

How To Attract New
Accounting Leads & Convert
Them to Clients WITHOUT
Having Them Enter Your
Marketing System

Jeff Bell – The Marketing Doctor

www.MyNewCPA.com

jeffbell@mynewcpa.com | 317-674-3335

Paul Sullivan CPA - Phone Call

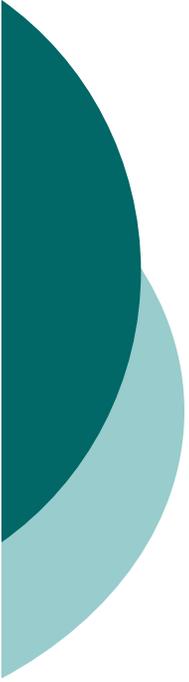
○ "I went on an appointment this week. This was a guy (business owner) that had **called in** to our office. At the meeting he became a client, **he handed me a check for \$1,200** and he'll spend **\$7,000** with us this year."



Paul Sullivan CPA Phone Call



"He just found us ONLINE and saw our GOOGLE REVEIWS and that was enough for him to pick up the phone, call us and subsequently hire us as their new accounting firm."



Paul Has SOCIAL PROOF

What is Social Proof?

- Social Proof is psychological principle that says people will take **signals and indicators** from others around them as a means to take shortcuts to **MAKE A DECISION**



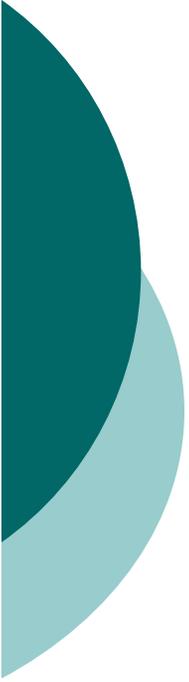
Examples of SOCIAL PROOF

- Shills buying the 1st item at a presentation or event.
- Laugh Tracks on TV shows.
- Bartenders 'salting' the Tip Jar to encourage others to tip them.
- Church ushers 'salting' the collection plate with money to encourage to give.



Examples of SOCIAL PROOF

- **GOOGLE REVIEWS**
- Online testimonials of clients talking about how much they like Paul, his company or his staff
- Insider Pages, YELP, Angie's List
- RISK is you get the good and the bad
- Can PICK who you encourage...



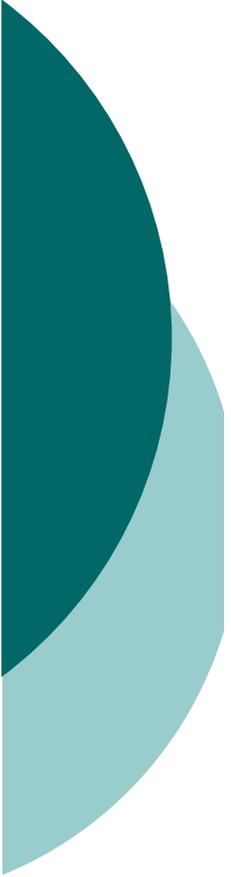
Examples of SOCIAL PROOF

- **LINKEDIN Business Profile**
- GOOD: # of *Connections*
- BETTER: # of Endorsements
- BEST: # of **Recommendations**



How To Generate Social Proof

- ASK
- In Your Monthly eNewsletter
- In Your EMAILS with CLIENTS
- After Appointments
- After Taxes
- After ANYTHING



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