

Here's how you GET MORE
CLIENTS TO SPEND MORE with
your accountancy firm...

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business:
one page plan...



Your business owner CLIENTS SPEND MORE with you when you and your firm DELIVER MORE VALUE to their business...

As a partner or manager in an accountancy practice you either believe you can and should be helping your business owner clients grow profits and capital value, or you don't.

This report is squarely aimed at you if you BELIEVE YOU CAN...

Accountants can clearly play a valuable, if not vital, role with their business owner clients. As accountants you deliver more value when you:

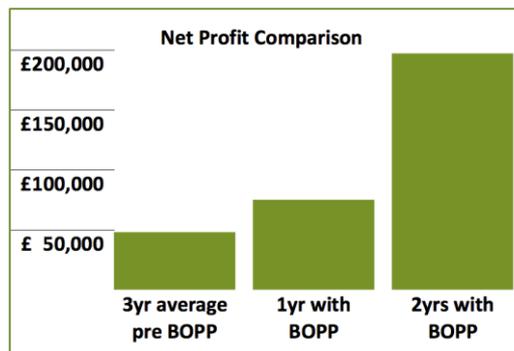
1. Help business owners GROW THEIR PROFITS
2. Help business owners INCREASE THE CAPITAL VALUE of their business
3. Help business owners INCREASE THEIR PERSONAL WEALTH
4. Do these and you can also help them save tax too

The **Business One Page Plan** is a way of helping you help your business owners achieve 1, 2 and 3 above. Here's what's possible when you do...

...on the right you'll find the net profit results achieved by eight businesses over a two-year period.

All eight business owners worked with their Chartered Accountant using the **Business One Page Plan**.

Here's what Mark Hope of Stonehouse Logic (an IT support company with 35 employees) thinks about the **Business One Page Plan** process:



"The Business One Page Plan has helped us massively increase turnover and profits and put in place the systems we need to grow our business" – Mark Hope, Stonehouse Logic

Here's **two more** businesses paying their accountant higher fees for the added value they get from working with their accountant on their **Business One Page Plan**:

1. A creative marketing business with 30 employees has been working with their accountant on their **Business One Page Plan** for 20 months.
During this time one of the two founding directors has left the business and net profits have soared by more than £180,000.
In addition the remaining director now works a four-day week rather than five. The **Business One Page Plan** has clearly delivered value to this business.
2. A dentist works with his accountant on their **Business One Page Plan**. They take regular action around three of their **Business One Page Plan** numbers in the first 12 months and increase net profit from just under £126,000 to £239,000.



TIME TO ACT: [Book yourself onto a Business One Page Plan webinar and see for yourself how you can grow fees and profits with Business One Page Plan](#)

Here's how you WIN MORE
REFERRALS than ever before...



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You and your firm WIN MORE REFERRALS from clients and introducers when they are confident of TWO THINGS...

When you improve, enhance and boost these two things clients and introducers will recommend your firm to more people more often...

- A. They are confident you'll be able to positively help other business owners
- B. They are confident you'll make them look good too

Use your perspective. In order to preserve your trusted-adviser status you recommend others who you're confident will do a good job (and either protect or enhance your reputation). As a consequence, when they do a good job, they make you look good.

Clients and introducers make referrals for your firm when they can trust you to do a good job and trust you to make them look good in the process.

Therefore to get more referrals more often you must:

“BE SEEN to DO GREAT JOB”

Two distinct and important things at play – **1. BE SEEN TO** – **2. DO A GREAT JOB**

In section 1 above you have a graph showing the results of eight businesses more than doubling net profit in two years. You also have three quotes/stories proving how one firm (the same firm) in Accrington Lancashire does a great job.

Not surprisingly this firm – Mayes Accountants – makes a big show of sharing these stories with clients and introducers so they are seen to do a great job. Mayes get a regular flow of new referrals from their clients and introducers – you can too.

The *Business One Page Plan* is a way of helping you **BE SEEN to DO A GREAT JOB**.

ONE MORE THING to get you EVEN MORE REFERRALS...

QUESTION: How many accountants in your town or region do annual accounts, management accounts, payroll, tax returns, P11D's?

ANSWER: All of them!

The *Business One Page Plan* is a way of helping you **BE SEEN to BE DIFFERENT**.



You make it hard for introducers in particular to recommend you if you look, feel and do the same as all your competitors.

Do something different. Do something remarkable, memorable or newsworthy. Stand out from other accountants and you give clients and introducers a reason to talk about you and recommend you.

You can be seen to be different when you deliver with the *Business One Page Plan*. The results you can be seen to deliver with the *Business One Page Plan* get you more referrals.

Get more referrals and you grow your firm...



Here's how you GET MORE NEW
HIGH-VALUE CLIENTS TO SAY
'YES' more often...



business:
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You GET NEW HIGH-VALUE CLIENTS TO SAY ‘YES’ more often when you put to work three forms of proof...

‘Doubt’ prevents high value clients saying yes to working with your firm...

...you want new high-value clients to be certain you are right for them. **Your job** is to provide more evidence about your worthiness to be their new accountant – proof reduces their uncertainty, proof reduces their indecision, proof reduces their doubt.

Certainty = Success

Your three forms of proof are:

1. **Statistics** – share easy to understand and credible numbers and doubt reduces
2. **Case study stories** – share well-written, engaging and credible case-study stories and you’ll reduce uncertainty about your firm
3. **Testimonials** – believable quotes from delighted AND credible customers never fail to reduce indecision

For example: To increase your certainty (reduce your doubt) about the value of the **Business One Page Plan**. Here’s how we apply proof – a process you can follow...

Let’s start with a sole practitioner firm in Torquay, Andrew Price & Co.

Andrew loves the **Business One Page Plan** process. He has seen how it’s helped his firm succeed. But what’s really exciting is as soon as he shared the **Business One Page Plan** process with two of his existing clients they signed up almost immediately. They are now paying Andrew more than £3,000 a year each for their **Business One Page Plan** service.

Here’s Andrews early thoughts:

*“Business owners who are serious about growing their business see the merits of applying the **Business One Page Plan**. It has already made our firm money and has already impressed two influential bank managers too.”*

In this box you can see the three forms of proof at work:

1. Credible, believable statistics show up – **2 clients now pay £3,000+ more**
2. A credible story shows up – **Small firm, just starting, makes it pay quickly**
3. A credible quotation shows up too – **“It has already made our firm money...”**

Does this reduce your doubt about making the **Business One Page Plan** pay off for your firm and your clients? If so please use the link at the bottom of the page. **More proof?**

Here’s another Andrew. Andrew Botham, has worked with the **Business One Page Plan** for several years – in fact he helped develop the process you can now use to grow your firm.

The thing is Andrew has billed more than £1.1m in total fees from his **Business One Page Plan** clients over the last 4 years. In fact the **Business One Page Plan** process helped Andrew grow a portfolio of £300,000+ of fees, which enabled him to buy the practice from the founder a number of years ago.

What exactly is the *'Business One Page Plan'* and what do you do next?

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business:
one page plan...



The *Business One Page Plan* is...

- A web based software tool both accountant and business owner use
- A process where accountant and business owner work together
- A process for tracking performance AND predicting future performance
- A process which promotes action being taken

The *Business One Page Plan* helps you, the accountant, help your business owner clients become more successful.

Here's Nita Jones, Finance Director, Workhouse Marketing:



“The Business One Page Plan provided us with the motivation and support our business needed to break the mould and do things differently.”

“The results have been impressive, sales over the last two years have been the best ever and profitability has increased.”

- Nita Jones, Workhouse Marketing

When the *Business One Page Plan* works for you, you and your firm **WIN IN THREE WAYS...**

1. Your business owner **CLIENTS SPEND MORE** with you when you and your firm **DELIVER MORE VALUE** to their business using the *Business One Page Plan*
2. You and your firm **WIN MORE REFERRALS** from clients and introducers when **THEY SEE YOU DO A GREAT JOB** for others using the *Business One Page Plan*
3. You **GET MORE NEW HIGH-VALUE CLIENTS TO SAY ‘YES’ MORE OFTEN** when you put to work the statistics, case-study stories and testimonials from other business owners who see the *Business One Page Plan* work for them

What do you do next?

Join us on one of our fortnightly *Business One Page Plan* webinars where...

- You'll discover how you get your first clients and prospects signed up for your *Business One Page Plan* service
- You can see the *Business One Page Plan* web software working and be given a login to test the software yourself
- You'll hear about a proven way of scaling up your *Business One Page Plan* offer so you can make substantial fees and gain a substantial competitive advantage
- You'll also be able to ask any questions and hear from an accountant making healthy fees and profits from the *Business One Page Plan*...

... book yourself onto one of the short *Business One Page Plan* webinars here...



TIME TO ACT: Book yourself onto a *Business One Page Plan* webinar and see for yourself how you can grow fees and profits with *Business One Page Plan*