

Chris, If You Are Interested In **SELLING** **Your Accounting Practice** Then I Might Be Interested In **BUYING** It...

Chris Smith, CPA
1234 Maple Ave, Ste 567
Cherrywood, IN 46464

Dear Chris,

Right after tax season is when most accountants who have been in the business for any amount of time consider **SELLING** their practice.

For whatever reason: the grind, the hours, your spouse, boredom, nearing retirement or some other business or personal motivation, if this is you then I would be interested in *talking confidentially* with you.

My name is John Doe, CPA and I live and practice here in town. I am looking to grow my practice through an acquisition or merger. We do typical monthly accounting/bookkeeping for small businesses, 1040 work as well as some investment services for our affluent clients.

If you are interested in selling all or part of your practice now or in the next couple years, please give me a call. I would be happy to talk or meet with you privately. My number is 317-713-1244 and you can find out more about me online at www.mynewcpa.com or email me at johndoe@mynewcpa.com

Regards,

John Doe, CPA

PS. If you have no interest whatsoever in selling but happen to know another accountant who does, feel free to pass this letter along to them...

IF YOU ARE INTERESTED IN
SELLING
YOUR ACCOUNTING PRACTICE

I MIGHT BE INTERESTED IN
BUYING IT

My name is John Doe, CPA and I live and practice here in town. **I am looking to grow my practice through an acquisition or merger.** So if you are interested in selling all or part of your practice now or in the next couple years, please give me a call. **I would be happy to talk or meet with you confidentially.** My number is 317-713-1244 and you can find me online at www.mynewcpa.com

John Doe, CPA
PO BOX 267
Noblesville, IN 46061



Regards, John Doe, CPA

Alternate Call Script (A) for Business Client Appointments [Free Report Fallback After a NO]

We're a local Accounting/CPA firm servicing businesses just like yours. We recently sent you a mailing on the new Hire and Wage tax laws that could mean a refund for your business.

I would like to see if we may discuss with you your accounting and tax needs. We would come to meet with you at your place of business.

If NO then say, " If there's ever a question in the back of your mind that you may not be getting all the service and support you're paying for from your current accountant, we have a FREE Report I can send you called the Top 20 Questions You Should Ask Before Hiring Your Next Accountant or CPA. If you would give me your email address I can email it to you..."

Alternate Call Script (B) for Business Client Appointments [Free Report Lead In]

We're a local Accounting/CPA firm servicing _____ businesses just like yours. We have 3 Free Reports we're sending out to all the local _____ and wanted to see if we could get you your copy. They are:

- **3 Strategies** to Effectively Handle Your Small Business Bookkeeping & Accounting Needs
- **7 Quickbooks Mistakes** Business Owners Make & How to Avoid Them
- The **Top 20 Questions** You Should Ask Before Hiring Your Next Accountant or CPA.

If you would give me your email address I can email any one to you or a link where you can download all 3 if you like...?

**Alternate Call Script (C) for Business Client Appointments
[ObamaCare Lead In]**

We're a local Accounting/CPA firm servicing _____ businesses just like yours and we've put together a special report on how **ObamaCare will impact your business healthcare & insurance costs for you and your employees** here in 2013 and the next 3-4 years.

We can go over the report findings with you in one of 2 ways:

The first is a lunch-and-learn session coming up on _____ day at noon at _____ where we will eat lunch and take 30-40 minutes to go over the report.

Or someone from our staff can deliver it to you and walk you through it at your business, again only taking 30-40 minutes with you.

Which one would you be more interested in?

Bob, quick Survey - did your Accountant or CPA do a **Poor** job, **Average** job or **Great** job with your Accounting & Bookkeeping last year or During Tax Time this year?

May 1, 2013

Bob Bell – Owner
ACME Business Parts
1234 Maple Ln
Noblesville, IN 46060

Dear Bob,

As a business owner you know right after tax season whether or not your accountant or CPA did a good job for you last year & during tax season.

Either they neglected you last year and didn't help your business OR they did an okay job, just enough to get your books done and keep you guys going OR they were really good, on-time with reports & financials and helped you grow in 2012.

I am sincerely interested in how they did (or did not) help you last year because I am looking to bring on good clients like yourself to do a GREAT job being their accountant here in 2013.

If you're happy with who or what you've got right now that is great. BUT if you are not satisfied or think you might want to change accountants this might be the right time to consider your options.

Either way if you would fill out the survey below and **put it in the mail** (stamped envelope enclosed) to me or **fax** it to me at **317-713-1244** I would greatly appreciate it.

Quick Survey – Check any that apply:

- my spouse does my accounting so I'm always "happy" with the results (wink...),
- I have been with our accountant for ___ years and what they give us is okay for now,
- our accountant has struggled to keep us up to date and accurate, might want to talk,
- we've had problems with our accountant for some time so please give me a call at _____ or email at _____ to talk
- had to go into witness protection so please take me off your mailing list,
- we won the lottery and I've gone on spending spree, I will call you soon,
- I am not using an accountant or bookkeeper anymore because I've decided not to pay the government any more taxes, they can come and get me if they want them...

Thanks in advance for your time!

Regards, John Doe, CPA