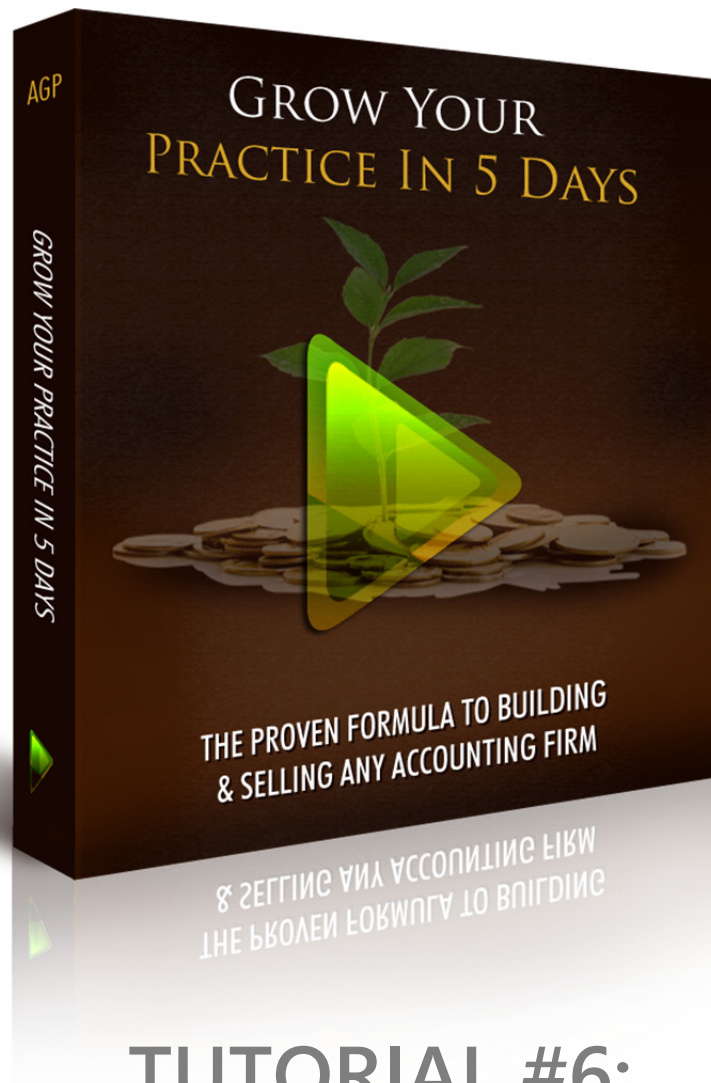


# TRANSCRIPT

**DAY 3**



## TUTORIAL #6: MONTHLY PRINTED NEWSLETTER



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# Monthly Printed Newsletter

Hello and welcome to video 6 of our “Grow Your Practice in 5 days” training course.

This next strategy is perfect for your PRIME targets and your existing business clients..

We learned a long time ago that one of the best ways to get new clients and keep existing ones happy, is by offering a printed monthly newsletter.

There are many reasons why a monthly printed newsletter works so well, especially when it's created the right way, which we'll discuss shortly, but without a doubt, the biggest reason for its success is because it helps you take advantage of a phenomenon we call 'The Moving Parade'.

So what is 'The Moving Parade' and how can you use it to your advantage?

Selling any product or service is all about timing. Just because someone isn't interested in buying the product or service today, it doesn't mean they aren't going to be interested tomorrow.

That is in essence what 'The Moving Parade' is all about. Let me explain this in more detail...

Let's say that at the moment you're really happy with your car. You've got no intention of changing it. Therefore every advert, every mailing or any contact you have with a car dealer or car manufacturer is wasted on you.

Letters go in the bin without a second thought. You pick up your newspaper when the adverts come on TV. You simply aren't interested. And nothing will prompt you at this stage to even consider changing your car.

However, three months later your circumstances have changed. You need to do more travelling, and so you decide it's time to look for a more suitable car.



Now every mailing, advert, or communication to do with cars is instantly given attention by you. You're 'in the market' for a new car and you develop an insatiable appetite to find out as much as you can about the cars which would suit you best.

Now, this happens all day, every day, as people buy products and services, even with people buying accountancy and CPA services.

If you don't keep in touch regularly with your prospects (and clients) you'll never get 'lucky' with the timing as people move in and out of the market, depending on changing circumstances.

Remember, you have no way of knowing when a prospect's circumstances are about to change. It could be an unexpected bill or a missed deadline. It could be an unsatisfactory resolution to a problem or just a mistake. It could even be just a culmination of a small number of things that cause frustration. But no matter what the circumstance, you have to give yourself the best chance of getting the call.

The only way to do that is to get your firm's name in front of them at regular intervals throughout the year. That's the only way we know how to get 'lucky'. But it really does work!

By keeping in contact EVERY month the chance that you will hit the prospect at the right time is increased dramatically.

Understanding The Moving Parade is one of the most important things you can learn when growing your accountancy or CPA firm. The Moving Parade is such an important phenomenon that you have to use it to your advantage.

That obviously means you need a powerful marketing tool to send to your PRIME Targets each month. The best marketing tool is a well-constructed monthly printed newsletter.

Now you may already have a newsletter service, and whilst we applaud this, your clients and potential clients DO NOT want to know about accounting and financial things.

Because, well... It's boring.



It turns them off

...and ultimately your hard-earned money is wasted.

Instead, they want to read about interesting strategies which they can apply to their own business ...quickly and easily.

Business strategies that have an immediate effect on their bottom-line.

They want to know how to make their business better!

As you can imagine, like many successful approaches, there is an 'art' and 'science' to a great monthly newsletter...

Get the mix of the correct ingredients just right ...and you will have a terrific way to get *more* fees from existing clients AND acquire new ones too.

But this isn't some recipe you can rush or throw together in a haphazard way.

Having said that, there are a few proven rules which make producing a monthly printed newsletter easier and ensure it achieves the desired result...

First, 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.

Second, 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'.

Third, 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.



Fourth, don't be frightened to give them a lot of the detail. This is something many people are worried about. But believe us, giving great content is key to getting readership and for establishing you as an expert.

Fifth, to improve reader involvement use puzzles, cryptic questions, and funny stuff, like cartoons. All these things humanise your firm and get the recipients actively engaged in your newsletter which leads to better results.

Sixth, don't put your newsletter in a normal envelope. Put it in a clear polythene envelope. As long as your newsletter title and the articles are appealing – you'll significantly increase the likelihood of it being opened, read and acted upon.

And finally, 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.

By way of example, here's the front page of the monthly newsletter we create and produce for our members. It's called 'The Business Builder' and our design studio create the newsletter in the branding and colours of each member. We write the newsletter each month so it's done for them and ready to go. All members have to do is print it and mail it to their PRIME Targets and existing business clients.

Its eight pages are packed full of hard-hitting business tips and advice which your clients and prospects will love. So with little effort from you, your expert status will be *even more* elevated in their eyes.

Whatever you do, don't underestimate the power of having a monthly newsletter. Not only will it help you attract many more PRIME clients to your firm, it will also help you retain and maximise fee income from existing clients.

So let's recap...

Here are the key learning points from this fourth tutorial...

1. First... To take advantage of the phenomenon we call 'The Moving Parade' you need to contact your PRIME Targets and existing clients every month.



2. Second... The best marketing tool to use to send to your PRIME Targets and clients is your own monthly printed newsletter. Created correctly, it will attract your PRIME Targets to your firm and help you retain and maximise fee income from existing clients.
3. And third, to remove the time and hassle out of creating and writing your own monthly newsletter, you can take the short-cut and let us do it for you by joining the Accountants growth Programme.

Now please turn to the 'One Page Action Plan' that accompanies this tutorial and start putting together your monthly printed newsletter.

## LOOKING TO **ACCELERATE** THE GROWTH OF YOUR FIRM?

If you want an **EASIER** way to acquire more of the right type of clients at the **RIGHT** fee, where everything is either done-for you or ready-to-go, then the *Accountants Growth Programme* could be for you. To find out if you qualify, click on the link below to watch this short 5 minute video...

<http://www.academyforgrowth.co.uk/pages/agp-video/>

