

Special Report - FOR ACCOUNTANTS ONLY!

How To Find New Accounting Clients Using The Search Engine Advertising Tool: Google Adwords

Part 2 - Building Your Google Adwords Advertising System

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Because You've Created What's Called An: UNLIMITED MARKETING BUDGET

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- Fill Out The Application, Waiting List

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Building Your Google Adwords Advertising System

At the end of my [last report](#) you read, my suggestion was for you to take the next step and learn the PROCESS you should go through to build your SYSTEM for generating new client flow using Google Adwords.

The rest of this report contains that information. As you read it I'm going to outline the steps you should take, the software you should invest in, what that software does and the approximate dollars you'll spend as part of your NEW SYSTEM for attracting new clients.

But first I want to make an **important distinction** I want you to think about as you read this document.

Our initial discussion revolved around Google Adwords as the source or beginning of Part 1 of this new client system. But the Marketing Principles you are going to learn by reading this report **can be applied to all of your ADVERTISING TOOLS** you use in your practice.

Google Adwords is very sophisticated tool and is powerful in its design and use. But because it may not be something you use everyday or completely understand, don't be in awe of it. It is just another ADVERTISING TOOL.

Just like a **yellow pages ad** is an advertising tool. As is a **magazine ad** you'd run. Or a **ValPak mailing**. Or a **radio or TV ad**. Or a **postcard** or **letter** you'd mail if you were 'farming' certain neighborhoods or zip codes around your practice.

These are all Advertising Tools that can be and usually are the **FIRST STEP** or **FRONT END** of a process you walk people or clients through as part of a Complete Marketing System you build.

That's the distinction I want you to make. We'll be talking about Google Adwords but you can easily insert another **TOOL**, like your yellow pages ad or a radio ad, as the 1st step in

the **Advertising Phase** of a marketing **SYSTEM**.

After that, the rest of the process and the application of the marketing Principles and Strategies will be similar if not completely the same.

The Tools Will Have Multiple Uses

I also want you to note that the software tools or services or accounts I'm going to share with you can also be used as part of MULTIPLE SYSTEMS you set up in your practice to generate potential new client leads.

Many of these tools have **several functions or capabilities built into them** that will come in handy as you create and implement your marketing systems, whether it is:

- Advertising (finding leads or potential new clients),
- Selling (converting those leads into 1st time appointments and clients who commit to your initial back work on tax prep, bookkeeping or other accounting services and finally,
- Servicing (for as long as possible following your procedures, staying a client, possibly buying investment / financial and other accounting related services PLUS referring other clients to your practice and so on).

So with that, let's start with **Stage 1 of Finding New Accounting Clients**. (To see all 6 Stages, they are listed on the cover page of the 1st Google Report you should have read).

Stage 1: KNOW YOUR NUMBERS TO CREATE YOUR OFFERS

- Analyzing your Average Lifetime Client Value
- Determining Your Allowable Marketing Cost (Investment) Per New Client
- Creating Offers Based on Clients Types You Want to Attract.

(A) Analyzing your Average Lifetime Client Value

If you are part of any of my marketing coaching programs, you should have completed this calculation and know exactly what the dollar amount is.

If not, very quickly it's the conservative average number of dollars a client is worth to you over the course of their lifetime as your client. You should be able to calculate this from your client database/files and your financial statements.

Quick example. You run the numbers and determine on average that a client stays with you for **10 years** (some more some less, 10 is the average).

A rough calculation might be if you have 100 active clients and your collections each year are around \$480,000 then "on average" a client is worth **\$4,800** a year.

Then you do the math to calculate Average Lifetime Client Value (ALCV) by taking \$4,800 a year times 10 years which gives you **\$48,000** ($\$4,800 \times 10$).

Your ALCV number may be smaller or larger.

Either way you **need to know what your numbers are** because when you advertise and bring in a new client, you want to know potentially what they will be worth to you financially.

Just like buying any other investment, you know **what you're willing to INVEST** (stop thinking in terms of COST, PAY or SPEND) to acquire them.

(B) Determining your Allowable Marketing Cost (Investment) Per New Client

This is where you determine what you are willing to invest to acquire a new client, once you know what their lifetime value is.

Using the above example of 1st year \$4,800 and lifetime value of \$48,000, a question to ask yourself would be **are you willing to INVEST \$200 today** if you know you will on average, receive \$4,800 in collections this year and a total of \$48,000 for the next 10 years, 'on average', from your \$200 investment?

If your answer is YES then you back into all your advertising, Google Adwords or any other Tool, with this kind of math. Go backwards with me as I show you a *math example* of how to reach the \$200 figure.

Let's say your advertising costs you **\$160 each time to get the phone to ring** to set an appointment. How did I get \$160?

Let's use a yellow pages ad example. Say your monthly ad costs \$1600 and each month **you track 10 people** calling in from that ad.

\$1600 divided by 10 equals \$160 per phone call for an appointment. In direct response marketing terms we'd call this your Cost Per Lead or **CPL**.

Over time you track that out of every 10 people that call and set an appointment, only 9 actually show up or confirm the appointment.

Of the 9 that confirm for their appointment, 8 of them meet and commit to services or come back (if you offer free consultations) and go on to monthly services. Or in other words, 8 out of 10 become real, paying clients.

Again your ad in the yellow pages was \$1600 that month and you **NETTED 8** clients from that ad.

So you calculate \$1600 divided by 8 **NET** clients equals \$200. The \$200 is your Marketing **INVESTMENT** Per New Client.

And it can be or becomes your ALLOWABLE (meaning YOU decide) or Target or Goal Marketing Investment Per New client **IF** your investment of \$200 to bring in \$\$4,800 year 1 is a good **RETURN** on your investment (ROI).

What Actions To Take To Make A Better ROI Number

Back to the original question. **If your answer is NO** and you're not willing to invest \$200 to bring in \$4800 1st year or \$48,000 over 10 years then you have really only 4 options.

- 1** One is to **INCREASE your Average Lifetime client Value** so your number goes from \$48k to say \$\$60k or some other number that investing the \$200 makes sense with.
 - 2** Two is to **REDUCE** the \$200, your **Marketing Investment Per New Client**, to \$180 or \$160 or some other smaller number so your \$\$48,000 makes sense.
 - 3** Three is to **do a little of both**. Reduce your Marketing Investment Per New Client AND Increase your Average Lifetime Client Value so the combination of the new numbers makes sense from an ROI standpoint.
- The systems I'll be describing to you and that you'll be building will help do both over time and working on BOTH aspects of this at the SAME TIME is the best approach.
- 4** Four is if you cannot do 1, 2 or 3 then you should STOP that form of advertising unless and until you can make the numbers work.

Why Knowing Your Numbers Is Critical To You And Who Benefits From Your NOT Knowing Them

You need to know this number because if you're investing MORE money on any form of advertisement than the amount of money or PROFIT it brings back to you, then you really **ARE JUST SPENDING MONEY or PAYING** the advertisement company just to have your ad run. In other words you're LOSING MONEY and that is no reason to keep doing it.

Yellow Page Phone Book Publishers, Magazines, Newspapers, Radio Stations, TV Stations, Cable Companies, Internet Advertisers, Web Site Builders and the **Advertising Agencies** that represent (and get paid by) the MEDIA companies, **make their living** off of YOU the small business owner AND even **medium & large** companies that DO NOT TRACK, MEASURE & ANALYZE these marketing performance numbers.

Here in the beginning of the new 21st century it's been well documented that well over **ONE HALF of all advertising is WASTED!** As early as the late 19th century in the 1860's, John Wanamaker, the creator of the first 'department store' and great grandfather of modern advertising was quoted as saying, "Half the money I spend on advertising is wasted; the trouble is I don't know which half."

So it's a safe bet that unless you are tracking, measuring and analyzing ALL your advertising, you are *probably wasting HALF* of all your advertising and **just don't know it.**

If that's the case you can not GROW your practice, let alone MAINTAIN its size and profitability during tough economic times, if you fall prey to these advertising sales people.

Unless you KNOW your numbers, advertising sales people will badger you endlessly to keep **YOU paying for INEFFECTIVE advertisements** that make YOU NO MONEY while they keep collecting a paycheck, paid for directly from your monthly ad bill.

(C) Creating Offers Based on Client Types You Want To Attract

The 3rd part of Stage 1 - Knowing Your Numbers is determining **what OFFERS you will make** in your advertising to attract clients to your practice.

In a nutshell we will use OFFERS to **capture a person's email address and more** so we can do *follow up marketing* with them.

Now if you're asking what an offer is, by its noun definition an OFFER is a proposal, a suggestion, a recommendation or a bid you 'put forth' for *acceptance or rejection*.

And it does NOT have to be a DOLLAR AMOUNT. More often than not if you are in your ADVERTISING mode, your offer may consist of something **free** or a **discount** or even **some information** that your potential client would be interested in reading, listening to or watching.

Do you remember the first report that led you to this report you are reading? It was titled *How To Find New Accounting Clients Using The Search Engine Advertising Tool: Google Adwords*.

That report was the OFFER I made to you, on a web site you went to, in exchange for you submitting your contact information to me.

For your accounting practice your OFFER can be something similar or entirely different. It will depend upon what TYPE of client you want to attract and how aggressively you want to attract them.

Changing Your Thinking About Advertising as the First Step In Your CPA Practice Marketing

Looking ahead, on the next few pages I'm going to spend some extra time talking at length about what an OFFER IS NOT. Why? Because sometimes the best way to explain something is to describe what it isn't.

In the process it may sound like **I'm taking pot shots** at certain companies & people that you may have dealt with in the past. So be it.

My intent is to change your thinking about how you approach your marketing in general and specifically your new client advertising.

Plus whether you try to tackle this on your own or you hire me to do this for you, if you just continue to do MORE OF THE SAME you'll

receive similar results to what you're getting today, which probably isn't working.

And if you hire me to **help you restructure your marketing**, you need to BUY IN to these new and different approaches I'm explaining.

So best you read them now and **understand** what I'm saying (you don't have to fully agree with it although you will as time goes on and you see actual results) rather than me trying to explain it to you after the fact.

Here Is What You Want To Avoid As It Is NOT AN OFFER.

If you pick up any major city magazine geared towards women and you'll find CPAs, dentists, attorneys and plastic surgeons advertising their practices and firms. Most of these 'professionals' place ads that are what I call "expanded business cards".

They put a **picture of themselves** in the ad. A list or bullet points of the **services or procedures** they perform. Maybe a set of before and after pictures (the attorneys can't do this for obvious reasons unless they show their clients 'sad' before the lawsuit or divorce and then 'happy' after the trial or settlement).

Next the **name of the practice or firm**, the **address**, the **web site address** / URL with the phrase before it of '*visit our web site at*'.

Then their **phone number** with at most the text "Call us at _____" and that's it.

Finally if there's space you'll always see the **logo** of the association, society, board or certification body they are part of. Usually these are barely legible or intelligible unless you are another dentist, attorney or plastic surgeon who's also has the same affiliation.

These are expanded business cards in that they **make NO SPECIFIC, ENTICING, LOW or NO-RISK Proposal, Suggestion or Recommendation for the reader to consider and act on**.

There's no next step to BUY or LEARN MORE ABOUT how YOU the advertiser, **solves or fixes** *THEIR pain, THEIR problem or THEIR unfortunate situation*, especially if the person seeing the ad ISN'T QUITE READY to make a buying decision or in your case, call and make an office appointment.

If you reread the last paragraph in the reverse, an OFFER consists of all those things and more.

Anything else you put in your ads like explained on the last page, makes it DOA. But in this case even though the traditional acronym of DOA or Dead On Arrival is accurate, a DOA ad in marketing terminology means they **Don't Offer Anything.**

And in the process of being a DOA ad, it does not DIFFERENTIATE that professional **from the next professional** on the next page in the next ad of the magazine, phone book or down the computer screen in a Google Adword advertisement or other competitive type of media.

In fact in live workshops and seminars I can usually take an ad for any one of these people, place it next to the ads of 5 of their competitors (*doesn't matter if it's a magazine, yellow pages or other print type of ad*), block out the names and you can't tell the DIFFERENCE between one dentist, accountant, attorney or plastic surgeon from another.

They all SAY they do about the SAME things. And I can also take a pair of scissors and cut and paste parts of one ad on another ad and it is 80% to 90% accurate.

What If The Doctor Who Talks You Into Heart Surgery Just Hands The Scalpel To The Nurse To Do The Actual Transplant On The Day Of Your Surgery?

The point of all this discussion is that most ads are **NOT written and designed** by the advertising sales person calling on you (let

alone a **marketing specialist**) but by the MAGAZINE's, the YELLOW PAGE's or the NEWSPAPER's art department or a graphic designer.

Truth be told, your ad is just one of 20 or 50 or 100 ads they have to 'process' that day or week to get it 'in' for the next edition, issue or publication deadline.

And the fastest and quickest way to get that done is to take your **business card or last year's ad** and simply duplicate it.

Or if they are slow they'll throw in some graphics or a stock photo or some pictures you've sent them (usually your own picture and maybe your staff) print it and it's off to the next ad in their stack in their in box.

There's no motivation for them to stop, *analyze your practice, run the dollar numbers* we've been discussing, see what *types of clients* you want to attract and **predetermine** how much you're willing to INVEST to acquire them.

Nor do they then sit with you and conceptualize an **entire SYSTEM** that will:

- Strategically attract potential new clients from a group of people who have never heard of you,
- Structure and format YOUR advertisement so it is SUPERIOR than the **other CPA, Accountant** ads so that it will,
- Grab the reader's or listener's attention so they actually SEE or hear YOUR advertisement and...
- then Take Action so sooner or later after being exposed to a **follow-up, ongoing marketing system** it persuades,
- this potential client to make an appointment in your office and then,
- Shows up the first time and on an ongoing basis, pays you, stays with you and starts,
- Referring new clients to YOUR practice and not that 'other' accountant, bookkeeper or CPA down the street or across town.

If the Graphic Artist in the Art Department did all this, one of the first things they should do is explain to you the **POWER of OFFERS** & how to **structure YOUR** advertisement so it delivers **effective offers** to people reading them.

And that is the 3rd part of Stage 1. Building OFFERS as part of your ADVERTISEMENTS to attract the clients you desire to walk through the doors of your practice.

Some quick Offer examples that may or may not apply to your practice:

A **Free Consultation** is an offer you can use to persuade people to come to your office without risk of being charged or spending money.

A **Special Report** on 7 things a person or business owner can do to reduce their taxes might be an offer you use in exchange for collecting someone's contact information.

An **Audio CD** on any topic can be used to attract people who have an interest in learning more about solving a specific situation or problem. For example an audio CD on Questions To Ask When Choosing An Accountant or CPA might be used to attract clients who are looking to start using or switch from one firm to another.

An **Invitation to an Open House** is an offer that could be used to get potential new clients to visit your practice and meet you and your staff after their normal work hours in a relaxed, low risk setting.

There are dozens of different types of OFFERS you can and should **TEST** to see **which ones best appeal to the type of clients** you want to attract.

In working privately with accountant and other small business owners, **predetermining your OFFERS** is a critical part of building the foundation of your advertising system.

Your Offers can and will change over time but discussing them **in detail, agreeing** on them

and then **positioning & embedding** them in your advertising plan will complete Stage 1 of your new marketing plan.

Stage 2: ACQUIRE TOOLS & DO YOUR RESEARCH

- A. Building Your Social Proof
- B. Research Your Target Market
- C. Scout Your Competition
- D. Create Your Keywords List
- E. Develop Landing Pages
- F. Create Your Google Ads To Run

(A) Building Your Social Proof

In daily life when we are trying to decide what to do or not to do, we subconsciously look to other people for guidance. In some settings where we don't know what to do or where to go, we look to the 'crowd' to see what they are doing.

I've gone to professional sports events at new stadiums and have seen it work in person. I've sort of known where the stadium is and driven close to it. Then I just follow the other cars with the flags and banners on them to find a place to park.

Once there I get out of the car and look at the people to see which way they are walking and follow them. It works all the time. Even in airports where there's construction and the signs have been removed or poorly placed.

I just follow the other passengers off the plane, past the gates and through terminals under construction all the way to the baggage area.

Using **Social Proof** is a shortcut mechanism in our lives. It saves us time. We think if other people are doing X then it must be okay for me to do it too. There are many books and psychological papers written on the subject and if you ever have the time it's a fascinating subject to learn more about.

But for our discussion on Advertising and Google Adwords, we want to use this aspect of human nature to our advantage.

There are many forms of Social Proof. In business **TESTIMONIALS are a powerful form of social proof**. They are grossly underused as a TOOL of persuasion for most businesses and likely in your accounting or CPA firm too.

In a nutshell, **we want to have as many testimonials from your clients as we can to use in our advertising** to attract new clients.

Why? Because when people read or listen to your testimonials and how you solved their accounting problem, **THAT PERSON IS LOOKING FOR THEMSELVES** figuratively.

They want **AFFIRMATION & REASSURANCE** that someone just like them already did what they are thinking about doing, got a good deal, received good service and didn't get robbed, cheated, short changed or changed their mind later.

If someone is a business owner looking to have some tax work done, then she wants to read or see or hear someone who looks or sounds like her that had a **good, positive with you and your office**.

Because **IN HER MIND** if that person did, then there's **LESS RISK** of her making a bad decision by choosing you to perform the work. And **LESS RISK** means **LESS** or **NO FEAR** which helps people **MAKE DECISIONS** and **TAKE ACTION** when they otherwise would not.

Using Audio Generator As A Testimonial Gathering Tool

One of the **BEST TOOLS** I've found and use myself for gathering testimonials is called Audio Generator.

It is an online service that you subscribe to for a small monthly fee. And it provides several

ways for you to gather **AUDIO testimonials** from your clients.

Some people ask or say "Why do you want to use audio testimonials?" Two reasons.

One is because **actually hearing someone's voice** giving a testimonial makes it more 'real' and persuasive than just reading it in black and white.

With computers becoming faster & having more memory and internet download speeds increasing with DSL, cable and satellite services, **putting audio testimonials on your web site and specifically your Google Adword Landing Pages** has become technically **OKAY** to do so because at current transmission speeds, they work and can be heard.

Second is because if we have someone's audio testimonial, we can always transcribe it and use it at a written testimonial.

For more insight on using testimonials, go to Google and type in: [jeff bell testimonials](#)

The top result or link should be a page on another one of my web sites. If you click on it you can read more about the different types of testimonials and look at a couple from old clients of mine, talking about me.

When you have your Audio Generator account you can publish a **toll-free phone number** with a 4 digit extension unique to your practice.

Then you'll ask and encourage clients to call in and leave their testimonials about you and your staff on the service. It shows up as an **audio recording** that we can then put on your web site, on landing pages of your Google Adword program, in email newsletters and so on.

You can even take them, edit them together compilation style and if your phone system has a **MOH, Music on Hold** feature, you can play these in a loop on your phone system so people calling in and on hold for any reason **HEAR** your clients **RAVING** about how you and your

staff solved their various tax, bookkeeping or accounting related problems.

The service ends up being about **\$30/month** and because I'm a charter member of the service, I have a [link](#) I can send you where you can start with a Free Trial.

When you become a client I work with you as part of Stage 2 to **set up your Audio Generator account and start collecting client testimonials** so we can turn around and use them to attract new clients in your Google Adwords landing pages, your web site and other advertising Tools you're using today.

(B) Research Your Target Market

WHO you are advertising to directly correlates to how effective your advertising results will be.

If you're Omaha Steaks you don't advertise to vegetarians and expect to find a lot of customers. If you sell luxury automobiles you don't put a lot of money into advertising that shows up in zip codes with low income housing.

But beyond simple demographics, it is important to have and be able to describe in detail a very clear picture of:

- **WHO** your ideal client is,
- **WHAT** he or she thinks and understand...
- **WHY** they make decisions to start using or switch from one accountant/CPA to another.

There are many ways to do research without going overboard. One is to informally ask your current clients questions about themselves and *how they make financial service decisions*.

I've always thought an accountant would do some of this in initial meetings or while they are stopping in your office, or you theirs, to pick up or deliver paperwork.

But a more structured way to accomplish this is by **SURVEYING** your clients.

One tool that you can use to do that AND that can become your email newsletter service, especially if you don't have one today, is a service called **iContact**.

iContact is a very powerful and simple email service that has **basic survey capability** already built into it so you don't have to buy a separate survey program or service.

Plus it is competitively priced. For example if you have less than 1,000 emails of your clients iContact's **monthly email rate is \$19.00** and you can send up to 6 emails to your list each month (which is more than you would any month).

Similar to the audio testimonial program, here is the [link](#) to sign up for the service, where you receive a Free Trial offer.

Whether you survey your clients or not, as a client I help you develop detailed **Ideal client Profiles** so you and I know exactly who we are looking for when we go hunting for new clients.

(C) Scout Your Competition

Fifty to sixty years ago in the 1940's and 1950's there wasn't near the amount of competition there is today being an accountant or CPA.

It was common for an accountant to be one of only a handful of accountants in a community. Depending on where you lived, you might be the only CPA in town or in rural areas, the only CPA in 100 miles or more.

Today it's not uncommon to be able to walk outside of your CPA practice and if you have a strong arm, be able to throw a rock across the street and hit another CPA office.

At a minimum if you live in or near any metropolitan area, there are several if not dozens of other accountants in a 5 mile radius around your practice address.

This means you are all **vying** for the same new business or personal client, **fishing** in the

same pond if-you-will, ALL **trying to catch the attention of people** so they will choose you as their accountant.

You all have web sites, yellow pages ads, some are running Google Adword programs and many run print ads in local magazines.

This is both good and bad for you. Bad because the potential new client has ALL THESE CHOICES to pick from for a **new or different** accountant.

Good because you and I can use the information we find in all these places to do some 'competitive research'.

Keep Your Friends Close And Your Competition Closer

As part of Stage 2 I will look at and analyze your top competition and their **advertising tools** (web site, yellow pages ad, their Google Adword program & print ads) to see how you stack up, what their advertising weaknesses are, **how you can exploit them**.

And I'll share with you as I'm able to LOOK INSIDE some of their TOOLS like Superman with X-Ray Vision, and see what they are doing to attract clients.

Some of this competitive information we may want to **copy, modify and use** (all legal by the way) in helping us build YOUR advertising systems and specifically your Google Adwords pay per click program.

If you've heard me on or at my monthly How To Grow Your Business programs, one of the Principles of marketing you should know is that...

“Good Marketers Borrow, Great Marketers Steal”

Just remember I am not an agent provocateur and will never ask you to do anything immoral, unethical or illegal. Nor will I do any of that myself.

But by the same token I will (and do) take time to **investigate and understand** what others in your competitive market are doing to attract clients and use that information to your advantage.

(D) Create Your Keywords List

Keywords are the words and phrases a person uses to type into a search engine like Google, to find what they are looking for.

For example if you live in Chicago and you want to find an accountant, you might go to Google and type in: **Chicago accountant**

When you do you'll see over 4,500,000 listings returned but on the **Sponsored Search** sections, typically at the top in a light red or pink background box and down the right hand side of the page are the Google Adword ADS. All of those accountants or in some cases, directories (such as 1800accountant.com) have bought or bid on that phrase.

Building a similar list of words and phrases for you is what we do when we Create Your Keywords List.

There are several technical aspects of this process that I won't go into here. But this is the foundation for starting to create and begin testing your Google Adword program.

(E) Develop Landing Pages

One of the biggest mistakes most accountants who use Google Adwords or other pay-per-click advertising programs make is sending their 'clicks' to their home page of their web site.

This is a big mistake and money waster for a variety of reasons that I won't cover here.

For a refresher on **WHY it's a mistake and why you want HELP** (Highly Effective Landing Pages) to send your clicks to, refer back to the Google Report before this one.

Go to page 6, Part 2 and read the 15 points I make on what your Landing Pages should look, sound and do behind the scenes in order to be effective.

Also if you have a web site and don't want to involve your web master or the company that built the site in order to ADD Landing Pages to it, that's okay.

I have web sites URLs that are accounting related where I can create YOUR customized Landing Pages so they are effective and you don't have to touch your web site or incur extra charges from your current web developer or host.

As a client **this is included** as part of your Stage 2 Advertising System development.

Using The 24-Hour Free Recorded Messages To PreScreen, Qualify & PreSell clients

Landing pages are Tools that are exclusive to web sites and the Internet. But they can also be used strategically to take people OFF of the Internet. How?

One strategy I use with my clients is to use **Multiple Calls To Action** on their Landing Pages. Said another way we give people that read an ad SEVERAL ways to respond or Take Action and OPT IN to our Advertising System.

Many people will read that last sentence and say to themselves, "In my ads in the yellow pages or in magazines I give my phone number and my web site so I'm already doing that, using multiple calls to action, right?"

Wrong. The rest of the sentence in bold says **and OPT IN** to their Advertising System. That's the difference they (and you) are likely NOT doing.

So unless you are capturing someone's email address or their physical address or their name and phone number AND they are giving their information to you **so you can market to**

them going forward, they are NOT OPTING INTO ANYTHING.

The reason I make this point is because having a 24-Hour Toll-Free Recorded Message that the person reading the ad or landing page can call can be a *very effective* TOOL to use in your advertising.

The service I use and recommend is called an **On Demand Marketing Line** by ART. With it you receive your own Toll-Free number with 200 extensions or "messages" you can record to educate people who see or hear your ad and call for more information 24/7.

It takes a person **OFF of the Internet** at least temporarily and hopefully permanently. How?

- By giving them a NO-RISK action to take (listening to a Free Recorded Message & not a live sales person that might try to sell them).
- By giving them a NO-COST action to take (the call is FREE to them).
- By TEACHING them how & with who they can solve their accounting related issue or situation (you prerecord up to a **10 minute voice message** that the caller listens to).
- By OFFERING at the end of your recorded message, to leave THEIR name and contact information on YOUR voice message system for you or your staff to follow-up with them.

Once They've Dialed Your Number The Caller Has Already OPTED IN To Your System

One aspect of this SYSTEM is that you can go in to it and then RETRIEVE these messages for future follow up.

Some messages might be for appointments and others requesting more information from you (which depends upon what your OFFER on the phone and in the preceding ad was).

And if someone called and did NOT leave their contact information, **the SYSTEM still CAPTURES their CALLER ID** and you are able (and should) have someone call these people back to see if they had or still have questions you or your staff can answer for them on live phone call during your office hours.

NOTE: Some people after reading this will shy away from the thought of returning phone calls via only caller ID. I've tested this with THOUSANDS of calls and VERY RARELY receive a complaint or comment from the person. Normally they are HAPPY someone CALLED THEM BACK and express THANKS that someone cared enough to pick up the phone and call THEM.

Either way this is a LOW-RISK, AUTOMATED way of building a list of people who are **pre-interested and usually pre-disposed** in receiving accounting related information.

Plus the RECORDED MESSAGES give you the opportunity to *Pre-Qualify and Pre-Sort* the Potential New Clients while they learn more about you and your practice.

I should also note that this service works just as well or better with YELLOW PAGES ADS and MAGAZINE ADS or any other **form of PRINT advertising** that reaches the right Target Market that fits people with your Ideal client Profile.

Example: If you are in a mature city or neighborhood with **older or elderly** people, they may not use the computer and Internet as much as people younger than them.

They may still subscribe to the local newspaper, read the local or regional magazines, paid or controlled circulation. They may enjoy opening Val-Paks or SmartShoppers or MoneyMailers or read ThriftyNickel type publications.

Using a 24-Hour, Toll-Free Recorded Message call to action option **can greatly increase the response rate of these people that see your ad in these publications.** Why?

Again because they can simply **PICK UP THE PHONE**, dial your number, listen and learn about you and get to know you.

And you've not asked them to CALL FOR AN APPOINTMENT which scares off some people.

Plus you've not forced them to go to the Internet "for more information" when they may not have a PC or do, but hate to try and navigate the web to get to your web site.

The old fashioned telephone is still a **simple and easy tool to use** and this service helps you use the telephone TOOL in a whole new way!

(E) Create Your Google Ads To Run

If you've completed all of the elements in Stage 1 and have the Tools and Systems completed here in Stage 2 you are ready for Part (E) which is actually creating your Google Ads.

To do this you'll need several items such as your Keyword List, your destination URLs of all your Landing Pages and several ADS that conform to the character length restrictions of Headline and Description Line and URL line fields (I do all this when you sign up as a client).

Google gives **25 characters maximum** for the HEADLINE or top line of the ad you see. Then on the DESCRIPTION LINES 1 & 2 you are given a maximum of 35 characters, for each line.

Finally your DISPLAY URL line has a maximum character length of 35 characters that if you have a long web site address, you want to make sure it fits.

You want to have your ads typed out beforehand so you can see the length of each line and if it fits the maximum character lengths allowed. If they don't you want to edit them so they do.

This itself can be tricky because you want to create an ATTENTION GRABBING ad, match

the keywords / phrases being searched and include a **STRONG OFFER** so your ad is clicked on versus your competitors ad.

There's a science behind this process I won't cover here but once you've done that AND have all your other STAGE 2 tasks complete you're ready to move on to STAGE 3

Stage 3: SET UP YOUR GOOGLE CAMPAIGNS & GROUPS

And for time sake I'll just say you'll need to know the other 15 or more Campaign and Adword Group options and settings to correctly set up all your Campaigns and Adword Groups.

As I mentioned before and as I cover in my 90 minute sing Google Adwords tele-seminars, choosing the right setting and options when setting up your Adwords account is a science (not art) all its own.

If you don't set up and maintain Google Adword accounts as part of your job, the odds are 100:1 you'll **set it up incorrectly** it up if you do it yourself.

And 'set up incorrectly' does not mean you'll turn the account ON and nothing will work. Google accounts can be easily TURNED ON.

It means you'll turn on the account and it will cost you a small fortune AND quickly drain your wallet. Or it will never deliver clicks to you that turn into real appointments and clients. Anyone who's worked extensively with Google Adwords knows this based on years of experience of what works and what doesn't and builds what DOES WORK INTO your account from the beginning.

Obviously you want someone who's successfully created and managed Google Accounts to do this for you if you don't have that experience. This is part of the service I provide as a client and we handle all the set-up and testing for you.

Also my strategy whenever we set up a new pay-per-click account is to start conservatively from a **BID AND BUDGET** perspective to test the SYSTEM and make sure it works.

We **track and monitor** your Ad Positions on the Search Engine Results Page, your Click Thru Rates and especially your CONVERSION RATES and COST.

Your Cost Per Conversion is the dollar figure that ultimately drives **the amount you INVEST to generate a LEAD**, which is a Potential New Client that has opted into your Advertising System.

And by **Advertising System** I mean you've collected parts of or all of their Contact Information (in exchange for some thing of Value, a Special Report, Checklist, Coupon, Free Consultation, Invitation, etc.) including and at MINIMUM, their EMAIL ADDRESS, so you can start your FOLLOW UP MARKETING SYSTEM with them.

We want to make sure your Follow Up **Marketing System** for Potential New Clients is functioning. Why?

There's no reason to generate a lead if there's no strategically preplanned process already in place to take that person and convert them into an appointment.

Creating Your Follow-Up Marketing System And Ongoing Monthly Communication System

People like to do business with other people they KNOW, LIKE and TRUST. When people opt-in to your Follow Up Marketing System we will be AUTOMATICALLY following up with them via emails.

We do this by setting up a **series of emails in a sequence**, that will be sent to the person after they've taken you up on your Offer and you've sent them whatever you promised.

An immediate email is usually sent 30-60 minutes after the person gives you their contact information. Then the next day they automatically get email #2 from you. Maybe we skip a day and then on day 4 they automatically receive email #3 from you.

This continues for a preset period of time with the goal of having the person call and make an appointment. In marketing terms this **Email Sequence** is called an AUTORESPONDER.

The purpose is to create the sequence ONCE and the AUTORESPONDER will then **automatically starts each time a new person is added** to that particular email list. In in your case, a potential new client list.

After several weeks or months that particular email series will end. But the person will also start receiving your MONTHLY Potential New client email newsletter you'll send out.

This is where at this Stage 3, I will be working with you to **create for you a MONTHLY email newsletter type of communication** you'll send out to this ever growing list of potential new clients.

It will highlight your practice but will be focused on how the person receiving it can solve their accounting or bookkeeping related pains and problems by seeing you and your staff and **specifically setting an appointment to get that process started.**

Using Your Social Proof / Testimonials

If you remember in Stage 2 I talked about Building Your Social Proof? We will take the audio and written testimonials we've collected from your current & active client base and weave them throughout our monthly communication to your Potential New client List.

We can also collect physical addresses from this Potential New Client list and from time to time **Physically Mail them direct mail** pieces

(letters, postcards, dimensional mail, etc) with **Offers and Calls To Action.**

We do this because even with an email address the open rates on lists like these will often be below 50%. So regular mail is another means of reaching people who may not be opening and reading your emails.

iContact is the service I previously mentioned, that if you do NOT already have an email service, we can use for this function. If you already have another email program or service we can use that too.

Either way you need to be communicating to these people on a **MONTHLY BASIS** in order to PRE-BUILD a relationship with them. And as we move forward we will have other options and creative ways you can structure, format and deliver this communication.

Stage 4: REPORT & ANALYZE YOUR ADWORD PROGRAM STATISTICS

As we set up and turn on your Google Adwords program we will be closely reviewing the reports and the statistics within them.

If you were doing this on your own in the very beginning **you should be reviewing your reports EVERY DAY.**

Of special interest for each Adword Group and Keywords within them are the:

- Impressions for each group
- Click Through Rate
- You Max Bid and Costs Per Click
- The Clicks and Conversions You Receive
- Conversion Rates
- Costs Per Conversion
- Average Position of each Keyword/Phrase

If you were a **do-it-yourselfer**, at first these reports will seem overwhelming if you're new to them. I would tell you not to be

overwhelmed and spend time going through the details so you understand each report.

IMPRESSIONS

Impressions are the number of times your ads are displayed on Google or on sites or products in the Google Network. Impressions give you a general level of the raw popularity of a keyword or phrase you have bid on.

CLICK THROUGH RATE

The click through rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions) via Google search only.

A keyword's CTR is a strong indicator of its relevance to the potential new client who searched for the keyword or phrase, saw your ad and did or did not click on it for a variety of reasons.

Our initial goal is to find a balance between generating the highest CTR possible while paying the lowest Cost Per Click.

(AVERAGE) COST PER CLICK

The average amount you pay each time someone clicks your ad. Average CPC is determined by totaling the cost of all your clicks and dividing it by the number of clicks received.

We track & adjust your Maximum Bids and your Daily Budget numbers to both manage and test the effectiveness of the Cost Per Click you spend.

CONVERSION RATES

Your conversion rate is the number of conversions (people that opt into you system) divided by the number of ad clicks.

Note that tracking conversions requires certain HTML code to be put on your web site landing pages that TRACK the people that come to your web site via Google Adwords.

As a client we either do this for you ourselves, using our different web site URLs reserved for landing pages like yours OR we work with your webmaster or current web site design company to insert the tracking codes needed for Google.

COST PER CONVERSION

Your Cost Per Conversion is the result of all the other adword numbers and statistics, specifically the cost of all the clicks divided by the conversions, who we will define in your advertising system as those potential new clients who opt in and **you collect their email address and other contact information for follow up marketing.**

This is the bulk of the \$ number that makes up your Marketing Investment Per New client.

AVERAGE POSITION OF EACH KEYWORD

The average position is a statistic Google attributes to each of your keywords or phrases. It refers to the average position on a search result page that your ad appears in when it's triggered by that keyword.

1 is the highest position on the first page of search results. And average ad positions are not fixed; they may vary depending on various performance factors.

In the beginning we TRY NOT to be in the top 3 positions because it is often not cost effective to bid for and pay for clicks in those positions.

But as we make adjustments to different aspects of you Google Adword program and you overall advertising system, we may move up in to the 1, 2 or 3 position to generate more clicks and dominate those keywords and phrases in your local market.

Stage 5: ADJUSTING & TESTING CORE GOOGLE ADWORD & MARKETING SYSTEM

ELEMENTS TO IMPROVE PERFORMANCE AND PROFITABILITY

Although most people don't have the time to invest learning this way, Google does have a built in HELP program that you can access online like you would if you were using a PC software program.

From it you can glean the nuts and bolts of what the reports say and then begin to change and test each element to see the positive or negative affect it has.

On the flip side, one of the advantages of being a client of mine is that I review these reports regularly and will digest them and make ongoing adjustments to improve the performance of your Adword Campaigns, all behind the scenes.

Either way, as I've noted before, part of what also drives the success of your Google Adwords ADS are the **LANDING PAGES** your 'click's land on.

When you hire me **we will be testing, adjusting and adding to** the STRUCTURE, CONTENT, SOCIAL PROOF and other Advertising Elements on these Landing Pages in order to **maximize your Conversion** numbers (which INCREASES your Return On Investment numbers).

Beyond that I work with you to ensure that your Appointment to client ratios are maintained.

We should also be tracking your **Client Acceptance ratios** (close rates) and tying revenues back to the new clients your advertising generates to ensure you Return On Investment numbers are where they need to be.

If they are NOT (and even when they are) we go back to all the financial elements of Stages 1 & 2 and focus on what specific steps we can **INCREASE** your ALCV - Average Lifetime

Client Value while **DECREASING** your Marketing Investment Per New client.

It's at this END OF STATE 5 we also begin to LOOK AT buying **more competitive or aggressively bid on keywords**. These may be words and phrases we avoided and PURPOSELY LEFT OFF our initial list because they were too expensive relative to other 'conservative' keywords.

With several months of results documented we can look at EXPANDING and INCREASING your bids and budgets because our historical numbers will help us estimate and predict potential success in these more competitive keyword areas.

Stage 6: EXPAND YOUR ADVERTISING SYSTEMS USING YOUR NEWLY CREATED "UNLIMITED MARKETING BUDGET"

- Open Up Your Adword Campaign
- Explore Expanding Into Other Pay-Per-Click Programs
- Develop Complimentary Advertising & Referral Programs

Open Up Your Adword Campaign

Depending upon the competitive nature of the other accountants who are using Google Adwords in your geographical area, after 2-3 months of adjusting internal Google Adword Account settings and external Landing Pages and Follow Up Systems, you should have a working system for generating Potential New Clients from Google.

We will have taken a **conservative approach** to buying keywords, phrases, bidding and budgeting during this period to *work out the mechanical kinks in the system* AND build the financial reporting that shows your Return on Investment.

At this point if your ROI numbers support it and you, your office / team / staff have CAPACITY, we start to BE MORE AGGRESSIVE with the keywords, phrases, bidding and budgeting on your Google Adwords account.

We will **Conservatively TEST** more Competitive Adwords, more popular ones that more people search against and bid on to increase your clicks, appointments and clients.

With a proven track record we can test and better predict our success with these words because of the numbers we've reported on, tracked, analyzed together.

Normally this is where you can begin to take New client market share away from other accountants & CPAs in your area. Why?

Because your ads **are better at attracting clicks** than theirs which gives you a higher position at a potentially lower INVESTMENT (Cost Per Click AND Cost Per Conversion).

At this point if your internal profit margins are healthy you can start to pay a little more than you did before and start a SNOWBALL EFFECT where you're ads have such effectiveness, your competition **has to significantly increase** their BIDS and BUDGETS just to keep their positions and impressions status quo.

Normally they won't even notice what's happening until their new client flow from their Adwords program *mysteriously dries up*.

This process takes time but when it begins to work, you'll find your appointment book is FULLER, your client base is GROWING and your practice starts to take on it's own ATTRACTIVE FORCE in your local market.

Like a black hole in space with such a strong gravitational force, it starts to PULL IN everything near it, even light itself.

Explore Expanding Into Other Pay-Per-Click Programs

You can then test EXPANDING your Pay Per Click program to other search engines to really start to dominate your local market.

Yahoo, Bing & other much smaller search engines can be cost effective sources of new clients if you take what works in Google, test and apply it in their Pay Per Click programs.

Back to Google, they also have a Content Network that we TURN OFF in the beginning of your program. I won't go into detail here but we can test turning the Content Network ON to expand your advertising reach.

Develop Complimentary Advertising & Referral Programs

Last but not least, at this point you'll have reached a place of NEW UNDERSTANDING in your marketing that we can take this ADVERTISING MODEL and use it to create and expand your INTERNAL and EXTERNAL referral systems.

We can go to local groups, churches, civic organizations, small businesses and other professionals like dentists, health food stores, beauty salons, plastic surgeons, massage therapists, health spas and more.

And we can arrange partnerships or referral programs or joint ventures where THEY promote, endorse and begin referring THEIR customer, client or client base to YOU as their recommended local accountant or CPA. How & WHY can you do this?

Because You've Created What's Called An:

UNLIMITED MARKETING BUDGET

Let's go back to what I covered in Stage 1 where you had a ALCV - Average Lifetime Client Value that was ACCEPTABLE with your Marketing Investment Per New Client.

Again to use round numbers, if \$200 is an Acceptable Marketing Investment Per New Client and you know, based on the numbers, that on average, a new client is worth \$48,000 to you over their 'client' lifetime, you should then adopt this **MARKETING PHILOSOPHY**:

I am willing to pay up to \$200 (or whatever your number is) for a good qualified new client, regardless of the source, as long as they show up, pay and use my services on an ongoing basis like a normal 'average' client in my practice.

When you adopt this philosophy you will have moved from allocating a **FIXED** Advertising Budget to using an **UNLIMITED** Marketing Budget, which is more profitable **AND** allows you to **EXPAND** your referral program beyond traditional sources.

Here's one quick example of how it works. Let's say you survey your clients or through talking to them frequently, you find out this.

Many of your clients go to a certain printer or shop in town to have their business cards or letterhead done. You then approach the **owner**, mention that many of your clients favor them as their printer and talk about them.

You go on to explain how CPAs are not all created equal, you want your clients to receive the best accounting. Just like they want their business clients to receive the best service.

So to make sure this happens you suggest the idea or concept of you both CROSS REFERRING your clients to each other in order to help one another grow your businesses.

You'll pay for referral cards for the printer to give to **ALL** their clients that come in each day (small investment) and you can do the same (a small card in monthly mailings you do) with your clients that promotes the printer. Cost wise 1,000 4 color 2-sided 4" x 5" glossy postcards would cost you less than \$200. And let's say the printer owner bought into the concept, handed out 1,000 referral cards to his or her clients and the card had the **RIGHT OFFER** on it.

Do you think **at least 1 person** out of the 1,000 might migrate to your office and become a client? (The math is \$200 divided by 1 new client equals your \$200 investment per new client.)

WE can talk about and structure **OFFERS** for you and them too but if you know that \$200 (or what your **INVESTMENT NUMBER** is) is what you'll invest in a new client, you can do a lot of things with a program like this. Why?

All you have to do is find **ONE Referral Source** (that has people like your clients as their customers and clients) **PER INDUSTRY** and set up this type of relationship with them.

One printer, one attorney, one plastic surgeon, one health food store, one church, one girl scout troop, one quick ship, one barber shop, one clothing store, one (do you get the picture?).

Let's say you set up **ONLY 5** of these in and around your practice. And conservatively each referral partner let's say ends up sending or **NETTING** you **ONLY ONE** new client per week. That's 5 per week times 4 weeks a month is 20 New clients **PER MONTH**.

Would 5 partners sending you 20 New clients a month help you keep your practice **GROWING**? Would you sleep easier at night **KNOWING** you had that stability & consistency with those kinds of numbers? Then once you did 5 programs, would **5 more be that hard**?

In either case, what I do when you hire me for this program will be to help you set up these **TOOLS** and **SYSTEMS**. Once set up, we begin **AUTOMATING** them as much as possible so the systems works **FOR YOU** and not **YOU** for **IT**.

Taking The Next Step

If you've read this far I want to thank you for the time you've **INVESTED** in doing so. For entrepreneurs like yourself it takes **DEDICATED TIME** to introduce yourself to new ideas and have them soak in.

A lot of what I explained may sound like JARGON or marketing speak and something you've never heard explained this way before.

If it does THAT'S OKAY because if I'm telling you things **you already know and understand** and you haven't acted on them in the past, there's little chance you'll do so now.

Although the PROCESS I just outlined may sound new, I'll share with you a little secret.

The Principles, Strategies, Systems and Tools they are based on are **OVER 100 YEARS OLD** and are the TRUE FOUNDATION of good old fashioned MARKETING.

They apply to Google Adwords here in the 21st century just like they've applied to direct mail and magazine ads and newspaper ads and yellow pages ads and so on in the 20th century.

And that's important for ME to have YOU KNOW because even though the TOOLS may change over time, the Principles, Strategies & Systems we use with them are everlasting.

2 Program Levels To Choose From

As a client of mine, I offer 2 programs to create, set up and manage your Google Adwords Account AND all the other software TOOLS (the other online services I mentioned).

The GOLD Program which includes all the research, setup and monthly management for your practice's own Google Adwords Program PLUS these services:

- Audio Generator (number & dedicated extension for clients to call and leave Audio Testimonials, can post these to your web site & to Google Adword landing pages)
- iContact (use to capture email addresses and contact information of potential new clients that opt-in to your ad offers, send email newsletters, survey clients or lead lists, unlimited auto responder series)

- ART On Demand Marketing Line (toll-free 24-hour recorded messages to use on print advertisements, web sites & landing pages.)

GOLD Program	1-Time Setup Fee	Ongoing Monthly Fee
Audio Generator	\$ 0	\$ 30
iContact	\$ 0	\$ 29
ART 24 Hr Message Line	\$ 199	\$ 96
Jeff Bell-Sales & Marketing Results	\$1000	\$ 500
Google Adwords	\$ 5	\$ to be determined
Sub Total	\$ 1204	\$ 655

[Please Note that all accounts with Audio Generator, iContact, ART 24 Hour Message Line and Google Adwords are set up by you or with my step-by-step help, require your credit card for billing and are billed directly to you. Although I manage these programs for you, you are their direct customer and have ultimate control over you own account.]

The SILVER Program which includes all the research, setup and monthly management for your practice's own Google Adwords Program PLUS these services:

- Audio Generator (same as above in Gold)
- iContact (same as above in Gold)

SILVER Program	1-Time Setup Fee	Ongoing Monthly Fee
Audio Generator	\$ 0	\$ 30
iContact	\$ 0	\$ 29
Jeff Bell-Sales & Marketing Results	\$1000	\$ 500
Google Adwords	\$ 5	\$ to be determined
Sub Total	\$ 1005	\$ 559

The difference in the two programs is the ART 24-Hour Toll-Free On-Demand Message Line.

If you are a CPA that runs Yellow Pages ads or does any type of PRINT ADS in magazines, newspapers, flyers, school programs, calendars, place mats, church programs or DIRECT MAIL

as in “farming” certain zip codes or blanket mailing neighborhoods - ANY THING where your ADs are in PRINT. I recommend the GOLD PROGRAM because it includes the 24-Hour Toll-Free On-Demand Message Line.

Using this option of a Method of Response for people seeing your ads greatly increases their likelihood of picking up the phone and calling you, which OPTS THEM IN TO your Follow Up Advertising System.

Jeff, What Is The Cost Of Google’s Adword Program Each Month?

The answer is different for every CPA practice which is why I leave that line blank. But I’ll give you some ranges and examples.

In the beginning it depends upon where you are located, which drives the NUMBER OF **COMPETITIVE** Accountants in your same area, which drive how many of them are **ALREADY USING GOOGLE ADWORDS**.

The more of each of those factors means you are budgeting, bidding & investing more/click.

MULTIPLE OFFICES

I’ve seen multiple office companies with **8 locations spending \$3,000 a month** on their program.

BIG CITY

If you’re in a major metropolitan city or region like New York, DC, Chicago, Atlanta, Dallas, Denver or Los Angeles **you could spend \$750 to \$1500 a month**.

SMALL TOWN

If you’re in a small town of 30,000 with 10 other CPAs ALL using Google Adwords then you could end up (not right at the start) **investing \$300 to \$600 / month**.

RURAL AREA

By the same token if you’re in a rural area or there are few if any CPAs in a 30 mile radius of your office, **you could spend less than \$100 a month** and capture virtually ALL the searches and clicks for just

a couple dollars a day, depending upon the volume of traffic.

You can pick your category and that’s probably a MIDDLE OF THE ROAD ESTIMATE of where you could be after several months of testing and **SLOWLY RAMPING UP** to those levels.

Of course if the numbers DO NOT make sense you simply STOP ADVERTISING and turn the account OFF (Pausing it is the best thing to do).

A Little About Me - Jeff Bell, And Why To Remember Google Adwords Is Just Part Of Your Advertising System

After nearly 20 years working in large \$100+ million dollar companies and managing large sales and service departments, as well as small start up entrepreneurial companies, I learned a **4 key points** about what makes companies growing and profitable versus shrinking and losing money.

1 **Have a Good (Not The Best) Product Or Service**

First key point is you have to deliver a GOOD product or service. That’s a given in today’s marketplace. You don’t have to be THE BEST. It helps but it’s not necessary. Good or even average is okay. Just don’t be **POOR or BAD**.

In your case, as an Accountant, I’m ASSUMING you’re technically GOOD. If you’re not, sooner or later THE MARKET, a.k.a. your clients (& staff) figure it out, you’re practice stalls out, starts to decline and eventually you’re slugging it out by yourself or you fold up shop, retire or sell what’s left of your practice.

2 **Become A Marketer Of Your Accounting Practice**

Second key point is you have to MOVE BEYOND being a **DOER** of what you do, to a **MARKETER** of what you do. BIG BIG point.

In other words even if you're absolutely the BEST CPA or Accountant in the city, but you do NOT LEARN how to ADVERTISE and attract new clients from a population who have NEVER HEARD OF YOU, eventually your practice slows down and potentially dies.

Your office is going to be empty, your staffers will be twiddling their thumbs and you'll be able to shoot a cannon through your office and not hit anyone on your busiest day.

But to become a MARKETER of what you do, you must learn the first phase of Marketing which is **Advertising** and that's what I help you learn and take responsibility for.

In a broad sense I help the Owners, Presidents and CEOs of good or average companies, grow and become more profitable by creating **Structured Marketing SYSTEMS** for them, that persuade people to CHOOSE THEM (MY CLIENTS) over their competition.



Build or Buy Systems, Don't Fall In Love With Tools

Third key point is small companies, businesses and Accountants *survive and grow* because they BUILD OR BUY PRE-BUILT SYSTEMS.

Systems for operating their practice. Systems for taking in a new client. Systems for doing taxes. Systems for scheduling appointments. Systems for paying the bills and so on. Systems that work WITH THEM and WITHOUT THEM but that WORK on a consistent, regular, daily, weekly, monthly basis.

And if they are REALLY good they also have **MARKETING** systems for **ADVERTISING** their accounting practice, systems for **SELLING** your accounting, bookkeeping, tax and other services and finally **SERVICING** their clients. Servicing means keeping them active clients every year, buying other financial services from you and referring other people & businesses back to your practice.

Just remember these 3 phases of Marketing:
Advertising - Selling - Servicing = A.S.S.

A little known fact is that most of the advertising for CPAs, Accountants and the rest of small business owners, **is SOLD to them**, not BOUGHT by them.

Some examples. The local woman's magazine rep sells you on advertising in THEIR magazine. The yellow pages rep calls you and sells you on THEIR yellow pages book (or 2 or 3 books in some cases). The radio station tries to sell you RADIO SPOTS. The cable TV company tries to sell you TV COMMERCIALS. Rarely do YOU call THEM and BUY, right?

And if you lined all "them" up for sales appointments, one after the other, they would ALL probably tell you that **THEIR media or advertising TOOL is the best way** to "get the word out about your CPA practice" (they LOVE to say that phrase - 'get the word out!').

So who's lying? They can't ALL be the best, right?

Well the dirty little secret is THEY ALL LIE knowing or unknowingly. Why? Because they GET PAID to sell their TOOL to you. That's how THEY make their living.

They are FORCED to try and get you to FALL IN LOVE *if ever so briefly*, **with their particular ADVERTISING TOOL** so you'll buy it, REGARDLESS of whether or not:

- A) it will pay for itself in terms of an INVESTMENT with a RETURN (ROI) or,
- B) it will fit into your current Advertising System (you usually have to build a System AROUND IT to make it fit) or,
- C) there's a better tool (one of THEIR competitors) to do the job of finding new clients in your market.

And because they are not paid to do A, B or C and there's NO SYSTEM to support the TOOL and it usually fails. It goes kind of like this.

You try it once. Usually you can't tell if it makes you back your investment or not.

Then depending upon how you feel a month down the road, or what your staff is telling you when you talk to the REP you decide whether to give it another shot or not.

The point of all this TOOL TALK is that you have to be AGNOSTIC when it comes to Tools. Instead you must LOOK FOR, IDENTIFY and EVALUATE the **SYSTEM** the TOOL is part of.

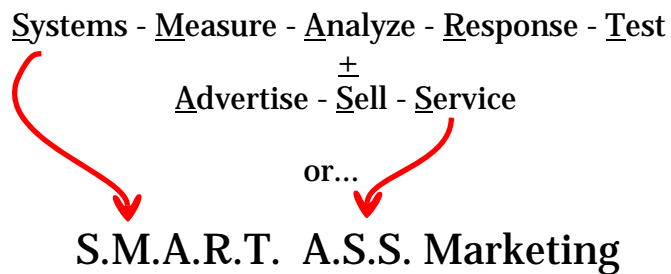
Sure, TOOLS MAKE UP SYSTEMS but you can't fall in love with & buy the latest, greatest widget, gizmo or bright shiny object that the SALES PERSON pitches you on, each month.

And this is what I help you do as my client. For your dental practice, I help you BUILD a certain type of **MARKETING**:

- Systems that you can
- Measure results numerically then,
- Analyze numbers to make decisions & are
- Response driven to build our lists & that we
- Test consistently to improve performance!

ALL so you can tie them FINANCIALLY to your practice so they MAKE A PROFIT for you.

And if you add the S.M.A.R.T. above to the A.S.S. of earlier, you get a little, edgy acronym:



SMART ASS Marketing is your Flash Guide or criteria for judging at **FIRST GLANCE** if you should even spend time looking at TOOLS.

Criteria One is if you can't figure out fairly quickly (or with some explanation) **HOW** the **RESULTS** of a TOOL can be Measured, Analyzed, if it's Response driven and if can be Tested, then you **DON'T BUY IT**.

Criteria Two is does or can it **FIT** into (or can become the **CORNERSTONE** of) one of your Advertising, Selling or Servicing **SYSTEMS**.

If a TOOL doesn't FIT or you cannot **BUILD** a **SYSTEM AROUND** it, then you don't buy it.

4 Implementation & Setting Your Expectations As My Private Client

The 4th and final key to success I learned from working at large & small successful companies is that **DOING** what you **PLAN AND SAY** you are going to do is **CRITICAL** to success.

In the big companies we called it a big fancy word, **IMPLEMENTATION**. Whether you live in an area that you say *Just Do It* or *Get 'er Done*, **TAKING ACTION WEEKLY** if not **DAILY** is the key to progress in anything, especially your marketing.

Since ALL I DO is marketing consulting for my clients I'm **ALWAYS** in marketing mode either implementing, measuring or testing systems, campaigns and programs for you and my other clients. My head is always 'in the game'.

You on the other hand have a full-time accounting practice to run. And I understand the time commitment that takes. But in order **for me to implement your New Advertising Systems I need your help** and we need to work together. So here is the plan.

Weekly Implementation Progress Meetings

As we begin we will agree on and schedule once a week **Implementation Progress Meetings**. These should be in the day, during your lunch time or can be after you close the practice. They should last **15 and 25** minutes max.

In the beginning I'll tell you where I am at on building your Advertising Systems. As the

SYSTEMS are completed and turned on and working, we'll use the time to compare what I see externally from the different Performance Reports **to what you see internally** from your operations reporting.

The TOOL we will use to keep us both in sync is **My Shirt Pocket Marketing Coach** (below). After 3 months we normally reduce these meetings to twice or once a month, depending upon where we are at BUILDING NEW SYSTEMS to increase new client flow.

You'll receive your Shirt Pocket Marketing Coach in the mail after you become a client.

In the beginning we will be:

1. Calculating & Identifying Your Average Lifetime Client Value
2. Agreeing on an initial Allowable Marketing Investment Per New Client
3. Identifying Your Ideal Client Profile(s)
4. Collecting Audio Testimonials From Your Current Clients

5. Identifying & Scouting Your Competition's Google Advertising, Their Offers, Their Web Site(s) and Related Marketing Materials.
6. Creating Offers Based on Client Types (Profiles) You Want To Attract

Once the above items are completed, then we will focus on:

7. Developing Your Keyword Search Lists
8. Construct Your New Potential client Opt In Autoresponder Email Sequence(s)
9. Identify a Ongoing Monthly Newsletter Format, Content & Calendar
10. Script Out & Record Your 24-Hour Toll-Free Pre-Recorded Messages (Gold Program)
11. Create Highly Effective Landing Pages
12. Setting Up Your Google Adwords Pay-Per-Click Program

At this point we will then move into:

13. Measuring & Analyzing our Google Adwords Results
14. Testing Google Ads, Offers & Landing Pages
15. Surveying clients To Identify Their Needs And Potential External Referral Partners
16. Approaching External Referral Partners With Joint Venture & Endorsement Proposals
17. Launching Your First External Referral Program
18. Structuring Multiple Referral Partner Systems

GOOGLE MAP BONUS!

In the early years of Google the object of the game was to have your web site RANK HIGH on the natural or organic or free listings section (today's left hand side of Google).

This spawned Search Engine Optimization or SEO to be created, to help companies do this. Then these listings were pushed down the page with Google Adwords "Sponsored Results" often being placed at the top of the page.

The screenshot shows a Google search for "bethesda md cpa". At the top, there are sponsored links for "Bookkeeping" and "Bethesda CPA". Below that, it shows "Local business results for cpa near Bethesda, MD" with a map of Bethesda, MD and a list of seven CPA firms with their websites and phone numbers. The firms listed are: Kessler David a CPA, Sullivan & Company CPA, Snyder Cohn Collyer Hamilton: Cohn Joel S CPA, Councilor Buchanan & Mitchell PC CPA's, Torchinsky David Attorney, CPA, Howard Hughes Medical Institute, and Regardie Brooks & Lewis.

This will supplement and compliment your Google Adwords program as should become another source of new clients coming to you via the internet.

Next Step - Filling Out The Application On The Next Page

At the end of the current month I take applications for both Silver and Gold level programs for Google Adwords, to start at the beginning of the next month.

I review the applications and do research and to make sure I do NOT already have another Accounting client in close proximity to your office.

After reviewing at your application, web site and any other advertising information you want to send me via email or fax (317-713-1244), I'll **email you a link to my sign up page on the Internet for you to enroll in either the Silver or Gold program.** Or you can use the form on the very last page of this PDF document.

Either way if there's another Accounting or CPA client of mine in close proximity to you OR I see something on the application that makes me think Google Adwords is NOT a good advertising TOOL for your practice, I'll contact you and explain why.

Otherwise you're welcome to enroll in the program during the **Open Enrollment** dates (the **25th - 29th** of each month).

Please note that because of the amount of time involved setting up Google Accounts CORRECTLY & BUILDING the SYSTEMS that support them (well documented in this report and my previous report) I can only take a **LIMITED** NUMBER of new clients each month.

If enrollment is filled during those 5 dates OR accountants already on the Waiting List that carry over from month to month, fill up my open positions, your application will be put on the **Waiting List** in the order it was received, in line for next month's open enrollment dates.

In addition to your application, you're always welcome leave me a **voice mail** at 317-713-1244 with any additional information about you and your accounting or CPA practice, or **send me an email** at the address below.

Jeff Bell - www.MyNewCPA.com
Sales and Marketing Results - PO Box 267
Noblesville, IN 46061 - 317-713-1244 vm + fax
jeffbellmd@comcast.net

If you notice on the graphic (above), Google has now started inserting Google MAP or Local Business Listing just below the Sponsored Results block, BUT ABOVE the organic, natural or free web site listings when someone enters a GEOGRAPHIC, LOCAL or CITY SEARCH TERM with the keyword of what they are looking for.

This does 2 things. One it PUSHES DOWN the natural, free listings farther on the page, making them less likely to be seen and clicked on.

Two as a marketer it should make you ask the question, "How do I get MY ACCOUNTING PRACTICE LISTED in the local results?"

When you hire me for your Google Adwords project as a BONUS we will set up your Google Map / Local Business Results listing for you.

AND we will build a SYSTEM using your map listing and other TOOLS from your Google Adwords Advertising System, so you will have a greater chance of being listed in the 7-PAK (map listings A through G) with the goal of getting you in the TOP 3 / A-B-C positions.

Building Your System IMPLEMENTATION Program Order Form

Please complete and **FAX** to 317-713-1244. Leave questions or comments on voice message at 317-713-1244.

Your Name _____

Practice Name _____

Billing Address _____

Physical Address (if different) _____

City _____ State _____ Zip _____

Office Phone _____ Fax _____

Primary Email Address _____

Web Site Address(s) _____

Est Num. of Clients (Active) _____ (Inactive) _____ (Total in your database) _____

Of Total Client Records in database, estimate number of emails addresses _____ # Staff _____

Avg Monthly \$ Billing Per Client: \$ _____ Avg # of Years Clients stay a Client _____

GOLD Program	1-Time Setup Fee	Ongoing Monthly Fee
Audio Generator	\$ 0	\$ 30
iContact Email	\$ 0	\$ 29
ART 24 Hr Message Line	\$ 199	\$ 96
Jeff Bell-Sales & Marketing Results	\$1,000	\$ 500
Google Adwords	\$ 5	\$ to be determined
Sub Total	\$ 1,204	\$ 655

SILVER Program	1-Time Setup Fee	Ongoing Monthly Fee
Audio Generator	\$ 0	\$ 30
iContact Email	\$ 0	\$ 29
Jeff Bell-Sales & Marketing Results	\$1,000	\$ 500
Google Adwords	\$ 5	\$ to be determined
Sub Total	\$ 1,005	\$ 559

Marketing Program: Silver or Gold have 1-time Setup Fee of \$1,000

[] Silver Program @ \$500 / month + Audio Gen (\$30/mth) + iContact (\$29/mth)

[] Gold Program @ \$500 / month + Audio Gen (\$30/mth) + iContact (\$29/mth)
Plus ART message line (\$199 1-time setup + \$96/month)

Credit Card Information

Name on Card _____

Card Number _____

Expiration Date _____ Security Code (on back) _____

Signature _____ Date _____

Please complete and **FAX** to: 317-713-1244 or **MAIL** to: Jeff Bell, PO Box 267, Noblesville, IN 46061