hear you and get to know you better
- Video can help improve your search engine ranking so getting more traffic for your website
- Video is a powerful medium for explaining complex and important information

With video sites like YouTube being viewed billions of times daily, there is a ready-made audience.

Creating and publishing video is much easier than most people think and social media loves video. That's why it's a good idea to create and publish video content regularly.

While anyone can upload video to YouTube, when you start to get serious about it you will probably want to create your own YouTube channel, where all your content can be found together and it can reflect your practice branding.

Of course the success of your channel and any videos you create will depend on their content so here are some tips on creating effective videos for social media.

▣ **Grab attention**

You have to grab your viewer's attention in the first few seconds. They won't wait to see what you're going to be talking about so make sure there is something to make people take interest.

If the first 15 seconds of your video are boring, chances are you'll lose your viewers before they ever get to the best parts.

▣ **Establish Credibility**

One of the main aims of your video is to build credibility for your practice. So make sure you are sharing content that makes people look positively on what you are doing.

While you generally you want to feature content that is relevant to your practice, a touch of personal content can also help people get to know you better.

▣ **Keep it Brief**

People generally don't have the attention span for watching very long videos so you usually want to keep YouTube videos under about eight minutes. Ideally you will also have even shorter videos to get key messages across.

It's usually a good idea to record a lot of video, and then cut out everything but the best parts. It's better to go for several shorter videos than one longer video.

It's often a good idea to post the best 30 seconds to two minutes of your content in the video.

Shorter videos go viral more often because it's much easier to ask a friend to watch a one-minute video than a 10-minute video.

So keep your videos short, put an attention catching segment up front and make sure that all the content in the video is top notch.

▣ **Educate**

People look to video for information and education as it gives you the chance to demonstrate something rather than talk about it.

You can use video very effectively to teach people. You can either do this by talking direct to the camera or simply have yourself videoed doing a presentation or teaching something.

■ Be **funny or controversial**

If you want your video to go viral, people are most likely to pass it around if they think it's funny. That could be something amusing that happened in your practice or it could be your own humorous take on something.

That's not so easy in our business so another good way of attracting interest is by sharing your views on something that people feel strongly about. As long as you are not offensive, it doesn't matter if people are agreeing with you. They may still share your video.

It's much better to spark a discussion with a controversial video than it is to have a boring video that's ignored entirely.

■ **Include a call to action**

The call to action is one of the most important parts of a YouTube video. This is where you tell someone to do something. For example:

- Click on a link to go to your site
- Contact you to make an appointment
- Subscribe to your YouTube channel

A YouTube video without a call to action is just entertainment. You need to get people to do something.

Many people waste a lot of time by using their videos for “branding” or “name awareness” or simply showing off!

Your YouTube videos – like all your marketing – should be focused on getting people to respond and take action.

Calls to action on YouTube are very easy as you can now create clickable annotations or cards right in the video.

Your call to action should be crystal clear about what you want your users to do.

It should also normally be towards the end of the video, rather than in the middle.

You need to make sure there is a text version of your call to action and URL on the screen as many people don't realize you can click on annotations or cards in a YouTube video.

7. Create a Social Media Strategy and Calendar

At this point you know that merely being present on a social media channel is not enough. You also know you have to “put” something there – that is, share content – that appeals directly to your ideal client. Most practitioners who use social media successfully don't just roll out of bed in the morning and decide what to post that day. That would be sloppy and ineffective.

Instead, be strategic about your social media and plan ahead. In my firm, we use an editorial calendar. All of our social media and blog content is planned and scheduled at least one month ahead of time. This allows us to intelligently define topics that are of most concern to our ideal client, and roll them out when the content will have the most impact.

Then, we break those topics down into content items – blog posts, videos, tips, links to third-party content, etc. Finally, we “plug in” our content to specific social media outlets on specific dates. I encourage you to follow my firms’ example.

BUILD SOCIAL MEDIA INTO YOUR DAY WITHOUT WASTING YOUR TIME

One of the big challenges of using social media in business is finding the time to do it – or often limiting the time doing it as it can absorb so much.

Here are some tips to ensure you don’t face that problem.

- **Have clear objectives:** Know why you are in social media each time you visit and stick to that purpose.
- **Set time limits:** Set aside specific time blocks to work on social media and don’t go over the allocated time.
- **Use technology:** There is a massive range of technology available to help you manage social media effectively. One of the most comprehensive is www.HootSuite.com.
- **Plan ahead:** Know in advance at least some of your activity and pre-schedule it.
- **Avoid perfection:** Don’t spend hours perfecting every tweet. Just publish.
- **Be consistent:** Develop your routines and follow them. If you can only spend one hour a week, be there consistently for that period of time. That’s better than three hours today and 15 minutes next week.
- **Turn off notifications:** Don’t use notifications every time you get a new message. Wait until your allocated time to check them.
- **Delegate what you can:** Get others to help you with the admin tasks and scheduling so you can focus on the relationship element.



ACTION STEP

CONSIDER WHETHER YOU CAN GET MORE OUT OF YOUR SOCIAL MEDIA ACTIVITY.

CLIENT ATTRACTION STRATEGY #3: FACEBOOK ADVERTISING

We've already talked about the importance of Facebook as part of your social media strategy but it has also developed into one of the best places to advertise.

While many business people tend to view it primarily as a “social” network which is not ideally suited for marketing, business-to-business advertisers have actually discovered that it works extremely well.

The fact is that Facebook advertising can be a highly effective way to connect with prospective new clients.

Among the big attractions of Facebook advertising are that it offers:

- The ability to create multiple ads.
- Specific targeting options to show your ads to only those people you want to reach.
- Tools to help you budget your spending and track your ads to see which work best.

Facebook is changing faster than perhaps any other form of marketing at present and it can be hard to keep up with it but I've found Facebook is extremely effective at explaining the steps you need to take.

I want to share a few tips on Facebook advertising to encourage you to give it a try.

1. Define Your Objectives

The first thing you will need to do is establish the objective of your Facebook ad as you need to specify this when you place the ad.

Everything about your ad should be constructed with your primary goal in mind.

Some of the reasons you might use Facebook ads are:

- Increasing engagement with your Facebook page e.g. likes and comments
- Building your email list by driving people to a page to sign up for your Lead Magnet
- Growing your social media reach by getting more followers
- Establishing authority and trust with your target market by sharing valuable content e.g. by driving traffic to blog posts

2. Create Ads That Get Noticed

Your ad is made up of two key elements Text and Images (or, in some cases, video).

- **Text:** Facebook recommends 90 characters or less and 25 characters for the headline. An ad's image can be no more than 20% text. So you need to communicate your message very succinctly.
- **Images:** Images receive far more interest and generate higher response rates than text-only ads. Consider creating multiple ads with different images to examine their relative effectiveness.

3. Target the Exact Audience You Want

One of the big attractions of Facebook is the fact that you can target specific groups of people so you get your ad in front of the exact people likely to be most appropriate.

For example, you can target based on:

- **Location:** Cities, countries, and communities.
- **Demographics:** Things like age, gender, education, job role.
- **Interests:** People with certain interests, hobbies, or Pages they like on Facebook.
- **Behaviors:** Find people based on their purchasing behaviors and device usage.
- **Connections:** Reach people who are connected to your Page, event, or app.
- **Custom and Lookalike Audiences:** You can create a custom audience using email addresses, phone numbers or Facebook user IDs, for example of existing clients.

This flexibility means you can avoid waste by targeting exactly the people who could be your ideal clients.

4. Watch Your Budget

Facebook's tools for businesses allow you to set your budget and create your ads so that they reach all the right people in your target market.

When you've chosen your ad objective, you need to set up your campaign target strategy and set your pricing budget. After you set your target, you will have a better idea of how much your ads will cost. The cost of your ads on Facebook is up to you.

However, you should have a figure in mind before you begin setting up your payment structure and budget. You may choose between a daily or a lifetime budget, as well as a cost per thousand impressions (CPM) or cost per click (CPC) bid. You pay for the clicks or impressions you receive based on the limit you set.

I recommend starting with a fairly modest amount to test different approaches and see how it works for you.

Within your account, you can easily keep track of your Facebook advertising budget and stay on top of your overall marketing expenses.

5. Always include a Call to Action.

All your marketing should be focused on getting people to take a specific action. You need to do that in every ad you create. Depending upon your desired response, include buttons or links asking the reader to respond such as “Like This Page,” or “Click Here to Receive My Newsletter” for example.

Despite the enormous growth of Facebook, it is still fairly new territory for many business advertisers and therefore can offer huge opportunities.



ACTION STEP

TAKE ADVANTAGE OF THE TARGETING OPPORTUNITIES AND USE FACEBOOK ADVERTISING TO REACH MORE OF YOUR IDEAL PROSPECTS.

CLIENT ATTRACTION STRATEGY #4: DIRECT MAIL AND POSTCARDS

These days, most people seem to think so much about online marketing that it can be easy to forget that one of the best ways to contact prospective clients is still through the traditional post.

Most of us are swamped with emails but often get less physical post – both at home and at the office – so we tend to pay more attention to it.

Ideally you also want to flow between online and offline contact so that you have more chance of reaching people the way they want to be reached. For example, you may start online by collecting someone's email address and then get their physical address so that you can follow up offline. On the other hand, you may start offline by sending a letter or postcard that drives people to your website.

Direct mail could be anything from a short letter to a lumpy package that you physically send out.

The definition also includes card decks or packs that contain offers and messages from several advertisers such as Valpak. The benefit of cooperative advertising is that you share the costs. The challenge is that you have to make your message stand out from the rest in the deck.

In addition, postcards are a simple way of delivering a message where you grab someone's attention and drive them to take a specific action.

I'll talk in more detail about postcards and direct mail as they are both effective approaches but the process for each type is similar.

Among the advantages of direct mail and postcards are that it:

- Can be printed and distributed easily
- Can be low cost and highly effective
- Is easy to monitor and track results
- Is easy to target exactly the prospects you want
- Is good as a way of following up and staying in touch
- Is easy to test for small groups and to make changes based on results
- Helps your message break through the clutter of online advertising and email that doesn't always get through
- Can use the wide range of lists available at reasonable cost

Postcards

Let's start by looking at the steps to getting the best out of postcards.

STEP 1 – DEFINE TOPIC AND PURPOSE

You want to start by defining the objective you want to achieve from a postcard campaign. Postcards are especially good for:

- Generating leads by encouraging people to request a free report
- Staying in touch with long-term prospects
- Running a sequence to promote something specific such as a special promotion or event

As with all of our marketing, we usually want the prospect to take a specific action when they see a postcard. So you start by deciding what action you want people to take. That could be:

- Sign up for a free report
- Contact your office
- Call a recorded message
- Take part in a survey
- Make an appointment for a free review

Then, linked to that, you want to decide what the subject of your campaign will be. It could be something like:

- Saving time
- Cutting costs
- Reducing taxes
- Cutting employee benefit outlays
- Using software better

Identify a range of topics you could create postcard campaigns on and decide the objectives for each:

STEP 2 – DECIDE THE AUDIENCE

The key to the success of any direct mail campaign is sending it to the right target market.

Marketing experts that I have studied over the years say the quality of the list far outweighs the importance of your offer and the way you communicate your message, though clearly both of these are important as well.

If you've already collected postal information from your own prospects, then one option is to use this list.

If you need to obtain a list, local bodies such as the Chamber of Commerce or trade associations may have lists available.

If you want to buy (or rent) a list, the best source of information about commercially available lists is the Standard Rate and Data Service (SRDS) Directory. These are usually available in city public libraries. Also check out www.srds.com.

Another option for finding suitable lists is www.InfoUSA.com. You can also work with a list broker.

Taking time to select the right lists is an excellent investment as is taking time to ensure any list you do buy (or more usually rent) is cleaned up to remove duplications and to remove people who are not in your target market.

STEP 3 – CREATE YOUR POSTCARD

One of the big attractions of postcards is that simplest often works best. You don't need expensive design or production. You just need to narrow down on a specific message.

As with most types of marketing, the key to success with postcards is having a very powerful headline. It needs to make people stop and want to read more.

The idea is that one side of the postcard carries the name, address and other postal details. This side should also have a strong headline and perhaps a powerful graphic.

The aim of the front is simply to get people to turn over and look at the more detailed information on the back.

So your back page goes into more detail and has a clear call to action based on what you want them to do next.

The keys to the back page are:

- Making clear who the message is for
- Having a strong headline that relates to the headline on the front
- Having more information about your offer
- Giving a strong and clear call to action
- Show a picture of the free report or anything else you are offering

STEP 3 – DESIGN, PRINT AND MAIL

Once you've created the content for your postcard, you need to print it and mail it.

You could do this by finding a designer or printer in your Yellow Pages. Look for someone providing designing, printing and mailing services. Otherwise, you can find a printer online such as www.vistaprint.com.

Perhaps the best option is to find an all-in-one service that specializes in designing, printing, and mailing postcards. Some of these can even act as list brokers so you can buy a targeted mailing list from them as well.

STEP 4 – ANALYZE THE RESULTS

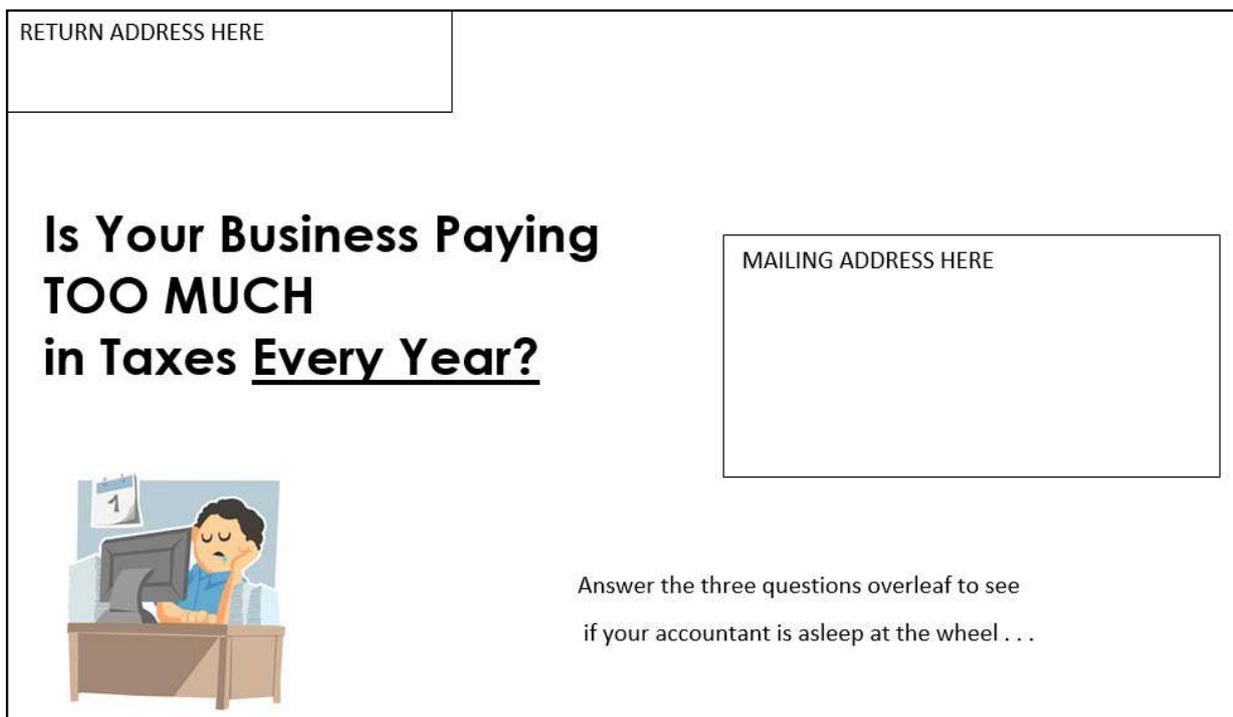
When you pay for advertising, it's especially important to track and monitor the results. For example, you could use a tracking URL so you know which leads come from which postcards. You want to know what money is being well spent and what needs to change.

Direct Mail

Most of the postcard principles apply to direct mail. The key difference is that you are mailing a longer letter and so you have more room to add points that differentiate you, testimonials, etc.

Generally, you want to send a direct mail letter to someone who is a warmer prospect and therefore more likely to read your letter. Postcards are good for a broader audience and help identify people who may be interested in following up with you in more detail.

Here is an example of a postcard I have used in my practice:



FRONT

Attention Small Business Owners in Newtown:

Most Small Businesses PAY TOO MUCH in Taxes Every Year! Look Below To See If You Are One Of Them...

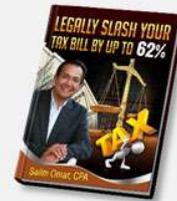
Your accountant may be asleep at the wheel. Ask yourself...

- Does your accountant **only call at tax time?**
- Are you consistently paying a little more tax each year but aren't quite sure why?
- Can you remember the last time your accountant **called you** with a tax saving strategy?

Call {phone} for a completely **FREE, No Obligation** review of your tax situation. We'll tell you immediately how you can pay less this year – **and boost your profits!**

*"Thank you! You saved me \$5,200 in taxes last year that I would have paid if you hadn't stepped in!"
J. Doe – J. Doe Construction*

Not Ready to
Meet Yet?



Request my free special report titled: "Legally Slash Your Tax Bill By Up to 62%"

Go here:
www.URL.com

BACK



ACTION STEP

IDENTIFY WHERE YOU CAN USE POSTCARDS AND
DIRECT MAIL.

CLIENT ATTRACTION STRATEGY #5: BLOGGING

A popular and easy way to share your expertise and build your reputation is by publishing content on your own blog.

Some of the advantages of blogging include:

- Helps establish your reputation as an expert on your chosen topics.
- Acts as hub for all your online activity and social media presence.
- Gives you regular practice of writing about your topic that helps improve your skills and refine your messages.
- Helps your site rank better in the search engines, when updated regularly with high-quality, relevant content.
- Allows you to repurpose the posts you create in many ways such as combining them into a special report or even a book.

HOW TO GET STARTED

So what do you have to do to get started blogging?

Essentially there is one big starting decision. Do you want a standalone blog or do you want a blog that is integrated with your website?

Possibly the simplest and fastest option is to create a standalone blog and you can do this on a site where all the hosting and most of the technology is taken care of for you.

Popular options include WordPress.com and Tumblr.com.

The simplicity of these is appealing but many of the advantages of blogging come more when the blog is associated with your business website – whether your whole website uses blog technology or you have it as a separate add-on.

Again one of the most popular options here is WordPress. But to have it on your own site, you download it from WordPress.org and install it on your own website hosting. In fact, most website hosting companies make it easy to install WordPress as part of the package.

There is a bit of a learning curve to enable you to operate it easily and get the best out of it. However, the fact that it's so widely used means you can get assistance in this quite easily and relatively cheaply.

We don't have time to go into the details of how to set up a blog here. There are plenty of resources online to help with that and I recommend that you get a specialist to help you do that rather than getting bogged down in the technical details.

Keys to an effective blog post

So now let's look at the keys to creating an effective blog post.

1. Choose a good topic

Start by deciding what your post is going to be about. This should be something interesting and useful for your target audience where you have something worthwhile to say.

Remember you should always have a clear idea of who you are writing for. This makes it easier to come up with good topics and to write well.

Focus on one specific topic – don't try to cram everything you know into one or two articles. It's much better to create a range of articles on different topics and link them if they are connected.

You want to make sure that each one delivers a specific point that people can act on.

2. Decide on type of post

You can keep your audience interested by using variety and creating different types of blog posts. Here are some different ways of approaching your blog content:

■ **Lists:** Lists are very appealing as they are easy to write and easy to read. For example, you can create resource lists or information and advice.

■ **Example:** “5 Ways to Slash Your Tax Bill by at Least 22%”

■ **Tips:** Tips are a good way of sharing information that may not warrant a full blog post. Tips can be 100 – 200 words and should be focused on one key area.

“Insider Tips to Getting the Best Price for Selling Your Business”

■ **Interviews:** Interviews can be a great way to provide valuable content. They can also drive extra traffic, especially if the person you interview also promotes the post. Content can be just a few minutes long if the content is high-quality or the interviewee is well-known.

“Local Attorney Explains How to Set Up the Right Type of Business”

■ **Teaching:** These are more detailed posts where you provide valuable “how to” information to your readers. For very detailed tips, the post may even be split into two or three posts.

“How to Use QuickBooks and Gain an Hour a Day”

■ **Opinions:** Sharing your opinions on current topics is a good way to encourage participation – even if it puts some people off doing business with you.

“Why Obamacare is Destroying Small Businesses”

- **News:** Blogging can keep people informed about what’s happening in your business or industry and allows you to give them tips and advice about how they are affected.

“New Tax Rates Save Businesses 5% a Year”

Mixing all the types will help you improve your writing skills and create more interesting and valuable content.

3. Develop a great headline

As with most communication, the most important part of your article is the headline or title. This will determine whether people read it.

If you write a great post and give it a boring title, you will have wasted an opportunity. No matter how great the content, the only way you’ll get people to read it is to have a title that grabs their attention.

The title acts as an ad for the post so should let people know what to expect.

(Obviously you may not finalize the title until you have finished the post but it’s often a good idea to start out with at least an idea of the title you plan to use.)

Bear in mind that people are not looking for information. They want solutions to their problems – and they want these solutions to be quick and easy.

An easy way to come up with a title (and a post) that grabs people’s attention is to choose one of the following structures:

- Steps needed to get a specific result
- Strategies to follow to get a desired outcome
- Secrets and Tips for getting better results
- Questions Answered on a specific topic
- Case Studies
- Mistakes to avoid based on what others do wrong
- Controversy taking a view on a topical issue

One way to quickly jazz up your headlines is to use trigger words like “how to,” “easy” and “discover.”

You then simply insert a number into the mix and you are half way to a great headline.

Good numbers to use for this are 5, 7 and 10.

Here are some examples of turning this formula into a compelling title:

- 7 Common Mistakes that Lead Businesses to Fail
- 10 Easy Tips for Saving Money on Employee Benefits

- ▣ Discover 5 Secrets Your Tax Attorney Doesn't Want You to Know
- ▣ 10 Free Resources that Help You Get More Done in Less Time
- ▣ 7 Shortcuts to Using QuickBooks Easily
- ▣ 5 Secret Weapons of Top Business Owners

Your title should be as short as it can be to get your message across. But shortest isn't always best. If your headline is too short, it may not give enough reasons why someone should read it.

4. Create valuable content

Once your headline has attracted someone's attention, you need to give them good information in the body of your post. The length of your article will depend on the content and your purpose.

Some posts could be just 300 words long; others may be 2,000 words or more.

The purpose of your post is to build trust and establish your credibility so that the reader will want to know more about you and what you do.

Your first sentence needs to hook people in to what you have to say and make them want to read more.

As you develop your content, you need to lead them towards some sort of conclusion or next step rather than just leaving them there.

If you follow the formula I suggested – such as tips, ideas or secrets – then you can easily fill in the content by writing a sentence or two about each one.

Anyone can write a few hundred words. The trick is to do it in a way that's engaging enough to attract attention and get someone to read it all the way through to the end.

5. Include a call to action

Your post should be enough in itself to establish your credibility and give people useful information.

Then you need to finish off with a brief conclusion that makes clear to people how they can use the information contained in your post.

That may be to encourage them to take a specific action or to find out more about the topic by going to another web page or contacting you.

Ultimately, your objective is to encourage people to follow up with you for more information.

The entire goal of your blog is to get people to connect with you and build a relationship.

Many people completely waste this valuable opportunity.

6. Use the right keywords

While you should never get obsessed about keywords, it's useful to ensure your post is based around keywords that are important to your readers.

The keywords are the words that someone will be using when they search the topic on the internet.

One of the reasons this is important is that it shows you are writing about a topic people are interested in. Another reason that keywords matter is where you want your content to show up when people are searching on that topic online.

When you use the right keywords, your blog posts are more likely to show up in appropriate searches.

You need to include them both in your headline and in the first few paragraphs of your posts. However, don't overdo the keywords.

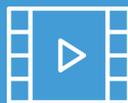
It's important to remember you are writing for people and not for search engines.

7. Make it easy to read

The average attention span for reading is very low – often just a few seconds. So you'll have to accept that not everybody is going to take the time to appreciate every word of your hard work.

They are much more likely to give it a quick scan – if you make that easy for them. You can do this by:

- Breaking up the text with sub-headlines
- Using bullet points or numbered lists to highlight the key facts
- Using bold or capital letters (sparingly) to highlight key messages
- Using short sentences – but vary the length to keep it interesting
- Keep paragraphs short – about three sentences maximum
- Include images to attract attention and emphasize your message



ACTION STEP

CONSIDER HOW YOU CAN USE BLOGGING TO ATTRACT MORE CLIENTS.

CLIENT ATTRACTION STRATEGY #6: YELLOW PAGES

Until recently, Yellow Pages was one of the most important places to advertise. It was the place where virtually everybody went to look for a service provider.

Nowadays, it is declining in importance and people are much more likely to use online methods and local search but Yellow Pages remains an important place for CPAs to have an effective presence.

I continue to use Yellow Pages to promote my practice because the return I get from the media is a multiple of my investment in it.

The thing to bear in mind when advertising in Yellow Pages is that your ad will be amongst numerous ads of your competitors - other accounting and tax firms in your area.

What this means is that your ad **MUST** stand out!

The problem with most Yellow Page ads is that they are just a big blur. They all look exactly the same and do nothing to get anyone's attention.

I often say that if you don't think all CPAs look the same to prospective clients, just take a look in your local Yellow Pages.

Everybody looks the same and says the same stuff. You could literally interchange names and phone numbers on most of the ads, and no-one would even know the difference.

But it doesn't have to be like that.

Here are five ways you can make your Yellow Pages ad stand out from your competitors.

- 1. Size of ad.** The larger the ad, the better it is - BUT you don't necessarily need to be too much larger.

Let's say some of your competitors have ads placed in the Yellow Pages that range from 4x6 inches, and there are several that are in the 3x5 inches range. If your marketing budget allows, you should place an ad that is slightly bigger than the 4x6 inches ads.

This gives you the top placement, as well as making your ad appear the biggest as well. It is not necessary to go for an ad size that is, say, 6x9, an ad size that is slightly larger than the 4x6 will work just fine.

- 2. Headline.** Like all direct marketing, and especially important with space advertising, the headline is crucial because that what the reader is going to look at next. Some examples of good headlines are:

- 1. Most Small Businesses Pay Too Much In Taxes Every Year!*
- 2. When Was The Last Time Your Accountant Called You With A Tax Saving Strategy?*

- 3. Graphic.** The other important component of a Yellow Pages ad is the graphic. A picture that is eye-catching will help your ad stand out.

For example, one ad I have run has a picture of a person sleeping with the sentence above it: “Your accountant may be asleep as the wheel.”

That certainly gets people’s attention and gets the phone ringing.

- 4. Questions.** An ad can also contain questions that you want the reader to ask themselves. For example, that “asleep at the wheel” ad list several questions readers should ask about their existing accountant.

The inclusion of these questions not only helps to further accentuate the pain points for the reader that make them consider whether they have the right accountant, but also implies that these are the things that your firm does well.

- 5. Testimonials.** It’s also suggested that somewhere in the ad, you squeeze in at least one, or if space allows, two, testimonials.

Here is an example of my firm’s Yellow Page Ad:

Warning: Monmouth County Small Business Owners

When You Talk With Your Accountant, Are You Getting His Full ATTENTION? Does Your Tax Professional Really Understand YOUR Business? Is He Giving You Advice That Increases Profits, Reduces Taxes, and Protects Your Assets?

If You Answered "NO", Read This Before Hiring Another Accountant

Introducing The Salim Omar Experience

- Quickly Slash Your Tax Bill Legally & Ethically
- Never Worry About an IRS Audit
- Simple ways to save thousands by legally reducing taxes
- Experts in working with both new and established businesses
- Best asset protection strategies available today
- Office conveniently located off exit 120 on GSP

\$7,216.00 Surprise Refund

"You saved me \$7,216 in tax refunds from previous years by spotting expenses my prior accounting firm had over looked"

Mr. Flynn's Construction and Remodeling LLC, Freehold, NJ

For a FREE, confidential discussion about your businesses' accounting, taxes, and profits:

Call Now: (732) 566-3660
www.TheCPAwhoCares.com



ACTION STEP

REVIEW YOUR YELLOW PAGES ADS TO ENSURE YOU ARE GETTING MAXIMUM VALUE.

CLIENT ATTRACTION STRATEGY #7: PAY-PER-CLICK ADVERTISING

The key to successful advertising is to find a method of conveying your message to as many people as possible while keeping your advertising costs to a minimum. When managed skillfully, Pay-per-Click advertising can be one of the easiest ways to generate traffic to your website and convert your prospects to paying clients.

However, I find that most CPA firms are not using Pay-per-Click advertising and they really should be.

I've been using it in my practice for over four years now and every month I drive targeted leads to my website.

I'm going to focus on Google AdWords in particular since it's the best known PPC provider and the most popular for many businesses.

Yahoo! and Bing provide similar services and you can also use PPC ads on social media networks such as Facebook and LinkedIn. Facebook in particular is growing in popularity, even among business to business advertisers so I cover that separately.

In general, the same principles apply to all PPC advertising though each provider has certain aspects of operating that are specific to them.

Perry Marshall, the premier expert on the subject of Google AdWords and author of the "Ultimate Guide to Google AdWords" once shared with me that Pay-per-Click advertising is not a fad and is here to stay permanently.

He said the reasons are because:

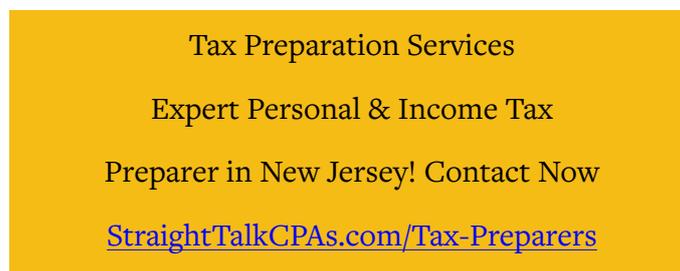
- You only advertise to people are looking for what you have right now
- You only pay when they click on your ad and go through to your site
- Pricing is determined by an ongoing, real time auction based on real time market value

HOW IT WORKS

With Pay per Click (PPC) advertising, rather than paying for your ads to be displayed, you pay only when someone clicks on them to go to your website.

The ads take the format of a short text ad that includes a title line, two short descriptive lines and a URL link to a website or a specific website page.

Here's an example of one I have used:



Your ads will be displayed based on the keywords you select and on how much you are willing to bid per keyword. The more you bid, the higher your ad appears in the results – and the more you pay each time someone clicks on your ad.

While PPC advertising can be very effective, it can also be very expensive if you don't follow the right approach so it's important to make sure you get the best possible return on your investment.

The keys to getting the best value for money are:

- Choosing the right keywords

When you know the keywords that people use to find the services you offer, you can get an estimate of how much traffic you can get from these words and how much you'll need to pay for this traffic. Generally, more specific keywords will get you better quality traffic.

At the start, I'd recommend bidding at the lower end and limiting your daily budget so that you can see what kind of results you get before making a major commitment.

- Getting the best click-through rate

To create ads that get clicks, you need headlines that attract attention and short descriptions that encourage action.

The sole aim of a PPC ad is to get people to click – it is not to make the sale. It can do this by promising a benefit or arousing curiosity.

- Getting the best conversion rate

This depends on the quality of the “landing page” you send prospects to when they click on your ad.

It usually works best when this is a page which is focused on getting them to give you their details.

If it has too many distractions, you will not get their details.

The page must also be well-matched to what it says in your ad.

That's really all there is to growing your list via Pay-per-Click advertising.

If you know the long-term value to you of a client, it may be worth paying to bring a few on board.

For example, if you spend \$100 on advertising and get 5,000 clicks, you may have a few hundred prospects sign up to your list. You don't need to turn many into clients to make the money well-spent.

However, in any money you spend, you must track and monitor the results very carefully.



ACTION STEP

**IF YOU'RE NOT ALREADY USING PPC INVESTIGATE
HOW IT CAN HELP YOUR BUSINESS.**

WHAT'S NEXT?

It pains me to see so many of my colleagues suffering when you could be making an additional \$50,000, \$100,000 . . . even \$200,000+ a year.

It hurts me to see many of you working 60-90 hours a week, while I run a very successful operation working three days a week.

In this special report, I shared with you my proven leverage points that have helped me and my coaching members to build a successful firm.

If your firm is not where you want it to be and you'd like more help, I'd like to continue this journey with you through one of my programs. Please go to the last page of this special report or visit my website at www.CPAMarketingGenius.com.

To your success!

Salim

WHAT PRACTITIONERS ARE SAYING



We were able to put our heads together and quickly design one system- for the entire office/ administrative staff to use- to remedy the problem.

The results of this were two - fold. Not only did we address an issue that was concerning to us, but we all saw how easy it was to systematize a process. Our goal is to continue to use systematic thinking to approach other areas of concern. Though the use of systems we hope to achieve better staff performance, better client service, and a more profitable CPA practice. Thank you Salim!

James Boehm, CPA

San Antonio, TX



I met Salim about a year ago and since that time my practice has been transformed. Not only does Salim teach you his methods of acquiring new quality clients, but he gives you the actual tools to do just that. Salim has added tremendous value to my practice and my life and I always look forward to learning from him.

Not only that, but Salim is also a quality individual who truly cares about your success. I say that from personal experience.

Pete Marchiano, CPA

Bayville, NJ



I wasn't quite sure if this was for me but I took a leap of faith and it's turned out to be a really great thing.

It's the middle of April and I've brought my family to a beautiful place here in the Georgia mountains. Being here would not have been possible had it not been for all the coaching and counseling I've received not only from Salim, but from the other coaching members as well.

It's been a real difference maker. I've had the best Tax Season I've ever had in 14 years of working on my own and that would not have been possible without the groups help.

Sonu Shukla

Orlando, FL



This change of life has given me some opportunities that I thought I would never have as far as be able to take off for retreats and do some extra thinking and reading. Also, doing goal setting which is something we've never done before. I'm doing weekly strategy meetings which I would have never done before without the clarity and focus from Salim's group.

Dale Hammernik

West Allis, WI



What I've always appreciated about Salim Omar's approach is that he delivers a step-by-step blueprint for CPA firm success so that you don't have to be in Mensa to do very well in following his strategies. Many of our clients have become very successful in following his material.

Nate Hagerty

CEO, TaxProMarketer



In my education, I had been taught how to be a CPA, not a CEO. I love this quote from Salim's book, which is true for a lot of CPAs that are starting their own firm. This book dives into the leadership and best practices on building your ideal business. It will guide you step by step from the idea to the execution of creating a firm that will make you proud. It's truly a great read for those that want to create a fulfilling business that generates revenue and allows for a true work-life balance.

Scott Zarret, CPA

President, CPAacademy.org



In this book, Salim has laid out his blueprint to building a more successful practice. Step by step it takes you from foundation to building the firm that you really deserve. It is much easier to follow in the footsteps of a success then to carve your own path. He has created success for himself and has chosen to help guide the rest of us on that path. I am happy to report that Salim methods have led to a huge increase in my practice and a happier lifestyle. As part of his coaching group, I have already had a six figure increase in revenues this year.

Peter Holtz, CPA

Stockton, CA



I found the conference to be of the highest marks. I'm amazed at the caliber of some of the presenters. I took some of my teammates with me and each of us walked away with about 20 written action items we plan on taking over the next several months.

I believe those action items when implemented will increase our revenue by at least \$200,000. Well worth our time, we already signed up for next year, we are so excited about it!

John Briggs, CPA

Sandy, UT



If you are looking to grow your practice, then you need to listen to what Salim has to say. I have attended every one of his live conferences, been in his coaching program and attend just about every event he puts on to absorb his wisdom.

The success and growth of my firm's gross revenues has doubled over a 3-year period and still continues to grow at 33% each year all due to his wisdom, advice and encouragement. He is also the reason that I have been able to take memory creating vacations with my family to wonderful places like England, France, Italy and Canada over the last 3 years. Not only that, but I have been in the best cash position I have ever been during my almost 7 years of having my own practice. If you are not going to take action after reading this book of knowledge, then I don't suggest you waste your time or money. But I guarantee if you become the king or queen of implementation, you will find this book the best money you have ever spent.

Dan Henn, CPA

Rockledge, FL

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