

## Cliff Notes

### Grow Your Firm by Salim Omar

If your firm does not consistently attract quality clients, it simply will not grow. A business is either growing or its dying. On the other hand, when you put a client attraction system in place that is bringing you a steady stream of clients every month, you will enjoy incredible growth, feel proud owning a practice that keeps growing and finally, you will be making a difference with a larger number of clients.

There are 3 reasons CPAs struggle with client attraction;

- 1) They are lost in a sea of sameness and the consumer cannot tell you apart from other CPAs
- 2) There is no strategy in place i.e. strategic sequential steps to attract clients, and
- 3) They Don't know how. The topic is simply not covered in school and when covered, it's theoretical info.

The way to get over the client attraction struggle is by creating a niche. There are 5 important steps to create a niche:

**Step 1: Identify the Niche** - Select the niche based on several factors. The first one is your prior experience. If you have experience in a certain industry, that will help you to differentiate you from the other CPAs who may not. Second, look at your current clients. Its better and easier if you already have clients in a certain sector. Finally, look to see how big the niche is to make it worthwhile to build it.

**Step 2: Build Authority** - There are several key components you will need. 1) Landing page (or website) that contains a message that sets you apart from others 2) A lead magnet to collect the email address of your visitor in exchange for valuable information 3) Automated email responses that enable you to stay in touch with the new leads.

**Step 3: Traffic** - Once you have a landing page, you now want to drive traffic to it. There are three sources of traffic.

- 1) Free: Social media, SEO
- 2) Paid: FaceBook ads, Google Adwords
- 3) Referrals: Networks you establish

**Step 4: Service package** - Create a service package that has a set of services that perfectly aligned to the niche you want to serve.

**Step 5: Get Rich** - Enjoy the rewards of building a niche