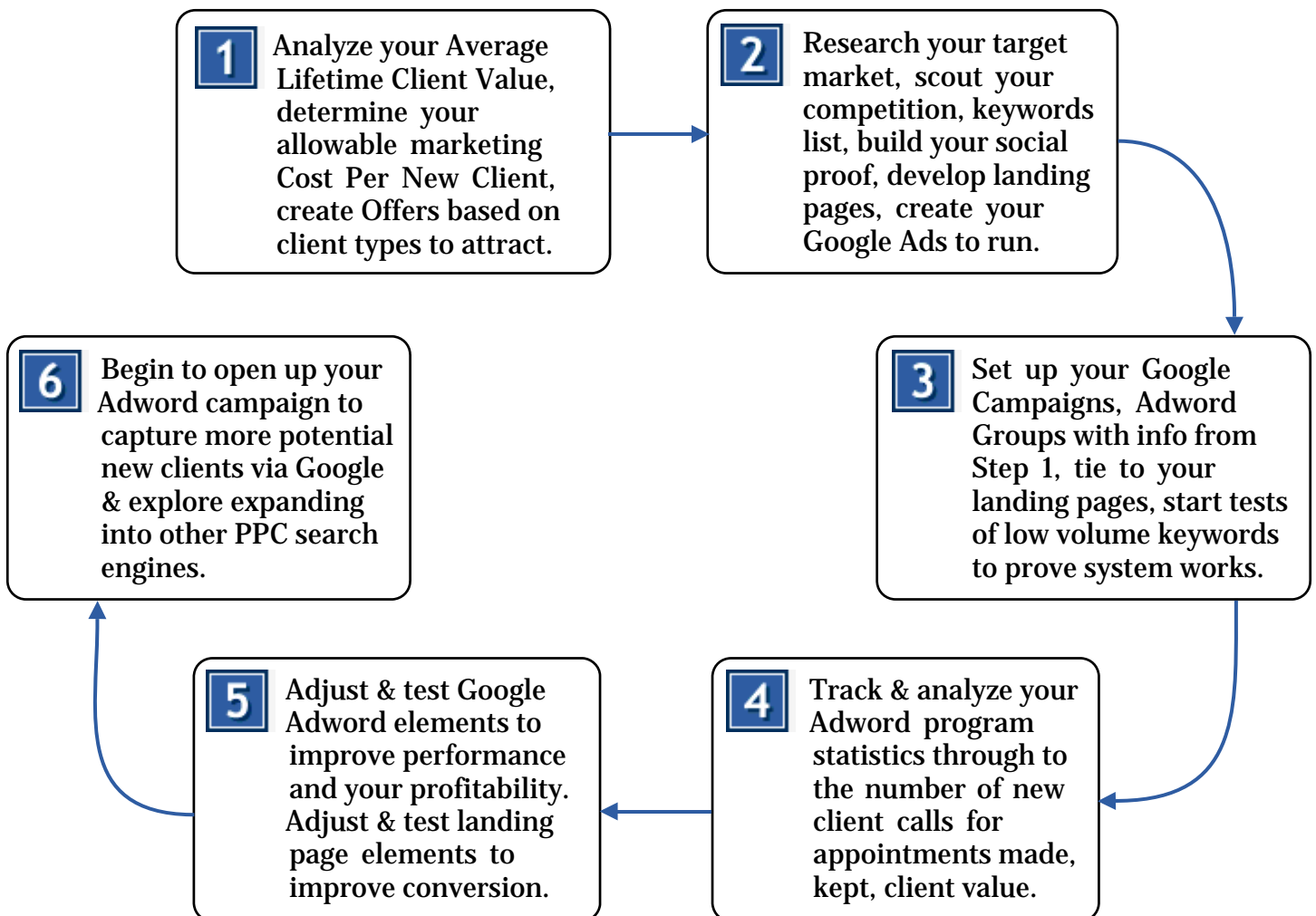


Special Report - FOR ACCOUNTANTS ONLY!

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



Here's The "Rest Of The Story" About Setting Up Your Google Adwords Program To Make It Conquer Your Competition's Ads and Drive NEW Clients Into YOUR Firm Every Day!

Why Google's Adword program or any other Pay-Per-Click program is ONLY ONE THIRD of the SYSTEM you need to Convert CLICKS, LEADS, PROSPECTS or any other word for Potential New Clients, into ACTUAL APPOINTMENTS that show up, pay, stay and eventually refer other clients to your firm.



WARNING!: This report will explain why you should be wary and extremely cautious if any other advertising agency, marketing company or self proclaimed internet guru doesn't explain to you what I'm about to OR, try's to sell you on having them "setup or manage" your Google Adwords pay-per-click program.

In case you're reading this 'cold' without any Google Adwords knowledge, in this report I'm discussing the pay-per-click program called Adwords.

In short, with Adwords you bid on words and phrases so you can display an advertisement, have people click on it and they are taken to your web site.

And once on your web site, you are hopeful the person picks up the phone, calls and makes an appointment to see you (more on this later).

But said another way, Adwords is a TOOL to find and drive potential customers and clients to your web site.

The Devil Is In The Details

Suffice it to say Adwords is a powerful AND sophisticated tool. It has a lot of features and can be "turned on" quickly.

But it's simplicity with being able to "activate" it quickly masks the details of HOW you need

to use this TOOL in order to make it work profitably for your accounting firm.

If you've listened closely to one of my 90-minute teleseminars on Google Adwords you know this.

To correctly structure and implement an Adwords program you must carefully establish:

- your campaigns,
- your adword groups,
- your keyword phrases,
- the advertisements themselves,
- the rotations,
- variations,
- networks,
- scheduling,
- geography,
- bid amounts,
- budgets,
- match criteria,
- and conversion tracking.

They are ALL critically important to making your program not only work, but be profitable.

It's all too easy to set up a Google Adword account, pick some keywords, write an ad and start running Adwords **THE WRONG WAY**.

If you miss **just ONE** of the structure items I just mentioned, you end up with a program that has very low click through rates and costs you a lot of money for little if any web traffic to your site.

Low traffic results in **little or no potential clients** hitting your web site, calling and making an appointment to see you.

You literally have to get ALL of over 20 different toggles, switches, bells and whistles set correctly the first time in order to really maximize your results and make your ads drive the right traffic to your web pages.

Hey, I Can Run Your Google Adwords Program, Really...

You'd be surprised at how many people and companies "say" they can SET UP and MANAGE pay per click accounts.

Just like I "say" I could drive my car to the Indianapolis Motor Speedway, hop into an Indy 500 race car, flip switches, turn dials, shift some gears and with *some luck*, maybe START and DRIVE the car once around the track.

But that's different from COMPETING in the actual race and WINNING. To win in racing you need a **team**. The analogy is with Google Adwords, it by itself is just a TOOL.

Just like the race car. By itself, it's just that, a race car. To win a race or better yet, to compete over and over again in a series of races, you need a team. In marketing, the equivalent of needing a team is you need a **SYSTEM**.

What Is A System In Marketing?

A simple system in marketing is typically a collection of TOOLS, actions and people working through or driving a process over time, to help **find, create and service** your clients.

Here are 2 simple system examples you may have or use in your accounting office today:

Example 1): You run an advertisement (Tool) in the Yellow Pages for your firm. Someone (People) calls (Action) the number in the ad. A person (People) in your office answers (Action) the phone (Tool) and helps the caller make an appointment (Action).

Example 2): After the appointment the new client information is recorded in a software program (Tool) or appointment book (Tool). And later (Time) you or a staff person (Person) calls the new client (Action) to gather tax returns and bookkeeping information.

Do you get the picture? Each is a mini-system. Each has **one or more TOOLS** used in conjunction with another, in a series over time.

But what happens to the SYSTEM if one TOOL is missing or misused?

In example (1) let's say you run your Yellow Pages ad. Then what if the person sees your ad and calls your firm but no one either a) answers the phone or b) answers it but is rude or inept?

The system fails and no appointment is made OR a lower than normal number of appointments per calls answered is made.

Why? Because the Tool was missing or not being used properly.

Either way the money spent up front at the beginning of the System on the Yellow Pages ad is either wasted or becomes expensive. Why?

Because good (read 'profitable') potential clients are calling but no appointments or a low percentage of appointments are generated.

It's like driving down the road, opening your purse or wallet and letting the money fly out into the wind. There's no ROI. It's gone.

Think Of Google Adwords Like Your Yellow Pages Ad In The Example. It's the **FIRST TOOL In Your System. But It's Only One Third Of Your TOTAL System To Generate client Appointments.**

Why one-third? I'll tell you why but bear with me if I get a little (more) technical.

Advertising on the internet just has more steps and pieces than traditional yellow pages or print advertising.

Years ago BI (Before the Internet) in your yellow pages ad, your goal was and maybe still is to have a person read your ad, pick up the telephone and call you for an appointment.

It was a 2 or 3 step process. Person sees ad. Reads ad. Likes what they read. Picks up phone. Dials your office.

If they didn't like what they saw in your ad, you wouldn't get a call. But for the ones that do call, they're almost if not ALL ready to make an appointment. Why?

Because they wouldn't have pick up the phone book in the first place, looked under Accountant or CPA, found your ad and so on.

But with the Internet they are **more than just ads** on a sheet of thin yellow paper.

The Internet Is Information, News, Entertainment, Email Delivery and more...

Your ad is just the start of the process. Of course we know showing your ad and successfully grabbing the attention of the potential client is a science of it's own.

It's what happens next that's different.

Once a person clicks on an ad, they're taken to your web site. Typically (and unfortunately) it's your regular **home page** on your web site.

Once your page 'loads' the person is quickly scanning the page for information that's tied into WHY they got onto the computer and started searching for a CPA in the first place.

And this is where the problems begin.

Decorative Versus Functional & You Versus Them

Most home pages of most web sites are what I call '**decorative**' as opposed to '**functional**'. They are really just ONLINE BROCHURES.

Part of being **decorative** is they are usually crammed with lots of information OR links to lots of information about YOU.

Your firm. Your services. Your staff. Your designations. Your office. Their focus is on YOU. Don't think so, let see.

Right now you probably have 6 to 8 links on a navigation bar the person can click on to find even more information about you (I've seen over 20 links on some sites). *Go pull up your web site and count your links on your home page.*

The problem with this type of page (we call it a 'landing page' in pay-per-click discussions) is there are too many options.

If you're **goal** is to have them call and set an appointment, having so many other options, distractions and links away from the page they landed on is a BAD STRATEGY.

Too Many Options Drives People Away For The Wrong Reason

What typically happens is a person scans the page, starts clicking around to other pages on your site (you can look at your web site reports from your hosting company to see which pages are the most 'viewed').

They read a little and **MAYBE 5%** (10% if you're a good marketer or you're lucky) of the time, they pick up the phone and call you.

The other 95% of the time, they've read (or not) what they wanted, there's no compelling reason (such as a specific **OFFER** and **Call to Action**, geared exclusively to their needs) for them to call or contact you, so they go back to surfing.

And probably they 'Back Button' to their original Google search screen to click on another accountant's web site to see what they say about whatever pain or problem related to their taxes or business, they have that prompted them to get on the Internet and look for an accountant in the 1st place.

Decorative is Nice if You're in The Education Business, But Functional is Better if You Want a Client and Generate Firm Revenues

So this decorative but educational web page that's part of your web site has done a couple things.

1. One, it's probably displayed and given away free information about you.
2. Two, your web site has let the potential new client **leave your site** AND go back into the competitive internet world to start to compare you and your web site against all the other accountants in your area.
3. And three, you now have no idea who that person was and **how to reach them later today or tomorrow** to start to pre-build a relationship with them.

And the reason you want to **pre-build** a relationship with them is because the nature of the internet.

Yellow Pages Simplicity Verses Internet Complexity

Remember we talked about yellow pages ads?

The simplicity of the Yellow Pages is someone does NOT go find their phone book just to read (or surf) or gather information or read email or watch videos or check the weather.

They are at THE END of their Decision Making Process and are usually at the point where they've **already DECIDED** to make a phone call.

So they pick up the phone book, go to the section they want and start looking at the listings and ads. And many people will start calling at the top of the list

NOTE: Companies used to change the name of their company to AAA Repair, using the 'AAA' just to be listed 1st in the YP. [Click here](#) to see a funny :30 FedEx commercial about AAAA...

So in the Yellow Pages if your ad is first, near the front of the section OR it grabs their attention amidst the other ads, **you got the phone call** and usually the appointment.

But the Internet is different. There's TOO MUCH free information. It's great if you're doing research or gathering information, trying to find or decide to buy something or hire someone.

But it's trained people that they can just browse almost forever, through the thousands and millions of pages a search engine serves up to them.

And people tend to use the Internet at THE BEGINNING of their information gathering or Decision Making Process, rather or exclusively at the END of it, when they are ready to buy.

This Is Where STRATEGY Comes Into Your Marketing SYSTEM

Your job (as a marketer of your accounting firm) is to understand the situation and **adjust your advertising STRATEGY** to your benefit.

You want to build a SYSTEM that takes the potential new client OUT of the routine of endlessly surfing and looking at other accountants web sites, **as quickly as possible**.

YOU want to become the trusted SOURCE of information for them. Not the internet, not the accountants down the street from you.

Sure if they are the 5% or 10% that are ready to call you NOW, you give them that option.

But for the other 90% to 95% of people that land on your web page, you want to CAPTURE as much of THEIR contact information as you can, **for as many of them as you can**, so

you can **follow-up** and HELP GUIDE THEM through whatever decision making process they are going through NOW and in the future, to choose how to fix their accounting related problems.

This is one of the **KEYS and DIFFERENCES** between just setting up your Google account and driving traffic to your home page versus THINKING THROUGH an entire SYSTEM to capture as many potential new client 'leads' as you can (which I will explain next), regardless if they are ready to call you today, tomorrow or a month from now

RECAP - Setting up Google Adwords is Part One of Your TOTAL SYSTEM.

Part Two is creating your Landing Pages so they perform this FUNCTION (remember 'functional?') of capturing leads (also known as 'lead generation' in marketing terms).

And Part Three is once your landing pages (*there are usually more than one*) capture contact information of **as many of your potential new client visitors as it can**, your SYSTEM immediately begins the follow up process.

Part Two - Developing Highly Effective Landing Pages or HELP For Your New client Acquisition System

Remember we just said we want to capture the contact information of as many visitors or potential new clients (the 90% to 95% that don't pick up the phone right then and there and call you) as we can.

This is the FUNCTION of an "effective" Landing Page. You DO NOT give surfers, especially people you've **paid through**

Adwords, 13 other navigation links to browse your site with. Why?

I don't mean to be 'mean' but most people have limited attention spans as it is. Like I said before, left alone without guidance, they'll wander off your home page, then your site and you'll NEVER hear from them again.

And to repeat myself, when that happens you've **just wasted** all your Google Adword time and money for nothing.

A Lead Generation STRATEGY Applied To An Advertising System

So we compensate for that situation by employing a DIFFERENT **STRATEGY** and **STRUCTURE** to your landing pages.

What does that really mean or look like you ask? Here are the elements of Highly Effective Landing Pages:

- The page format is easy to read, like a newspaper or magazine **ARTICLE**. Headline, sub headlines, body copy, etc..
- The **Headline** is written so it GRABS the Attention of the reader. It's the **AD** for the AD or rest of the page
- The text or copy is written to address, inform and help them learn **HOW** they can reduce their pain, solve their problem or take the next step in making a decision to call or choose a CPA (you) to help them.
- The text or copy also presents a specific OFFER to your potential client.
- The offer is LOW or NO RISK to the person.
- You offer them something of **VALUE** to them, based on **THEIR PAIN** or accounting related **PROBLEM** or **GOAL** for their

business or taxes (we look at the Google Adwords they searched on to create the offer).

- The 'Something of Value' doesn't have to be free services, it can be **INFORMATION** like a guide, report, checklist, voucher, FAQ or a **PACKAGE** or a Discount or Special Event.
- There is an obvious **CALL TO ACTION** to take advantage of the **OFFER**.
- There are more than one **LOW or NO RISK methods to request** the 'Something of Value' that capture and track who they are.
- The page content is **CONGRUENT** with the Adword **AD** they just clicked on (no **BAIT** and **SWITCH**).
- There is an OPT-IN form or mechanism whereby you **collect or capture** some or all of their contact information in exchange for sending them their 'something of value'.
- There are **No Extra Information Links** on the page that allow or tempt the person to navigate off your page.
- If there are pictures or graphics on the page they specifically support, facilitate or improve the chances of the person taking the desired action and are **NOT PURELY DECORATIVE**. In other words, they are **FUNCTIONAL**.
- If there is **audio or video** on the page, the same as above, they must be functional like the text or copy, not decorative.
- And last but not least, the page content (text, pictures, graphics, audio or video) employs one or more of the 6 Principles of Ethical Persuasion (more on this later) preferably "**social proof**".

I know this may have just sounded like a lot of technical jargon but that's the detail you need

to at least understand and implement to create **Highly Effective Landing Pages.**

And this is why most advertising agencies and even web site development companies who have graphic design people or web programmers build 'decorative' web sites, this is why the pages they build **DON'T WORK** with pay-per-click Google Adword type programs.

Brand Or Image Advertising

Ad agencies, web companies and the like tend to live in the 'a-picture-is-worth-a-thousand-words' world or BRAND or IMAGE advertising.

They use a lot of pictures or 'images' to portray or project, to create a **look or feel**. Slogans, tag lines and cliches are also popular.

As a result, most web sites that use this approach tend to look alike, sound alike and blend together. No one site **stands out** in the mind of a person looking at them all.

Maybe your web site falls into this category, maybe not.

But if you paid an agency or web group to built your site, their web site **strategy** (if you can call it that) was probably 'build-it-and-they-will-come' (usually for a hefty price) resulting in a flash or graphics based site that looks slick.

And as a side note they also don't address HOW to get clients to the web site in the first place (a whole other story).

But the real issue with all this criticism I just leveled at the typical ad agency and web developer is they also don't address the next step in the SYSTEM, which is **what happens now to the people on your site** who've traded their contact information for something of value you've given them.

Your Follow Up Process is Part Three In Your New client Acquisition SYSTEM

Remember the landing page is simply the **SECOND STEP** in a predetermined process that we will call your FUMP or Follow Up Marketing System.

Why do you need a Follow Up Marketing System?

Because unfortunately, in today's fast paced society, people will often think or start in one direction, one project or one train of thought.

Then something or someone else interrupts them, distracts their attention and they focus on that new task, that new priority, that new problem, their screaming child, the new emergency (insert as many of your you own 'life issues' here as you like) until the next 'thing' interrupts that and the cycle starts over.

There Are Fortunes In Follow-Up

Your job as a marketer in general, and a marketer of your accounting firm specifically, is to understand this 'flow of everyday life'.

To know that landing on a web page for 1-2 minutes looking for an accountant may not be the **ONLY PRIORITY** in a person's life at that particular moment.

So understanding this means if they don't respond by **CALLING YOU** right then after landing on your web page, but you've given them 'something of value' in exchange for their contact information, then you must start a follow-up process immediately and continue with that process for days, weeks or months,

pre-building a relationship with that person **BEFORE** they become your client.

Here's what that might look like.

Let's say through Google you've bought the phrase 'Atlanta GA Tax Accountant' because you're a tax accountant who lives in Atlanta.

You've developed a landing page especially for people interested in lowering their taxes.

On the page you offer them a Free Report on:

7 Strategies to Ethically & Legally Lower Your Taxes Before Choosing A CPA To Prepare Your Personal or Business Tax Return.

They are instructed to enter their email address into a form with their first & last name, along with their home phone number, then click on a Submit button.

Behind the scenes an email is immediately and automatically sent to the email address they just gave you.

The subject line in the email mentions the **Legally Lower Your Taxes report.**

The email thanks them for coming to your web site. It acknowledges they are probably busy but tells them it's worth their time to do a little research on **Lowering Your Taxes** before choosing a tax accountant.

Why? Because the accountant you pick will probably end up knowing intimate details of your financial situation, probably more than your spouse might know, so it's critical to **pick the right accountant** to work with & trust with this detailed and personal information.

Then a link is given where the person can click to download the free report or at least view it

online. **You're plan** is for them to read the report and then call you for an appointment.

But being the good marketer, you know that might not ALWAYS happen so your **PRE DESIGNED SYSTEM**, sends another email to them the next day.

It's a simple email. Thanking them again for coming to your web site & downloading the report.

The email mentions if they **had not read** the report yet, they should because on the last page is an offer for a Free 30-Minute Tax Consultation at your office.

When Following Up Always Assume Your New Potential Client Isn't Paying Attention or Has Forgotten To Take The Action You Asked Them To

The email also says if you've **NOT** read the report, the 1st strategy of the 7 Strategies Report is "Using the Cash Method versus the Accrual Method of Accounting"

And it then it goes on briefly about the benefits of each and suggests if you have any questions you can call your office where someone is available to answer you.

There may be other aspects of the email but the important thing is the next day or even two days later, another email is **automatically** sent.

Similar to the previous email, it refers back to the previous email. Talks about Question #2. Suggests to call and so on.

The following day you or a person from your office calls the same person on the phone

number that was given when he or she requested the report.

Either in person or by leaving a message, you offer to mail them a Free CD with some Case Studies of your clients and how you helped them solve their problems by doing their bookkeeping and accounting work.

If it's a message that's left, you give them a special number to call to leave their address so the CD can be mailed to them.

Here's The Key To The Follow Up Marketing Process I Just Described

Now I'll stop here and tell you this. The above is just an example. The details can change.

What's offered can be different. The information you collect from these people is up to you.

The timing of the emails, the content of the mailings, the phone calls and the length and number of 'efforts' in your follow-up process are **not set in stone** or there's NO right answer (although I can give you very educated and well tested starting points for each one).

The key is that you **HAVE** a FOLLOW-UP Process. That it is predefined. Thought out before hand.

And that it is executed consistently, not haphazardly. Done automatically, not episodically or when you or Suzie or your spouse feels like it.

It is done whether Suzie comes into work today or not. Whether you're in the office or not.

Because if done consistently and properly, you'll be ONE OF THE FEW if the **ONLY**

accountant DOING ANY KIND of follow up like this where you live.

And your potential new clients will notice. They'll read, listen or watch what you send them. Maybe not all of them. But some number of them will FEEL like you really care about their accounting or financial health.

Some number of them will THINK that they've put off whatever accounting issue they or their family has for long enough.

Some number of them will, in the middle of work or cooking dinner or working out or playing with the grandchildren, they will REMEMBER 'that accountant/CPA' who sent them, emailed them, called them about their accounting pain or problem.

And they will **pick up the phone and CALL** you (or email you or your office OR go online to your web page to schedule an appointment).

Becoming A Believer In Marketing Systems

I'll share a secret with you. When it starts to happen, when people start to call your office from this system you've built, you'll be amazed.

You'll think back to right now. When you were reading a Special Report of your own. This one.

Thinking to yourself, "*I'm not really sure I understand all this or that it will truly work with people in my city or town*".

But you'll say to yourself, "Something about it feels right. I believe the overall concept even if I don't get all the details".

And you'll realize that this report and the way you requested it are just like what you've just read.

Months later, as you see the results, as you see the calls and appointments turn into **REAL CLIENTS** in your firm's office, it will start to sink in.

These numbers, these Adword phrases, these clicks and landing pages and offers and other **tools and systems** (that you'll soon learn more about if you take the next step), they will all start to make sense.

It will be like fitting the pieces together of a big puzzle that didn't look like anything in the beginning.

And as the calls turn into appointments, and the appointments turn into clients, and the clients turn into revenue and dollars on your income statement and in your bank account, that's when you'll lean back in your chair, smile and realize that you've become a Marketer.

Systems Are What Set You Apart In A Chaotic & Competitive Business World

Most businesses don't systematize a follow up process for their potential new customers and clients.

Most accountants don't systematize a follow up process for their potential new clients.

The ones that do tend to attract MORE THAN THEIR FAIR SHARE of new clients to their accounting firms, compared to their accounting peers (as well as RETAIN their clients).

Their appointment calendar is typically full. The revenues their firm generates is consistent and steady. Their ability to generate consistent

profits gives them a higher level of confidence in their life.

But investing in and building systems takes commitment, time and an investment of money. How much money you ask? Good question. And I'll answer it with a question.

How much is a new client worth to you and your firm?

Because the answer to that question is the answer to how much you pay for the systems to acquire, keep and maintain a new client.

What's The Average Lifetime Value of an Accounting Client For YOUR firm?

If you're a member of the Troy Patton's Coach Patton Inner Circle practice building group then you already (should) know this number.

Let's say you look at your production for the last 5 years. You calculate that on average, your yearly revenue per client is \$3600 (12 months x \$300/month). And on average, a clients stays with you for 5 years.

Doing the math, your average lifetime value of a client is 5 x \$3600 equaling \$18,000. So the question becomes what amount of money would you INVEST in order to bring back \$18,000 in revenue?

Notice I use the word INVEST, not PAY.

That's because when you invest, by definition, you are looking for a RETURN on your investment. Your ROI.

So let's pretend you are going to create a Google Adword program to create a steady flow of new clients from the Internet.

And between you or a marketing company that sets up the program, you are able to generate potential clients **calling for appointments** for \$80 each.

And for every 5 appointments that are set, 4 of them turn into new clients that over time, meet or exceed the average revenue per client.

Doing the math once again, 5 appointment times \$80 each equals \$400 spent. And 4 new clients come from the \$400 so \$400 divided by 4 equals \$100.

The **\$100** is your marketing cost for that new clients. Is it worth spending...oops, I mean INVESTING, \$100 if you know, on average, your Investment will yield \$3,600 in year 1 and \$18,000 after 5 years, of total revenue?

If your answer is YES, then you may decide to test a Google Adword program built around those kind of numbers (which were HIGH / conservative but easy to do the math on).

If your answer is NO, then you either don't test a Google Adword program at those numbers.

OR you look at ways to test the program at smaller investment costs.

Or if you have a higher Lifetime client Value number, say \$30,000, (\$500/mth for 5 yrs) then you may not only create and test an Adword program, but you may be willing to INVEST \$125 or \$175 or \$200 because you know, in the case of a larger accounting & tax client, your client revenue will be much higher.

And other BIG accounting firms are probably **spending larger sums of money** going after these high value clients, and to compete you may have to invest a little more also.

Are You Interested In Taking The Next Step To Generating New Client Flow using Google Adwords?

See the advertisement below? Follow the instructions. **Also watch your EMAIL for a follow up report that explains the details on SETTING UP your Follow Up SYSTEM.**

Jeff Bell - The Marketing Doctor

Special Offer For Accountants & CPAs FREE 25-Minute Consultation

on your Current Google Adword / Internet Advertising Program OR Answers & Advice To Questions You Have Related to USING GOOGLE & The Internet for **Marketing Your Accounting Firm** with our private marketing consultant, Jeff Bell - The Marketing Dr.

Call my voice message line at 317-674-3335 and give me a detailed message about your firm and how you want to or are using Google to generate clients for your practice.

I'll return your call we will set up a date and time to talk. On the call I'll answer your questions & record the call & send you and MP3 for you to listen to and review later if you want to begin finding new clients using Google Adwords as an additional Advertising Tool as part of your accounting firm marketing plan.