

# WANTED

## The New Breed of CPA's Accountants Who Are **C**ommitted, **P**ro-Active and **A**mbitious

In November last year we launched the Accountants Accelerator Group. We targeted 15 firms that wanted vertical growth in 2013 and beyond and we made it clear there was no room for passengers. These accountants had to be the new breed of CPA's - Committed, Pro-active and Ambitious.

In the selection process we rejected a number of applicants because they weren't geared up for explosive growth. Some had capacity and staffing issues while others simply wanted a marketing silver bullet. Clearly, they weren't open to investing in their business education and they would have slowed the group down. Our members have nowhere to hide if they don't implement these breakthrough strategies.

As we approach the mid point of the year I can report that some of the members are getting phenomenal results. Their websites are producing quality leads and they are converting these prospects into clients. Some of the new clients are significant with fees of more than \$10k each. Other members have run client seminars that have been a huge success while others are engaging with their niche markets and attracting their ideal type of client through social media strategies. Some members are in the process of launching their new websites and producing videos while others have re-branded to appeal to their target markets including Gen X and Y business owners. Many of the group are starting to write blogs, embrace digital publishing and mobile marketing.

It's exciting and the results have come from a combination of hard work, strategic planning, tools and implementation. Most importantly, the members are starting to coach their clients with business growth strategies and are 'walking the talk'. They are looking to automate processes in their marketing and their practice. They have been introduced to some cutting edge tools and software programs that are helping them somewhat re-engineer their firms from a compliance base to a more profitable and enjoyable consulting base.

Results also come from being accountable. Each member is required to document their 90 day marketing action plan that is critiqued at the end of the quarter. Studies reveal that people who have written goals accompanied by written action commitments AND who submit a weekly progress report to a friend, mentor or coach are 78% more likely to achieve their goals compared to people who were simply asked to think about what they would like to achieve. Without clear goals you get inconsistency of actions, effort and results.



## WE WANT YOU

Most of the 2013 members are sole practitioners or firms with less than 15 staff. This is our target market and if you are interested in joining the Accountants Accelerator Group in 2014 we have opened registrations. Simply download the application form from the foot of <http://www.pjcam.com.au/marketing-for-accountants/the-accountants-accelerator-group/>

This is very practical coaching program and results driven. If you don't add \$50k of new fees next year you're doing something wrong but our real objective is to double, triple or quadruple that figure. Also, these strategies don't just last 12 months. They will keep producing new clients for years and produce a 'snowball' effect so the results should get better in subsequent years. Currently, the typical accounting practice in Melbourne (under \$800k in fees) is still attracting close to dollar for dollar on sale. This program guarantees you a minimum of \$50k of new fees for an outlay of just \$7950 which represents a return of \$6.28 for your dollar investment. The membership fee of \$7950 is payable in instalments, \$3000 upfront then \$495 for the ten months between February 2014 and November 2014.

We promote a non-competitive culture where the members share resources and ideas. At the quarterly brainstorm sessions you get to hear the success stories from other accountants who openly share their ideas and methods. The members have an attitude of, what can I contribute rather than what can I get.

The 2013 members are getting results and in 2014 we only want 15 pro-active accountants who aren't afraid of being challenged and held accountable. If you're ready for vertical growth and want the structure and support to get the most out of your practice, apply to join the Accountants Accelerator Group today.

Applications close on November 30, 2013.