

# How to 'Buy' Accounting Fees the Easy Way

If you're looking to buy accounting fees in Victoria here's something you probably don't want to hear - take a ticket and join the long queue of buyers! The current demand for accounting fees in Victoria is at an all time high (we have more than 250 registered buyers) while supply remains low. The baby boomers are hanging on longer than anyone expected and as you know, when demand outstrips supply, prices rise. While buying fees can be a quick fix there's an alternative ... it's called marketing.

The vast majority of buyers are in the Melbourne metropolitan area and we only have a handful of practices for sale. There are loads of frustrated buyers out there who can't even get an appointment to meet with a vendor and they keep asking, "What can I do to jump the queue and get to meet with a vendor?" Some buyers think paying a premium is the answer but think again. Impatient buyers are prepared to buy any practice but when the charge out rate, chemistry and culture are not in sync they are buying trouble. These deals often end up in tears (and a solicitor's office.)

My advice to hungry buyers is this - Before you invest several hundred thousand dollars in someone else's accounting practice consider investing in your own firm first. Don't get me wrong, there are plenty of scenarios where buying fees makes good business sense. For example, you might need an injection of fees to lock in a young-gun who wants to take equity now or they will leave the firm. You might have your financial planning division humming along and need a fresh client base to mine. However, the vast majority of buyers are in the market because their practice has stalled.



They are spinning on their wheels going nowhere and their ageing client base has caught up with them.

These firms stopped marketing years ago because the GST tax system made them busy. However, their ageing clients are now selling their businesses, retiring or leaving to join another firm who offer services beyond compliance. Natural attrition is also taking its toll but the fact is, these firms stopped marketing years ago. Basically, the GST disguised the need for firms to market their services.

## A Dog With Fleas?

Buying a fee base from a retiring practitioner can be trouble for several reasons. You might be buying a fee base with precisely the same issues - an ageing client base with declining fees and profitability. It can be a recipe for disaster because in a few years that fee base could be at the same crossroad you are at right now. The ageing client base issue is an epidemic in the profession and paying top dollar for an 'old' client base where the majority of the top clients are aged over 55 will come back to bite you. You might also be trying to sell that same client base in 5 to 7 years time when the baby boomers have flooded the market with practices for sale. The economics of supply and demand mean you could be buying at the top of the market in 2015 and selling at the other end in 2020.

Let's face it, marketing should never be taken off the agenda and lot of firms are paying the price for their complacency. Being a process means it requires planning and should be ongoing. It's not something you switch on and off. Having said that, some marketing tactics can be activated and deactivated like Google and Facebook advertisements. I spoke with a practitioner recently who told me he hasn't taken on a new client for ten years because he is snowed under. Under interrogation he admitted he had lost of few clients lately and his ageing client base is about to cause serious headaches. The erosion is predictable so you need to prepare - either ramp up your marketing efforts or sell before the rot sets in.

The acquisition strategy is seen as a quick fix but when supply is sparse you need to make sure you have your organic marketing strategy in place. Marketing methods have changed and yellow pages and local paper ads simply don't cut the mustard anymore.



Without an online presence and a focus on niche markets you are fishing for clients with the wrong bait and tackle.

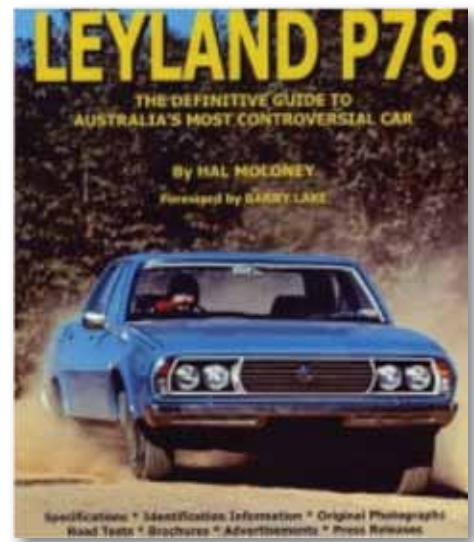
If you're looking to grow your practice but your marketing engine has stalled, your referrals have slowed or you have an ageing client base ... join me at the Ready Set Boom Seminar on March 16, 2015 where I will put some of the fastest growing accounting firms in this country under the microscope. You'll learn their marketing secrets and see what tools they are using to win more referrals and why they are winning more of their 'ideal' type of client. You'll also see how they are regenerating their client base with younger business owners.

At this morning seminar in Melbourne, I will dismantle the components of an accountant's marketing 'machine' and strip down the engine of a website that consistently generates more than \$100k of new business every year for a suburban Melbourne accounting firm. It doesn't matter if you're a sole practitioner or a four partner firm, the content of this seminar could give you a serious competitive edge. Don't waste your time attending if you are searching 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 and attract quality SME clients. Spend a morning working on your business on March 16 and for more information visit our website and a registration form is included in this newsletter.

**Pat Camm**



# THE LEYLAND P76 ACCOUNTANT



For accountants, owning a poor performing website is like owning the infamous Leyland P76 car. For those not old enough to remember, this was the car that the 1970's Prime Minister, Gough Whitlam referred to as a "dud" and the car Bill Hayden famously called a "lemon".

Accountants often call me in to review and assess the performance of their firm's website. Lately I've noticed a theme with comments like, "But it cost us \$12,000 to build five years ago so we can't just throw it in the bin". Well, I'm sorry to say, but having a poor performing website is like owning a Leyland P76 car. It doesn't perform, it's unreliable and trying to fix it is like sending good money after bad.

In the last few years website technology has come a long way and pouring money into fixing your 'lemon' of a website is effectively burning money. If you love the look of your existing website but it's not winning new clients, it's time to cut your losses. The primary purpose of your website should be to win new clients, but most accounting firms simply have an 'electronic billboard' website that lists the who, what and where of the firm. The content is shallow and if you purchased an 'off the shelf' website then it's probably full of duplicate content. These websites don't attract traffic and they rarely generate new clients.

A lot of these websites were built using old technology and the decision to restore or rebuild your website is usually a no-brainer. If you love the look of your old, non-performing website you need to understand that you can now buy a picture perfect website skin for just \$75 from sources like [Templatemonster.com](http://Templatemonster.com).

These website templates look fantastic and you can build a website in a fraction of the time it took five years ago. Under the microscope, accountants often confess that they are clinging to their old website design because of the aesthetics or because they feel they need to justify the cost they incurred years ago. I tell them that it's time to focus on what really matters, the return on your investment. If your website isn't generating leads and new clients it's time to park the Leyland P76 in the junk yard.

The members of our Accountants Accelerator Group measure and monitor their website's performance. They know how many visitors they get each day to their website, how many leads it generates each week and they can tell you precisely the new fees it has generated each month. When I quiz Partners and Principals with these billboard type websites they can usually tell me two statistics - the monthly drain on cash flow and the fact that the website has not created a single new client in the last twelve months. By contrast, one of our members recently reported his website had just notched up \$300k of new business in the last 15 months. Another firm reported their website had ticked over more than \$150k of new fees last calendar year which is the third year in a row they have exceeded \$100k of new fees.

If your website is a lemon you might find these results hard to comprehend. You need some education about search engine optimization or SEO. As accountants, you need to treat your website like the technology in your practice - it is an investment not a cost. You can't expect your website to perform when the content is thin on

the ground, it's full of duplicate content and you never add new content to feed the search engines. Websites that perform have blogs, embed their regular newsletter articles, contain videos and educational content that targets their niche markets and ideal type of clients. They are at the hub of the firm's marketing activities and act as a silent sales person working hard to capture leads and prospects 24/7. They give away quality content and educational information in exchange for an email address that lets them build a pipeline of prospects.

If you expect your website to generate \$50k or more of new business every year then it deserves some time and attention. You can't just 'set and forget' because your website will always be a work in progress given the rate of technological change. You also need to keep 'feeding' the search engines more content to improve your page rankings. Ironically, some firms are being held to ransom by their website developers who demand hundreds of dollars to make simple changes to their website. It could be an update to staff profiles or you might want to add some new content. It's outrageous and the moral of the story is you need to take responsibility for your own website. That means you should be able to add your own content including images, videos and a blog.

Currently we have more than 200 firms in a queue willing to pay 'dollar for dollar' (and sometimes more) to buy accounting fees in Victoria. In most cases the buyers are driving a 'Leyland P76' website that simply doesn't perform. It is not being regularly serviced or topped up with fresh content that is the fuel required to drive the search engines. These sites have seized up. Most importantly, any marketing the firm does is at risk because when prospects visit the site it makes a poor first impression.

As you know, in the professional services game you only get one chance to make a good first impression and your website is often the first touch point with a prospective new client.

## The Shipwreck Accounting Firm

While accountants buy fees for different reasons, most are looking for a quick fix to solve their ageing client base issue and arrest the associated decline in fees and profitability. It's easy to sell the website as the 'miracle cure' but the truth is, in the digital age a quality 'lead generation' website is essential. The small percentage of firms that do manage to purchase another practice often think their problems are solved, however, they often find themselves in a deeper hole a few years down the track. They are generally acquiring fees from a baby boomer who is probably selling a client base not dissimilar to theirs. They are often full of baby boomer, ageing clients. They plug the leakage in their practice with another 'boat' that is a mirror image. They don't fix the problem and end up with a shipwreck.

Don't get me wrong, while the acquisition strategy is expensive and carries certain risks, I'm not saying you shouldn't do it. It really needs to be assessed on a case by case basis. You need to do your due diligence on the practice and fees you are buying because ultimately you are buying a database of clients. Don't sign on the dotted line until you know the age profile of the clients otherwise you could be plugging more holes in a leaky boat.

If you're looking to get marketing back on your agenda and build a lead generation website, join us at Ready Set Boom on March 16, 2015. More details and a registration form are in this newsletter.



# 5

# REASONS

# Why Accountants Need To Be Marketing Online

An ageing client base is an epidemic plaguing many accounting firms in this country. If you are looking to rejuvenate your ageing client base then you need to shift your marketing focus online and quick.

The evidence supporting online marketing for accountants is compelling. Surveys show that the 72.9% of Australians are internet users. Of those internet users, 74% of online adults use social media and spend on average 3.2 hours online on social media per day. Increasingly your target market of Gen X and Y business owners are spending more time online which presents a tremendous opportunity for accountants who are looking to rejuvenate their ageing client base.

Here are 5 reasons why online marketing can help regenerate your ageing client base.

## 1) Show your expertise with quality content

In the digital age, 'content is king' and it can be the difference between boom and doom for accountants looking to attract Gen X and Y clients. Prospects searching the internet crave one thing, how you can help them solve their problem. They don't want to be sold to, they want education and solutions to their pain points.

By offering educational content through whitepapers, blogs, webinars and newsletters you create an avenue to show visitors your expertise. You need to prove your expertise and create content that is informative and educational instead of pitching your products or services. Get it right and watch your website slowly become the lead magnet you have always dreamed of.

## 2) Permission Marketing is the Future

In the last five years courtesy of the internet, consumer behaviour has changed. Everyone has come to terms with buying goods and services online and not just books, music, white goods and cars – they also buy accounting fees online. Consumers have access to so much more information online and they are comfortable doing their basic research online before they contact suppliers. Gone are the days of interrupting consumers with tactics like cold-calls, pop-

up ads, persistent sales calls and 'junk mail'. These methods have lost their marketing mojo and consumers now have the power to block your calls and ads, hang up on sales representatives and stop junk mail reaching their household. To rejuvenate your ageing client base you need to earn the attention of the younger generation online through 'permission' marketing methods.

## 3) Your Website is the Marketing Hub

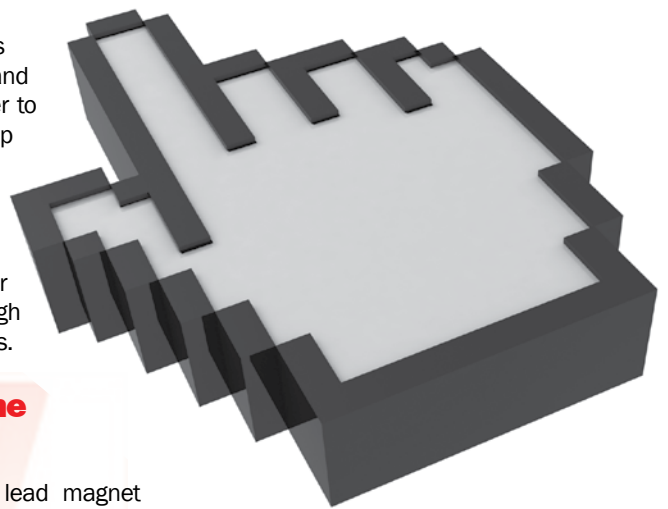
Building a website that is a lead magnet designed to attract new clients is a process. If you think, 'build it and they will come' then you're going to be disappointed. A lot of accountants are in search of that marketing silver bullet but you need to have a strategy behind your website and know exactly what type of client you are targeting before you build your website.

As an accountant, your website also serves as a recruitment tool plus when you get a referral the prospect will probably validate the referral by visiting your website. You need to make the right first impression and the truth is, your practice will probably never reach its full profit potential without a remarkable online presence.

## 4) Don't just tell them, SHOW them

YouTube is now the second largest search engine behind Google and in 2015, the experts predict that 57% of consumer internet traffic will come from video. It's a very powerful medium that lets you tell your 'story' in a memorable format. I invite you to search other accountant's websites in your local area and see if you can find any quality videos.

It's a bit like trying to find a needle in a haystack and incredibly most accounting firms have been slow on the uptake of video production because it's all been too hard and time consuming. You need to write the scripts, record the footage and then edit the video with bullet points and titles to add a professional corporate look. But remember, Gen X and Y have embraced video and prefer to watch and listen rather than read online, so by embracing video and producing quality you'll stand out in the crowd.



## 5) Blogs

According to a report by HubSpot, businesses that increase the number of monthly blog posts via their website can boost their inbound traffic levels and lead counts. On average, companies that publish 15 or more blog articles per month generate five times more website traffic than companies that don't blog at all. Those that blog 9-15 times per month generate three times more traffic than companies that don't blog. Blogging drives website visitors because published content gets indexed in the search engines and shared through various channels, including social media. By committing to regularly publishing blog content you build up a powerful library of content and each blog provides another inroad to your website.

Remember, the more you link your online tactics together, the more effective they will be. Share your blogs and videos on social media and watch your search engine rankings rise as they gain views, shares and comments. Design a plan that links your online marketing tactics together and reap the rewards.

## Conclusion

There's no doubt that online marketing provides a suite of powerful tools to help grow your firm's reach and reputation. Ultimately, the future for accountants is online marketing. Using tactics like content marketing, social media, email marketing, online video and others can help you create a powerful lead-generation machine that will put your firm on the path to greater profitability and success.

# Do Clients Buy Accounting Services Online?

The internet has changed consumer behaviour. The majority of the population are now very comfortable buying products online including books, shoes and electronic goods. The question is - Do business owners buy accounting services online?

## Absolutely!

In another article titled '*The Leyland P76 Accountant*', I mentioned the incredible success some firms are getting with their websites. One Melbourne based firm in our Accountants Accelerator Group has generated more than \$300k of new business from their website in the last 15 months. Another suburban firm's website has topped \$100k of new business for the third successive year. Despite these results and the fact that online shopping has become a way of life in Australia, most accountants are still in denial about the effectiveness of online marketing. I say this because less than fifty percent of accounting firms in this country have a website. Clearly most accountants don't recognise the importance of a website and they simply don't believe that online searches, content marketing and social media are the new marketing magnets.

While referrals remain the lifeblood of an accounting practice, most firms report they have slowed or completely dried up in recent years. In the words of the late Professor Julius Sumner Miller - Why is it so?

Well, thousands of accounting firms have ignored the online marketing revolution. They still don't have a website and they have buried their head in the social media sand. It's no coincidence that a lot of these firms are characterised by an ageing client base with the vast majority of their major clients aged fifty plus. Unfortunately, this demographic don't refer like their 35 year old counterparts who are in the throes of starting businesses, buying investment properties and establishing their own self-managed super fund. These bread and butter services have driven growth in small suburban accounting firms for years. Unfortunately, an aged client base also means clients are retiring, selling their businesses and dying. Firms without an online marketing focus are also losing clients to other marketing savvy firms. The net result is these firms are flat lining or in decline.

In an attempt to stop the rot some of these firms have rushed out and bought a website 'off the shelf'. These websites are really nothing more than an 'electronic business card' that simply lists the people, services and location of the firm. They contain minimal original content and are just the bare bones of what a website should be. To attract traffic and prospects to your website you need to provide educational content that resonates with your ideal type of client. These electronic billboards don't attract the attention of Google and the other search engines.

In the digital age, radio, television and print advertising have lost their marketing mojo. Face-to-face networking, letter box drops, sponsorship and advertising in Yellow Pages and the local paper don't

produce the same level of leads as they did five years ago.

By contrast, online marketing is 'white hot' and the future is all about online searches, content marketing and social media. Now I'm not suggesting you immediately abandon all your offline marketing strategies. These methods have served the profession very well for years but if you have an ageing client base then it's time for a new approach. Buyers will gravitate away from firms in decline and they will want to see your fees and profitability all trending upwards. If the 'worm' is heading south so is the value of your practice.

There is clear evidence that people 'buy' accounting services online and the process is really no different to any other product or service. They start their research by doing a Google search on their computer, smart phone or tablet. They gather information and education online and then use a search engine (89% use Google in Australia) to research firms that can help them. Their search could be 'accountant for business start-ups', 'starting a self-managed super fund' or 'accountant for musicians'. The local search ('accountant suburb') is very common and let me ask you this - Where do you appear in the search engine results in your suburb?

If you're not on page one of the listing you're invisible. Research from online ad network Chitika suggests that the top listing on page one in Google's organic search results receives 32.5 percent of the traffic, compared to 17.6 percent for the second position and 11.4 percent for third position. What this means is that 61.5 percent of prospects don't go past the third position on page one of the search results. Those 'off the shelf' websites that appear on page two, three or four

of the listings are like a billboard in the desert. They don't get traffic and are virtually invisible.

Once a consumer has gathered enough information they might seek a referral from a colleague or possibly post a question in an online forum. They build a short list of firms to investigate and then start a review of the candidate's websites. First impressions count and without a website you are out of the contest. If your website looks like a dog's breakfast or contains nothing but the who, what and where of the firm then you are probably not going to get a call or email from the prospect. Studies suggest the average human attention span is just eight seconds which officially puts us behind the average goldfish. Your website must engage quickly or the prospect will move to the next candidate's website.

Once a prospect finds your website one of the first pages they visit is the 'about us' page and staff profiles. Remember, these people are looking to work with a proactive professional and develop a long term trusting relationship. If your profile is only four lines long or simply lists your qualifications and memberships then you aren't going to impress. Others might even look up your LinkedIn profile and check your areas of expertise so it could be time to update your profile. Prospects want to get to 'know' you before they engage you as their accountant and you have the opportunity to spell out your areas of expertise in these profiles.

If you're looking to shift your marketing online, we invite you to join us at **Ready Set Boom** on Monday March 16. More details of this seminar are available in this newsletter.



**The greatest compliment we receive from our network of 3,000 Accountants is the referral of their colleagues.**

**Thank you for your trust and confidence.**



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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

Ignite Your Growth in 2015

## 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**