

Ready Set BOOM

Ignite Your Growth in 2015

A lot of accounting firms in this country are flat lining or in decline. Their fee growth has stalled and they have an ageing client base, their referrals have dried up and they are leaking fees through clients retiring, selling their businesses and natural attrition. By contrast, a small percentage of firms are experiencing phenomenal growth.

If you're looking to grow your practice, rejuvenate your ageing client base and re-ignite your referral engines we invite you to join us at the **Ready Set BOOM** seminar. We'll reveal the breakthrough marketing strategies of the fastest growing accounting firms in this country and show you the marketing techniques that are helping them attract more clients. These aren't just ANY type of client, these are their ideal type of clients who are paying the RIGHT fees.

At this seminar you'll see the tools these firms are using and we'll lift the lid on a suburban firm's website that has generated more than \$100k of new business every year for the past three years. We'll share with you the secrets to building a website that generates the volume and quality of enquiries you've always dreamt of. You'll walk away with a copy of our 'winning website formula' that is the website blueprint used by a sole practitioner who generated a record 23 new business clients in a month and 168 new clients in the 2014 calendar year. Their website works on auto-pilot, 24 hours a day, 7 days a week.

This is no 'sun tan' seminar where the ideas last a few days then fade. These strategies, tools and techniques will help you build your own marketing system that will deliver a constant flow of enquiries, leads and new clients for years to come. On the day you will discover the '7 Gears of Growth' that are driving the marketing engines of these firms. You'll see why growing your accounting practice isn't about

getting lucky or just hoping satisfied clients will refer new clients. It's all about using proven formulas and techniques and then applying them using an automated system. If you attend this event you will be at the cutting edge of every marketing tactic that's working for accounting firms in Australia. In fact, this seminar will give you a serious competitive edge.

A word of warning, don't waste your time and money if you are looking for a 'marketing silver bullet' or have a track record of failing to implement. This event is strictly for committed, pro-active and ambitious accountants looking to grow their firm in 2015. We'll show you how to shift your marketing from neutral into top gear using online searches and content marketing. It doesn't matter if you're a sole practitioner or four partner firm, these strategies and systems work.

If you're looking to acquire new clients every week and generate tens of thousands of dollars of recurring fees every year, you can't afford to miss this event. If your practice has stalled or worse, is in reverse, I urge you to drop everything to attend. These marketing strategies, tools and tactics could be the difference between boom and doom for your accounting firm in 2015. To register online go to:

<http://www.trybooking.com/GGNF> or you can complete the attached registration form.



At the **READY SET BOOM** Seminar you'll Discover:

- The #1 Way to Fast Track Your Growth in 2015
- The 7 'Gears of Growth' Used by the Fastest Growing Accounting Firms in Australia
- How to Turn Your Website into a Marketing Machine that runs on Auto-Pilot
- The Tools, Tactics and Techniques being used to Rejuvenate an Ageing Client Base
- How to Attract More of Your Ideal Type of Client
- How to Re-Ignite Your Referral Engines
- The Lead Generation Website Formula
- Why Video must be a part of Your Marketing Machine in 2015
- The Online Marketing Strategies that are the Difference between BOOM and DOOM for accountants.

"Our website has produced spectacular results in the last two years. In 2014 the website generated more than \$150k of new business and we are already on track for a similar result in 2015. I have no doubt that it has also helped us to convert a number of leads and referrals into clients. Apart from being a lead magnet, the website serves as our marketing hub. The back end of the site is used to manage our email marketing campaigns and distribute our client newsletters. The analytics are cutting edge and it has given us a real edge".

Paul Dobson – Principal
SBG Accountants & Business Advisors



How to Turbo Charge Your Growth & Profits in 2015

Ready Set BOOM

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GST Disguised the Need for Marketing

The introduction of GST in this country has kept most accounting firms busy for years. However, for accountants it also disguised the need for marketing. In 2015 we find a lot of firms have an ageing client base which is a ticking time bomb. These 'old' clients don't refer like their Gen X and Y counterparts and they generally aren't actively involved in starting or buying businesses and investment properties. These 'bread and butter' services have driven growth in small accounting firms for decades. Most importantly, buyers gravitate away from firms with an ageing client base because they fear the fees could disintegrate overnight.

GST also turned a lot of firms into 'compliance sweatshops'. These firms have no real point of difference and with compliance work somewhat commoditized they are losing clients to marketing savvy firms. Clearly, compliance is no longer the 'super glue' that binds you and your clients together. The next generation of business owners expect strategies to grow their business and they want to deal with a pro-active accountant who is in tune with technology. They live online on their mobile devices and their favourite channels include YouTube and Facebook.

GROWING OR SLOWING?

In business, you are either green and growing or you are ripe and rotting. In the digital age, if you keep doing things the same way you are doomed. Traditional marketing methods like letter box drops, sponsorships and advertising in Yellow Pages have served accountants very well in the past but they no longer produce the same results. Radio, television and the local newspaper have also lost their marketing mojo.

The internet has changed our lives and consumers now have instant access to the web via their smart phones. They are very comfortable buying most things online - including accounting services. Despite this massive shift, the majority of accounting firms still don't have a website. Of the firms that do have a website, 90% are simply 'electronic billboards' that list the who, what and where of the firm. They don't generate new clients and most of these firms have also buried their head in the social media sand. Very few have video content or a blog.

While a lot of principals and partners are in denial about the online marketing revolution some smart firms are capitalising on the opportunity. At **Ready Set BOOM** you'll hear from sole practitioners who are consistently generating six figure returns from their website. You'll see how they shifted their marketing focus online and why tactics like

online searches, content marketing and social media have attracted the attention of a younger generation of clients. You'll see samples of their videos and blogs plus get a sneak peek at their website analytics. If your website isn't generating traffic, leads and new clients you can't afford to miss the 'website masterclass' session. You'll walk away with the prized formula that has transformed their websites into marketing magnets plus you'll see exactly how they targeted their niche industries and ideal type of client. To register online go to <http://www.trybooking.com/GGNF> or you can complete the attached registration form.

Is Buying Fees the Answer?

If your fees are flat-lining or in decline it's easy to think buying another practice could be the simple solution. Unfortunately the baby boomers aren't selling as we anticipated and currently in Victoria we have more than 200 registered buyers and only a handful of vendors. This lack of supply has pushed prices up and it's certainly not a quick fix. Not only that, the acquisition strategy can be an expensive and risky option because you might be buying an 'old' fee sensitive client base that could disintegrate in a few years.

It's time to get marketing back on your agenda and at the **Ready Set BOOM** Seminar we will show you how to generate new business from the web, rejuvenate your ageing client base and build a brand that resonates with your ideal type of client. We'll also equip you with the tools to create your 2015 marketing action plan. Most importantly, this event is not a lecture full of marketing theory or hype. Just practical strategies supported by technology and custom built tools that you can apply in your own firm. You won't just get told what you "should do" because we will also show you "how to do it" with some real live client examples. You'll get online demonstrations of a range of tools, systems and software.

At this seminar we will update you on all things digital including the internet and Google, social media, search engine optimisation, digital publishing, video and mobile technology. If you have taken your foot off the marketing pedal in the last few years here's your chance to kick start your marketing engine. Join us on the morning of Monday March 16, 2015 and you'll discover the breakthrough marketing strategies used by the fastest growing firms in this country. Don't procrastinate because seating at the venue is strictly limited to 150 people. Once the last seat is sold via the online system, registrations will close. To register online go to <http://www.trybooking.com/GGNF> or you can complete the attached registration form.

DATE & TIME

Monday 16th March 2015

9.00am - 12.30pm (3.5 Hours CPD)

VENUE

Village Cinemas Crown - Cinema 7

Crown Complex

8 Whiteman St, Southbank VIC 3006

FEE

The fee for each attendee is \$297.

CANCELLATION POLICY

If you cancel before March 6 2015, a cancellation fee of \$55 applies. After March 6 2015, tickets are strictly non-refundable but are transferable.

PRIVACY CLAUSE

P.J. Camm & Associates Pty Ltd (ABN 70 006 977 484) are in the intellectual property, information, product and education business. Accordingly, audio and video recording devices are strictly prohibited at the seminar.

ABOUT YOUR PRESENTER



After starting his career in the Tax Division of a 'Big 6' accounting firm (Arthur Andersen & Co), Pat spent 13 years as a sole practitioner in the South Eastern suburbs of Melbourne.

He is uniquely connected to the profession as a sought after practice mentor and marketing consultant, practice broker and public speaker. Over the years he has addressed thousands of accountants on a range of practice management and marketing topics at various seminars and conferences across the country.

He has built a network of more than 2500 accounting firms in Australia and he understands the issues that confront small to medium sized firms. Pat is constantly monitoring emerging trends in the profession and develops innovative solutions, unique marketing strategies and software tools to help accountants improve their efficiency, profitability and practice value.

Pat's approach is very practical and he is passionate about marketing for accountants. He has authored several best selling books on negative gearing and starting a business in Australia plus published 'The Accountant's Marketing Toolkit' in 2010.

How to Turbo Charge Your Growth & Profits in 2015

Ready Set BOOM

Ignite Your Growth in 2015

REGISTRATION FORM

Please do not fill out this form if you have booked or will book through Try Booking (online booking system).

To register, simply email your completed form to:
admin@pjcammm.com.au or fax to **03 9824 5359**

For any queries please contact:
P.J. Camm & Associates on **03 9824 5300**

FIRM DETAILS

Firm Name _____

Main Contact _____

Postal Address _____

State _____ Postcode _____

Phone _____ Email* _____

**Email address is required to send registration confirmation*

ATTENDEES

Attendee 1 _____ \$ 297.00

Attendee 2 _____ \$ _____

Attendee 3 _____ \$ _____

Attendee 4 _____ \$ _____

Total _____ \$ _____

PAYMENT DETAILS

A tax invoice will be issued separately

CHEQUE

Please make payable to: P.J. Camm & Associates Pty Ltd

Please post to: P.O. Box 127, Darling VIC 3145

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P.J. CAMM
& ASSOCIATES
Helping Accountants Succeed



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