



# Grow Your Practice In 5 Days

## DAY 3 - TUTORIAL #6

### ONE PAGE ACTION PLAN

#### #6: MONTHLY PRINTED NEWSLETTER

**STEP 1:** Understand that a monthly printed newsletter helps you take advantage of the phenomenon we call **'The Moving Parade'**. Potential clients are highly unlikely to look for a new accountant if they are happy with their existing one. But when their circumstances change (for a multitude of reasons), you need to be there for them! This repetitive monthly contact, in the guise of your newsletter, is the key to getting lucky with your timing!

**STEP 2:** Create your newsletter based on the following **7 RULES...**

**Rule 1:** Whilst an 8-page newsletter is the best size, just start with 4 pages. This will ensure you can produce it each month without it becoming a mill stone around your neck.

**Rule 2:** Your newsletter needs a great title. Calling it 'The Accountant' or 'Tax Matters', for example is a complete turn off for people. Give it a name that makes people think 'this looks interesting, I wonder what it's all about'.

**Rule 3:** The content must be about how your business clients can improve their business. As I said earlier don't fill it with accounting and tax advice. Sure you can use a small amount of space for updates but don't overwhelm the newsletter with technical stuff. Your readers don't care about this.



The Moving Parade – your potential clients are constantly moving in and out of 'buying mode'. Your monthly printed newsletter helps you get 'lucky' with your timing!

**Rule 4:** Don't be frightened to give them a lot of the detail. Giving great content is key to getting readership and for establishing you as an expert.

**Rule 5:** To improve reader involvement use puzzles, cryptic questions, and funny stuff, like cartoons.

**Rule 6:** Don't put your newsletter in a normal envelope. Put it in a clear polythene envelope.

**Rule 7:** Your newsletter should be mailed the good old fashioned way, rather than emailed. It's tempting to use email, because of the cost saving, but your results explode when you mail it.

Your Monthly Printed Newsletter – One of the most powerful tools in your marketing arsenal!

