

The Marketing Machine[®]

Systematic Lead Generation & Predictable Sales



The One Main Thing
for Business Survival and Growth

THE ONE MAIN THING FOR YOUR ACCOUNTING PRACTICE'S SURVIVAL AND GROWTH

JUST WHAT IS "THE ONE MAIN THING" YOU ASK?

The simple answer is: "Clients."

But, you know this is too simple, right? So maybe a better answer is "*Good* Clients."

Wait! That implies that all clients aren't created equal! So what makes some clients better than others?

Good clients are usually repeat buyers who account for enough revenue over time to make the relationship profitable.

So, now ***The One Main Thing*** for a successful practice might be defined as being able to consistently generate and keep more of these "profitable" clients.

Even better would be how to recognize potentially profitable clients at the outset so their expectations would be not only met, but exceeded, and they would be looking forward to expanding the relationship.

Sounds logical, doesn't it?

THEN WHY IS IT SO HARD TO ACTUALLY FIND PROFITABLE CLIENTS?

The sad truth is, many businesses without a marketing department find it challenging to focus on just One Main Thing.

Instead, they find themselves bombarded with a stream of different marketing ideas from different marketing vendors.

They may pick up and even try tactics that sound easy and appear to be working successfully for others. But the bits and

pieces don't seem to work consistently for them. And more ideas and templates appear nearly every day! (One rule of thumb you already know as a business owner: If it sounds easy, it isn't!)

As business owners ourselves, we face these same challenges. But after years of working with professional service providers, we feel we've figured out a way to manage that focus.

THE ONE MAIN THING IS ACTUALLY A PROCESS.

Yes, **the one main thing is actually a five-step process.** It's a process that can be, and should be, repeated. And it leads every time to the profitable clients you're looking for!

Here it is:

1. Collect names of clients

Just last week we were talking with a home repair service owner who wanted to discuss marketing. But within the first two minutes he admitted, somewhat shamefacedly, that he didn't really keep any customer records. That put the brakes on the conversation.

As a professional accountant, you have an advantage when it comes to record-keeping. We'll assume you're good on step 1. So let's keep this conversation going!

2. Add details and organize the client list

Capturing names is one thing. But we're not talking here about your mailing list. Rather, we're talking about building a **marketing database**. Basically, the more you know about your clients, the better job you'll be able to do in finding and focusing on the profitable ones.

It takes time, effort and costs to collect and maintain these marketing details, and sometimes this catches business

owners by surprise. For the purposes of this report, though, it's enough to know that personal as well as sales details about your clients become the "magic ingredients" for marketing. Unfortunately, these details are what most professionals find convenient to overlook!

3. **Group clients on the list by building "profiles"**

This is actually the fun part. Once you have enough details, you can group clients into logical subsets and create a "profile" of that client. You probably already have a rough idea of the different types of clients you serve. Step 3 approaches this study more systematically. You may find it an eye-opener.

4. **Identify the profitable groups**

A simple math exercise. Again, you may already have an idea. But we can tell you that most business owners are not entirely accurate when they try to identify profitable client subgroups without having built the profiles of step 3.

5. **Communicate with clients in the profitable groups**

Here's where your work starts to pay off. Here's where you can select marketing strategies and tactics that have a much better chance of succeeding!

For example, with an ideal client profile clearly in mind, you may decide to use surveys to ask questions, promotions to "test" response, and programs to encourage and reward referrals and loyalty. Thanks to the data you've assembled, you will know **just what this group wants** and you'll be able to speak to them in **just the right language**. And these efforts will work for existing or for potential "ideal clients."

YOUR MARKETING PLAN IS UNIQUE.

The “ideal client profile” for **your** practice will differ from the profile of the practice down the street. It will differ from the profile of the leading practice in town.

Your “ideal client profile” is unique to your style and your business!

This is why a “one size fits all” marketing plan is usually a big disappointment. And it’s also why trying just one or another marketing tactic can be a huge waste of time and money.

The One Main Thing to re-charge YOUR practice is based on what you do best and what you’ve already done successfully!

When you follow the steps in this report you’ll discover and take advantage of the value you’ve already built into your practice. You’ll have the basis for a marketing path to run on that you’ll feel comfortable with. And you’ll have positioned yourself as the one in charge.

We think you’ll find having One Main Thing to focus on will greatly simplify your life. We look forward to hearing that it has!

FROM THE AUTHORS



Joe Krueger & Virginia Nicols

Dear Professional,

If what you have read in this short report makes sense, we invite you to find out more about what we consider the next logical step: It’s a three-part course that expands on the principles laid out here in The One Main Thing.

We'll send you additional details in a follow-up email.

In the meanwhile, here's a bit more about us, and our history.

First, three questions:

- Is finding new clients an ongoing challenge for you?
- How about keeping the clients you have?
- Do you have questions about using the internet as another marketing avenue?

We think you'll find The Marketing Machine® to have the answers you're looking for. We are direct marketing specialists with over 30 years' experience and credentials deeply rooted in the financial services industry.

For over three decades we have worked with businesses of all types, from small practices to, at the other end of the spectrum, national and international companies in the Fortune 500.

At last count, The Marketing Machine® has been responsible for over \$4.5 billion of products and services, and won more than a few awards, using all aspects of marketing: email marketing, advertising, direct mail, public relations, websites, reputation management, social media – the list goes on.

And if you have questions about any of this, don't hesitate to [contact us directly](#). We're eager to find out more about your practice and the challenges you face – and to steer you in the proven direction for solutions.

Joseph Krueger & Virginia Nicols

The Marketing Machine®