



- ➔ In a Slow Economy You Must Know The Market Share Game, Are You Ready To Play?
- ➔ The Difference Between a Typical Accountant or CPA vs. Entrepreneur or Starving Artist vs. Business Person.
- ➔ How To Attract \$1,000,000+ Investment Clients Using Simple Live TeleSeminars.

Pg 1 - The Idiots Who Are Great At Losing Other People's Money | Pg 2 - Customers Don't Warn You They're Leaving

As a small business owner I can't decide whether I'm just sick and tired or simply numb to the constant parade of idiots on TV, both in business and politics, who can't find, urinate away or otherwise WASTE **millions & billions** of dollars, of their client's or tax payers (never their own) money.

Jon Corzine of MF Global is the latest, testifying he doesn't know where the \$1.2 Billion of his client's money is located. The government example: the DOE wasting away half a billion in taxpayer money via loan guarantees on bankrupt/FBI raided solar panel maker Solyndra.

It seems like ancient history that in August our 3 branches of government couldn't find the testicular fortitude to **cut** spending as it approached the debt ceiling; **pawned** the decision off on the Super (super, really??) Committee that couldn't do the job either.

Related, did you notice last month American Airlines, 5th largest US, filed Chapter 11 **bankruptcy**? No big deal, it happens every day. File BK, reorg, try again?

You and I on the other hand, don't have that luxury. Like so many small & medium sized businesses, are required by law ("law of nature: survival of the fittest") to watch expenses, invest carefully in advertising, make sure our staff are working and not screwing off on our dime, treat clients customers and patients with respect, balance the checkbook, pay ourselves

and make a profit - **all at the same time** - usually with our own money. It's do or die.

It's not easy, nothing worthwhile ever is, so pat yourself on the back. Men and women of *lesser character and discipline*, feign ignorance, dodge responsibility, outright lie or are grossly incompetent when it comes to 'taking care of business'. You are not and it's something to be proud of. Okay, *break over*, now back to work!

The Market Share Game, Are You Ready To Play?



Get Ready to DEFEND your Market Share in 2012!

Having said that, now more than ever, it's important to focus on the aspects and assets of your business that will keep it afloat, profitable and growing. Why? The economy is fragile at best. Most the indicators that real growth and the return of the consumer has arrived are missing. U6 (real or total) unemployment is still 15%+ and frankly I think that number is light. I won't go through the rest but any tail wind to help you grow is a soft breeze at best.

Growth of **your** business is up to **you**. Up to **your ability** to do all the things I mentioned before (plus whatever I missed) AND learning what may be a new skill to you, what it takes to attract customers, clients and patients *AWAY from your competition*. In other words, in a slow economy, your market or "pie" tends to shrink or stay the same size.

The key to growing YOUR business is to take a larger slice of that pie and you do that by taking



In a Slow Economy You Must Know The Market Share Game, Are You Ready To Play? An Advanced Retention Tool To Use To Prevent Client Loss.

it **AWAY** from your competition. How do you do that? Several ways but a key component strategy is KEEPING what you have today. Customer **RETENTION** (if you're a dentist or doctor it's Patient retention) is your first step because it's a poor strategy to go out and pull new customers, clients and patients into your business if you are hemorrhaging your own, out into the streets.

I am going to give you **3 examples** how companies are using Retention Tools in their business to first keep what they have, which actually helps when they go out to attract new business to them. *WARNING - chances are these business examples are not YOUR business.* Don't be like the **80% of average** business owners and tune out, ignore or think to yourself, these people are not _____ (insert your business or profession) so I can't use this.

The Principles, Strategies, Systems and Tools "they" use can be easily applied to you, your business, your market. Remember my saying: "Good marketers borrow, great marketers steal". I'm unlocking the vault, swinging open the thick stainless steel door, pulling out & lifting the lid on these safe deposit boxes. It's up to you to take what's in them and **convert it** to something that will work for you. Here we go.

Typical Accountant/CPA vs. Creative Entrepreneur

I have several clients that are CPAs intent on growing their practices. Two potential growth areas for most accountants are to one, find new individual tax clients and two, find new business or corporate clients and do their bookkeeping, payroll, monthly accounting and so on. A more advanced strategy for growth for an accountant is to look at their current clients and if that person has investment assets, **they offer to manage those investments for them.**

Last month both of these clients invited their own clients to specific live teleseminars where for about an hour, they discussed different aspects of investing, IRA's, 401(k)'s, what mistakes to avoid, tips on what to look out for and so on.

One CPA who has done a couple of different types of **teleseminars** about a variety of topics, used a panel of 4 people on the call, including himself, making suggestions and giving advice. At the end of the call 2 specific OFFERS were made to the people listening in on the phone and the call then ended. **Within minutes** one of the participants had picked up the phone and called their office responding to one of the offers.

When They Leave You or Your Company, You Rarely Get A Warning:

Several weeks ago, after midnight (nothing good ever happens after midnight...) on my way home from a friends house I was pulled over for speeding, doing 50 in a 40. Luckily the officer just gave me a warning, said I had a perfect driving record (I don't but declined to argue the point with him) and sent me on my way. I was grateful. Rarely in those situations in my past did I only receive a warning. In business it's the same. **Rarely do clients, patients or customers WARN you that they are about to leave, go**

across the street, choose your competition over you. They just quietly slip away. As business people it's our job to **strengthen the relationship with them** so leaving isn't considered or when it is, the client gives us the courtesy of what they are about to do so we can try to fix the problem or try to change their mind. 🏠

W A R N I N G

THE UNDERSIGNED HAVING PROBABLE CAUSE DID COMMIT THE FOLLOWING OFFENSE(S):

Last Name **BELL**
 First Name **JEFFREY**
 Street Address **1717 E 161ST ST**
 Race **White**
 Dr. lic. # / ID # / SSN # **8900352011**
 Gender **Male**
 D.O.B. **08/25/1900**

M.I. **R**
 City **NOBLESVILLE**
 Height / Weight **603 / 195**
 License Type **Driver License**

State of Indiana
 County of: Hamilton
 UTT #: 2940006436
 Township of: Washington
 City of: Westfield
 upon (A public street or highway)
3535 E 161ST ST
 date: **11/24/2011** time: **00:25 AM**
 vehicle speed: **50** prima facie speed: **40**
 Offense comment:
 contrary to the form of the:
10-24-010
SPEEDNG

Attention All Accountants, CPA's & EA's, You're Invited to a **FREE** TeleSeminar on:

"How To Attract \$1,000,000+ Investment Clients PLUS Tax, Accounting & Bookkeeping Leads, Using Live TeleSeminars!"

DATE: Tuesday, January 3, 2012 | TIME: 3:30 pm - 5:00 pm ET
(2:30 pm - 4:00 pm CT | 1:30 pm - 3:00 pm MT | 12:30 pm - 2:00 pm PT)

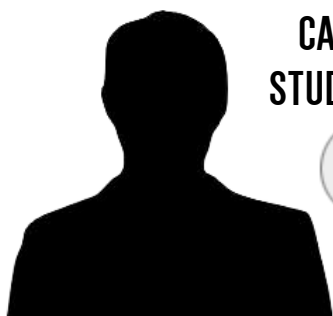
Register Online at: www.TeleSeminarToolKit.com

Hosted by Jeff Bell - The Marketing Doctor

Of all the marketing tools you can use to grow your business, Live TELESEMINARS are one of the most powerful ways attract new Clients AND persuade your current Clients to move investment assets to you, "their trusted advisor", to manage for them.

On this call I will be explaining how you can and should be using Live TELESEMINARS as a marketing Tool to:

- **Build your credibility** not only as a CPA, Accountant but as a IAR (Investment Advisor Representative)
- **Leverage you time** so you can talk with DOZENS of people at once rather than one-at-a-time.
- How & when to **make Offers** that people respond to.
- Get the **maximum amount** of people on your calls.
- **Strategies** to keep them listening and engaged.
- **5 powerful ways** to repurpose your teleseminars to use as evergreen lead generation tools for new clients.
- **3 Case Studies** of other CPAs using teleseminars



**CASE
STUDY #:**

1

This CPA used a live "panel" teleseminar format to educate attendees on what to avoid when it comes to investing. One of the attendees just moved **\$1,300,000** in assets over to this accountant.



**CASE
STUDY #:**

2

This accountant used live teleseminars to launch a **6-figure a year coaching business** and uses teleseminars to sell other accountants training programs on how to grow their CPA firms.



**CASE
STUDY #:**

3

This CPA had a tax client contact him up after one live teleseminar and ask the CPA to review his **\$2,000,000 plus** investment portfolio because he's considering moving it to him.

What is The Difference Between Typical Accountant/CPA vs. Entrepreneur or Starving Artist vs. Business Person? They Create Marketing Systems!

After a few weeks of some “planned follow up”, 5 people had responded to the offers and (*remember these are current accounting clients and some of them had been already talking about moving investments over to the CPA firm*) the teleseminar helped one client take the next step and moved \$1.3 million in assets over to the CPA.

Similarly another CPA client of mine has been hosting monthly teleseminars for close to 8 months. The topics for each teleseminar were born from a combination of **SURVEYING** his clients and ASKING them what they wanted to learn or know more about *plus tax, accounting and investment updates* he thought his clients should get the latest information on.

After he hosted his most recent teleseminar one of his TAX clients contacted him and told the CPA if he would be interested in having his **investment portfolio reviewed** as he was considering MOVING it from his current manager to someone else.

As the CPA talked with his client he was pleasantly surprised to learn that the size of the investment portfolio the client was considering moving was over **\$2,000,000 in assets**.

Part Time Starving Artist Vs. Full Time Business

I know an artist that makes and sells pottery in retail stores and local art fairs. At these fairs it is common for her booth to be full of people, browsing and buying her work, while artists next to her **sit idle** with virtually no traffic or sales.

At one show I was fortunate enough to hear 2 other “staving artists” (Frick & Frack) standing nearby complaining, “*Look at all the people in her booth, I*

haven't sold anything all day, she has a great location, that's why she sells so much”.

Of course booth location was **NOT** the reason these 2 starving artists had little or no sales and the potter had people lined up to buy her's. Because I know this potter personally (*she's my wife*) and have helped her with over 100 of these shows, here's the **REAL REASON**.

Most artists make a piece of pottery or paint a painting and think if they hang it on a wall or put it on a shelf, **it should SELL ITSELF**.

FREE TeleSeminar:

- How To Attract \$1,000,000 Investment Clients PLUS Tax Accounting & Bookkeeping Leads, Using TeleSeminars!!

■ Tuesday, January 3, 2012

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■ 1:30 pm - 3:00 pm MT

■ 12:30 pm - 2:00 pm PT

■ Register Online at:

■ www.TeleSeminarToolKit.com

You see evidence of this at art shows with most artists in director's chairs at the back of their booths, book or magazine in hand, head down reading away.

■ My wife on the other hand is standing and greets everyone that walks in or near her booth, often starting a conversation that leads to browsing, lingering, some questions and often a sale.

■ As she wraps the purchase she also explains to her new found customer that she **keeps a private mailing list** and if the buyer is interested and has an email address, she can be notified of future local art shows. 80% of the time an email address is collected.

By contrast, most starving artists, when they do make a sale & collect the buyer's money, simply hand them their package and never think to ask or collect their name or address to follow up or sell something else to them again.

That small difference is why a week or so **BEFORE any art show**, my wife's customers are sent a personalized email invitation to the

It May Seem Contrarian But Before You Go Out Trying To Find New Clients, Customers & Patients, Make Sure You're Not Losing The Ones You Already Have!

next art show with *dates, times, admission details, a map* and **sometimes an incentive or free gift** to stop by her booth.

Simply put, my wife has a simple but important **SYSTEM to get people to come BACK to her art shows**, a REASON to visit her booth and to buy from her. Every show current customers walk into her booth and exclaim, "*thanks so much for the email, I'm so glad you reminded me...*" and buy again!

While Frick & Frack - the 2 starving artists - they still reading novels in their booths, don't have a customer list with physical or email addresses AND leave their booth with other starving artists to commiserate with each other while they should be **MODELING & copying** what my wife is doing and applying it to their painting, jewelry or woodworking business.

The Difference Between Typical Accountant/CPA vs. Entrepreneur or Starving Artist vs. Business Person

After a person hires an accountant to do their taxes at the end of each year, it takes a certain amount of discomfort or pain or just a better "offer" for that person to actually CHANGE to someone else to "do their taxes".

I don't know exactly how to quantify the emotion or logic a person has to experience or use to "make" the decision to change.

But I do know that if that same person has ANY amount of their personal investments with that same accountant, **it will take A LOT MORE** for that person to decide to change to a different Tax Preparer. And although I'm not an accountant, I'd say it's an easy guess that the fees I generate from the investment management are more than what I'm charging for doing a normal tax return.

Either way this RETENTION Strategy helps:

- 1) ensure the accountant **MAINTAINS** his Market Share in the Tax Client game, as well,
- 2) **INCREASE** his Market Share in the Investment Management game (at the expense of the guy or gal that "lost" the account) and,
- 3) probably more than **DOUBLE** the Revenue that these Clients generate for CPA's firm.

At art fairs my wife and I know people walk in to them with a mental idea or an actual limit of what they might spend on themselves or on gifts for others. Therefore we use **Strategies** (*don't hide & read books - meet and greet people*) and **Tools** (*a private mailing list and emailed art fair announcements*) to create a **SYSTEM** to bring people into her booth and to the extent possible, LOOK like the place to stop & shop for random art fair goers who walk by.

To the headline of this newsletter section, the difference between the typical accountant and my clients is **they are good MARKETERS** of what they do. They've learned how to use TOOLS and create SYSTEMS other accountants and CPAs just down the street from them, *would never think of or even consider using*, to grow their practices.

The difference between my wife the potter (*who by the way, when comparing sales totals at the end of these art fairs with other potters, painters and candle stick makers, usually outsells her peers by 3 or 5 TIMES more*) and the starving artists is **she's also willing to learn Advertising, Selling and Servicing skills** (the 3 main elements of true MARKETING) rather than mistakenly thinking her work will sell itself.

As a result, **she takes Market Share AWAY** from other artists cause that's how the game is played. Don't let your competition take Market Share away from you. ♣

More on how to do this next month or to receive my **WEEKLY EMAILED ideas** on how to do this yourself, get my free email newsletter at:
www.How-To-Grow-Your-Business.com