



2020/21 APPLICATION FORM

THE ACCOUNTING FIRM: _____ (the Firm)

MAIN CONTACT PERSON: _____

EMAIL ADDRESS: _____ @ _____

GROSS FEES \$ _____ K NUMBER OF PARTNERS _____ ESTABLISHED _____ EMPLOYEES _____

Main Reason for Joining _____

PREAMBLE

The AAG is a marketing and coaching programme for committed, proactive and ambitious accounting firms. At the hub of the program is the 'Accelerator Website' that is designed to generate leads and new clients. It will distinguish your firm from other Australian accounting firms and you need to complete some tasks to make sure the website performs at its best. The website application form should be read in conjunction with the terms and conditions below.

Please note, if you're simply looking for a website or a marketing 'quick fix', please don't apply. No more than 6 new firms will be accepted into the AAG as part of the 2020/21 intake.

Please understand, Google takes 3 to 6 months to index your content and your results will vary depending on your location (CBD, suburbs or regional town) plus your selected industry niches and the quality of your backlinks and extra content you produce. Typically, your website will start to produce in the back end of year one. Experience tells us it's a snowball effect that builds over time and for that reason we promote the program as a 3-year process and members then have the option to renew annually after that period.

Please take some time to read this document so you are familiar with the terms and conditions associated with the Accountants Accelerator Group (hereafter referred to the 'AAG'.) If you are successful in your membership application this document will constitute the terms and conditions between P J Camm & Associates Pty Ltd and the member firm listed above.

Please note that your application using this form does not guarantee acceptance as a member of the Accountants Accelerator Group (AAG). To apply for membership please read, sign and return the full document to our office.

MEMBERSHIP BENEFITS



	VALUE \$	YEAR 1	YEAR 2	YEAR 3
CURRENT MARKETING REVIEW - Telephone discussions to identify what's working, what's not working and what needs working on including the identification of your niche industries to target.	\$ 550	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DESIGN & DEVELOPMENT OF YOUR ACCELERATOR WEBSITE - exclusive to members of the Accountants Accelerator Group and includes: <ul style="list-style-type: none"> • Animated Videos – Corporate Video • Hundreds of Pages of Content that Targets Business Owners and your Niche Industries and Services • Built In Content Management System • Email Marketing System • Content on 7 Niche Industries & 3 Services • A Range of e-Brochures, Checklists and Niche PDF's • Cutting Edge Analytics including Real Time Visitors • Lead Magnets, Calls to Action and a Blog • Pop Up 'Chat' Box • Lead Magnet - Business Starter Kit – 32 Page e-Book • Lead Magnet – 1 Simple Secret to Growing Your Business 	\$ 20,000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preparation and Distribution of Your QUARTERLY CLIENT NEWSLETTER - The Business Accelerator Magazine. The newsletter is circulated using the email marketing system in the back end of your website and the content is strategically embedded on your website for SEO (search engine optimization) purposes.	\$ 2,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CORPORATE VIDEO - Scripted, Recorded, Edited and Uploaded to your YouTube Channel and Website. This includes your Corporate introduction and outro plus effects.	\$ 1,650	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IMPLEMENTATION COACH – unlimited phone calls and emails to discuss your Marketing Plan to monitor progress and remove any roadblocks.	\$ 2,400	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

24 BLOGS written and uploaded to your website on topics including marketing, websites, SEO, starting a business, growing a business and selling a business.	\$ 2,400	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SOCIAL MEDIA MARKETING – Posting to Company Facebook, Twitter and LinkedIn pages (where you have authorised the Oncord App at the back end of website) for your blog posts and newsletter articles.	\$ 600	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PRIMARY NICHE FOCUS - In depth analysis of your primary niche to identify how to get more traction with that industry and the tools and techniques to use	\$ 1,650	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JUNE TAX PLANNING NEWSLETTER including content on your website and email marketing campaign	\$ 500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
INBOUND LINK ANALYSIS - to identify the back links to build to your website.	\$ 1,100	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ACCESS TO A REFERRAL REWARDS PROGRAM in respect of Client Websites, Asset Finance, Audit Insurance and Mortgage Loans.	\$ 500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TOTAL VALUE		\$33,350	\$9,500	\$9,500
PAYABLE 10 x MONTHLY INSTALMENTS *		\$17,600	\$5,500	\$5,500
*Website hosting fee of \$121 is an additional cost charged monthly. This is a fee paid to a third party for the rental of the website platform that includes the content management, social network posting and email marketing modules.				

PARTICIPATION TERMS & CONDITIONS

These terms and conditions form part of your agreement with P J Camm & Associates Pty Ltd and all references to “us”, “our” and “we” mean P J Camm & Associates Pty Ltd.

1. This Agreement is between the Firm and P J Camm & Associates Pty Ltd (ABN 70 006 977 484) and relates to your participation in the AAG.
2. The AAG is designed as a 3 year program and there are no hold-periods, suspensions or refunds during this period.
3. Member firms have exclusive rights to a designated territory that locks out your competitors in that region. As such, no other member or ex-member of the AAG can have our page content for those suburbs or towns. The territory is specified when we establish your website and includes the suburb or town where your offices are located plus five surrounding suburbs or towns. As such, on termination of your AAG membership you forfeit your exclusive rights to this region and pages linked to these suburbs will be removed from your website.
4. The AAG is essentially a ‘done for you’ marketing program, however, there are a number of action steps you need to complete in the early stages of the program to maximise results. These include, claiming a list of inbound links (that we supply), writing staff profiles (using templates we supply), providing a range of photos including staff headshots, group shots, staged client meetings, reception area, staff meeting, the building etc.
5. As part of the set-up process, where required, you agree to apply for a Google Account (this includes YouTube Channel), Facebook, Twitter and LinkedIn for the firm.
6. Your membership includes recording a corporate video where we provide the script and you attend our offices to record the video footage. We then do the post production work including corporatization of the video. Should you want to do the recording at another venue, we can supply the script but the recording will be at your cost. You can then provide us with the raw footage and we will arrange the post production at our expense.
7. P J Camm & Associates Pty Ltd reserves the right to change, modify or cancel the Program as considered necessary. Any such change will be made in consultation with the Firm.
8. The 2020-21 membership fees are listed below with all payments to be made by Visa, Mastercard or a direct debit authority.
9. Should your credit card expire, you will be required to supply new details that will take you up to the end of the agreed payment period. We reserve the right to suspend your access to the AAG materials including the website until your membership payments are up to date.
10. Any notice of cancellation after the 3 year membership period must be in writing and delivered by email to admin@pjcam.com.au (Voicemail and verbal correspondence do not constitute acceptable cancellation notice). Cancellation notice will be deemed to be the date on which P J Camm & Associates Pty Ltd receives the written notification.
11. On cancellation, the website changes listed at Term #14 must be made within 1 month.
12. Cancellation by mutual agreement - If at any time either the Firm or P J Camm & Associates Pty Ltd believe the AAG Program is no longer serving the needs of the Firm they may initiate a discussion to rectify the situation prior to cancelling membership of the AAG. Initial contact can be by email wherein the Firm or P J Camm & Associates Pty Ltd should detail their beliefs and reasons for such beliefs. A discussion will then occur between the Firm and our representative to resolve any issues and determine resolution. If, after discussion, both parties agree the appropriate resolution is to terminate the agreement, this will take effect at the end of that same month. If the firm’s request for cancellation is due to a lack of leads generated or inadequate return on investment and the website has not been live for an 18 month period, this will not constitute grounds for cancellation.

13. On termination from the AAG, you can retain the website, however, some content is exclusive to AAG members and must be removed from the website. This content remains the intellectual property of P J Camm & Associates Pty Ltd including:
 - a) the animated video on the home page
 - b) the animated marketing video on the marketing services page
 - c) videos where the presenter is, or was, a representative of P J Camm & Associates
 - d) The e-book, 'The 1 Simple Secret to Growing Your Business'
 - e) The Marketing Page under the Services Tab
 - f) The Website Page under the services Tab
 - g) The New Business Starter Kit
14. On termination from the AAG, if the firm wishes to retain the website, the firm is responsible for changing the website skin:
 - a) to remove the subscription box for the Business Accelerator Magazine (newsletter) and
 - b) the subscribe box to the e-book, 'The 1 Simple Secret to Growing Your Business'.
 - c) You can consult directly with the graphic designer for these changes (Kirsten Driscoll from Ashik Studio - kirsten@ashikostudio.com Mobile 0403 438 561)
15. No part of the AAG or the program materials may be copied, modified, licensed, published, transmitted, distributed, uploaded, broadcast, sold or otherwise transferred without our prior written consent.
16. No content produced by P J Camm & Associates for the website can be copied or transferred to another website or domain name with the exception of the staff profiles, blogs and videos you and your staff recorded.
17. All material relating to the Program is subject to copyright and other intellectual property rights. The copyright in all such materials remains the property of their owners and may not be recorded, used or reproduced, without the written permission of the copyright owner. You agree not, at any time, to do anything that would infringe the intellectual property rights in such materials.
18. Successful applicants to the AAG will be notified within one month of application.
19. The Firm agrees to the schedule of membership benefits listed on Pages 2 & 3 of this application.

YES, I wish to apply for membership of the Accountants Accelerator Group

AGREEMENT SECTION

By entering into this agreement you agree to abide by the terms and conditions as set out above. It shall be governed by the laws of the state of Victoria. If any provision of this Agreement shall be deemed invalid, that provision shall be excised to the extent of its invalidity and the remaining provisions shall remain intact.

I have read, understand and agree to the above participation agreement.

Signature: _____

Name: _____

Date: ____ / ____ / 20

