

How Do I Get Clients?

Welcome to class number three on how you can own a successful bookkeeping business. I want to thank you for watching classes one and two. Now, we covered a lot of ground and we've got a lot more to cover here today. In class two, we talked about the exact tools and technology that you need inside of this business to set yourself up for success. Next in class two, we talked about the cost of owning your bookkeeping business and we finished up that class with your earning potential. Listen, I also gave you an action item at the end of class two, and I hope that you did it. If not, please go back and do that. It means everything to your success. Now, just like in class one and class two, we've got a lot of material to cover here today. Remember, the reason that I do these free classes is to help you determine for yourself if bookkeeping is right for you.

I'm not here to talk you into anything. In fact, it's quite the opposite. You're a family member, okay? A family member that I like who's come over to my house and has asked me, "Ben, I'm thinking about owning a bookkeeping business. What do you think about this?" Hi, it's Ben Robinson. I'm a former CPA firm owner and I'm also the founder of Bookkeeper Launch. I'm also leader of the largest online community of 100% virtual bookkeeping business owners. To date, I've helped 7,551 women and men to own their very own virtual bookkeeping business. Now, during my time as a CPA firm owner and head of Bookkeeper Launch, I've learned what makes someone, what makes a man or a woman a success in this field. Today, we continue to build on that knowledge. So, here's what we have in store today. First, we're going to peel back the onion to find out why most small businesses' marketing doesn't work.

You'll also understand the three parts of marketing and the reason that we're going to do that is so that you understand how to succeed when it comes to getting those quality high paying clients. Next, we move on to the three very best ways for you to get those great bookkeeping clients. These top three ways are based upon my personal experience as well as constantly monitoring and surveying our community to see what's working now. None of this is theory. It is proven, and today you're going to find out exactly what marketing methods work and what don't. Then we close out today with an action item that's going to put you head and shoulders, give you a significant advantage when it comes to owning your own bookkeeping business. Look, here's the reality about marketing your bookkeeping business. It has to be done and it has to be done by you.

You see, the biggest difference between a job, a J-O-B and a small business that you own is your ability to go out there and get clients. I always say that when you begin your bookkeeping business, you're a marketer who happens to offer bookkeeping services. You're not a bookkeeper who does some marketing, and that's true for a certain period of time when you start your business. Now if you want to get your monthly income goal, the one that we talked about in a previous video, the only way to do this is to go out and get clients. The more marketing that you do, well we'll say the right kind of marketing that you do, the faster that you get results. You see, marketing is just a numbers game and like everything else that we've discussed, we want simple over complex. Here's what I mean.

If you were today to walk into 25 small businesses in your area and say, "Hey, I'm Brooke, I'm a bookkeeping professional. Do you need some help?" Most of us don't want to take this approach, but I can tell you that if I were to do that, if I were to do this exercise and I went into those 25 businesses, I'd probably come out with two to three clients and even more leads. Now, there are better ways to do marketing that we're going to cover today, but don't complicate marketing. So many people do this. You'll notice that we don't discuss a website. We don't talk about doing a blog or posting on social media all day long. While those can be effective, okay? They take a long time to get results and we don't have time. We want results. Lots of new clients as soon as possible. If you take nothing else away from this class, number three, take this fact to heart. Keep it simple. The demand for bookkeeping is high.

Remember, every business is required by law to keep accurate and up-to-date bookkeeping records. And business owners, they don't want to do the bookkeeping and they shouldn't do it. More on that in just a bit. But first, let's talk about what marketing is and what marketing is not. And the reason that we're going to do this is so that you know what to do and what not to do when it comes to marketing your bookkeeping business. Now, when you think of marketing, what comes to mind? Maybe an ad, right? Maybe a sales flyer, but that's really not marketing at all. You see, marketing is made up of three key ingredients. First, there's your actual market, your ideal customer. Second, there is a message that you communicate to your ideal customer. And third, there is the media, the place in which you communicate a message to your specific market, your ideal client, and this is where most small businesses go wrong with their marketing.

You see, sequencing matters big time. You get these three elements out of sequence or leave one of them out and you're done before you ever begin with marketing, but not you. You're going to get the inside scoop right here. So, let's jump into each of these key ingredients of successful marketing. First, your market, your ideal customer. Before you do any marketing, you need to have a deep understanding of exactly who your ideal customer is, but you also need to know who your market is not. That's so important. Let me say it again. You need to know who your market is and you need to know who your market is not. You see, marketing is meant to repel as much as it's meant to attract people to you. Think about the commercial that we probably have all seen that starts, "Attention veterans ages 50 to 80." What they've done here is pretty smart.

They've called out to their market and have forced everyone else that's not a veteran age 50 to 80 to tune out. Now, this commercial has been on the air for decades, right? I mean it works, but this company's success is not based just upon them calling out their ideal customer. No, their secret lies in the fact they understand a customer. They understand this veteran who's 50 to 80 years old, probably as well as anyone does. This company understands the pains this customer has. They also understand the thing that this customer wants and the things that this customer wants to avoid. They understand the tasks, the actions, the pain in the butt type of things that this market has to take that they really wish they didn't have to. This is known as jobs, pains, and gains, and since you want to succeed in marketing, you begin by understanding your customer closely.

You see, bookkeeping is first and foremost a relationship business and any healthy relationship is built upon understanding and trust. I think Zig Ziglar said it best when he said, "People don't care how much you know until they know how much you care." And when someone feels heard, they feel important and guess who made them feel this way? You. Now, there's one secret that will shortcut this and help you to save tons of time, energy and effort when it comes to defining and learning about your ideal customer. This is going to set you up for quick success, but almost no one does it and I don't know why. We don't have time to go into it right now, so we'll have to cover this later. Okay, so you understand the market, you know who they are and you know who they are not. You know the jobs, pains, and gains.

Next up in the marketing sequence is the message. Now, what do we say to our ideal customer that makes their ears perk up and say, "Tell me more?" Other than not truly understanding their market, having a bland, boring marketing message is one of the big sins that I see businesses make every single day. You see, we live in a world full of distractions. No news there, right? We need someone to hear our message, our ideal customer and say, "Oh my goodness, is she inside of my head?" We want to enter the conversation that's already happening in the mind of our ideal client and how do we do this? It's pretty high tech. We talk to them. You see, I talk with students and graduates of Bookkeeper Launch almost every single day. I can tell you what they want. I know the pains that they wish to put aside and the roles, the jobs in their life that they wished it would just magically disappear.

Perhaps you've thought about in this message at some point that I was talking right to you, right? That I was reading your mind. Well, I'm not. I'm not a mystic, all right? I simply listen. Yet so many business owners think they know their market and they don't. They guess and guessing has no place in business. Now, going back to the example of the attention veterans ages 50 to 80 example, their message is centered around this question. Have you ever been denied insurance coverage, life insurance coverage? Guess what they know about their ideal customer? They know that they have been denied insurance coverage and they need a solution. It's so simple, yet so many businesses don't get it. But with a good understanding of your market and a message that makes their ears perk up and say, "Tell me more." We now move on to the last ingredient of marketing, the media.

The sad fact is that most businesses begin their marketing looking at the media. Here's what I mean. People will say, "Should I advertise on Facebook? How about the local newspaper? I hear placemats in restaurants are good. What about dropping flyers from a helicopter?" You can't believe the things that I've heard, but there's no way to know in advance if these will work if you don't already know your market. Even if you do know your market, if your message stinks or it's boring, then you're sunk. It's only after you defined your market, your ideal customer, you create a compelling message that we can select our media, the channels in which we communicate our message. So, the attention veterans' folks, they use TV and they choose specific shows to advertise on at certain times. Why? Because their market tends to be there. Now, in your bookkeeping business, you're not doing advertising on TV, far from it.

So how do you find the right media? Simple, you ask two questions. First question, where does my ideal customer hang out? And number two, who is my market already listening to? Your answers to these questions tell you exactly where you should be. If your market hangs out at the local chamber of commerce, then guess where you should be? If they hang out in a very specific Facebook group, you know that you need to turn your attention there. Here's one of the secrets to the media component of marketing that I learned from a very smart marketer. A guy by the name of Dan Kennedy. Dan says, "You want 20 places to find a client, not one place to find 20 clients." Now, what Dan meant here by this is that you don't want to be just reliant upon one media outlet, one way to get a client because what happens if that one goes away or it dries up?

And we start marketing, we usually don't know the best ways, where those clients are actually going to come from. So, we have to try a lot of different ways to discover the three to four best ways for us to get those great clients. Now, another myth or a misunderstanding with marketing is this idea that it has to be expensive. While it can be expensive, it does not have to be. In fact, I recommend that you spend very little money on marketing. You'll use a couple of other resources, right? That we talked about, time and energy. If you're spending money on marketing, getting your bookkeeping business off the ground, you ain't doing it right. Which leads us to the next segment. What we're going to talk about here are the three very best ways for you to get great bookkeeping clients. These three best methods of marketing are based upon my personal experience as well as leading the great bookkeeping group, the 7,551 students.

These are all tried and true. They work. Do they work 100% of the time? No. Are they the best places for you to start? You bet they are. So, let's talk about the number one way to get great clients. Yakkity-yak. Now, what do I mean by Yakkity-yak? I mean that you tell everyone and I mean everyone this, "Hey, I just want to let you know that I've started a virtual bookkeeping business." That's it. You post it on social media. You tell this to your neighbors at the bus stop. You announce it at a school function. You tell it to your mom, dad, sister, brother. Heck, even the in-laws. Now, why does Yakkity-yak work? Well, number one, these people already know, like, and trust you. Hopefully, the in-laws do too, right? So, these people want to help you. They want to see you succeed at this business.

And the second reason that Yakkity-yak works, we all know people who own businesses. And guess what? Every one of those businesses must have bookkeeping. Remember, it's the law. Maybe your neighbor whom you're chatting with at the bus stop has a spouse with a business and their spouse is always complaining about their bookkeeping, which is very common. So, your neighbor jumps all over what you just said with Yakkity-yak. She says, "Oh, really? Please do our business's bookkeeping." You may think that this is farfetched, but I can't tell you how many students of Bookkeeper Launch and graduates have something like this happened to them. This isn't the great compelling message, right? That we discussed before. No, not even close, but it works. And notice it didn't take a lot of effort and it required no money. Yet it works like a charm a lot of the time.

So, method number one is Yakkity-yak, and it's currently by far the number one way that our students and graduates get their very first bookkeeping client. Marketing method number two, networking. Now I know, I know, you're saying, "Hey Ben, I'm an introvert." Or, "Hey Ben, I live in the boondocks," and I hear you. You know what these things are called? Excuses. And one of the hallmarks of a successful bookkeeping business owner is to break through those excuses. So, if you're an introvert, you need to break through your shell, and in the words of Nike, you just got to do it. If you live in the boondocks, then guess what? You might have to drive a distance to go to a physical networking event. Not convenient, but it's something that needs to be done. Now, some networking events are better than others, but it goes back to the question that you asked yourself earlier.

Where does my market hang out? The correct answer to this question is going to send you down the right direction. It's going to steer you towards the right networking event. Now, one item to address right now is the virtual aspect of your business. Yeah. These first two methods, they require somewhat of a physical presence. However, these are just the first two and your first objective is to get to one client. Okay? The reason that you want to get to one client is that it's a game-changer. All right? When this happens, you gain tons of just confidence with this accomplishment and it's major. It gives you also real-world experience working on a client's bookkeeping. You see, no amount of education or training will do as much work on a live set of books, right? That really solidifies everything. And finally, when you see that money hit your bank account, you know that you now have a real bonafide business.

So, method number one is Yakkity-yak. Method number two is networking. Now onto marketing method number three, which are online groups. Now, these are a lot like networking, but there is not a physical component to it. We all know that the internet is full of groups. There're Facebook groups, there're groups on LinkedIn, there're websites, there's forums, and most of them are not for you. But there are a few key groups where you can add a lot of value and some quality clients. Let's say your market, your ideal customer is a ... let's just say a small business owner who is in the service industry that has sales from about a half a million to a million dollars a year. Nice. So, we ask, where do they hang out online? What online groups are they a part of that relates to their business? You see, the answer to this question might be something like, "Hey, the entrepreneur corner group," I just made that up.

Or, "The internet marketer business owner group," again, made up. So, you would find out how you could be a part of those groups and you want to be a part of as many groups that you can where your market's hanging out. Again, we don't know which ones are going to be successful, but given enough time you're going to find out where you should focus your time, where you should focus your effort and energy. Now before you go into these groups, there is also a specific mindset and attitude that you must take when it comes to your involvement there. Get this wrong and the group will shun you really fast. So, what we're going to do later, we'll share this mindset with you. So really right now I owe you the secret shortcut to marketing, right? That mindset of finding out who your clients are. And now this one.

So, we want to make sure that we get to those. Now, I hadn't planned on doing this and Chandler, my videographer back there, I don't even know if he's aware. Hopefully, we have enough film in the camera, but I want to give you a bonus, okay? I want to give you the fourth way in which to get clients. Remember, you want 20 ways to get one client, not one way to get 20 clients. And this last way is referral partners. Now, this takes a lot longer, but this is a source, a continual source of real quality bookkeeping clients that you can get. As a matter of fact, we spent an entire module inside of Bookkeeper Launch going into how you do this because they are so effective.

Wow. So, here's what we've covered so far in class three. First, we learned why most businesses fail at marketing. More importantly, you now have the inside look, the inside track at what it takes to succeed when it comes to marketing your own bookkeeping business. Second, we looked at the top ways to market so that you can get those quality high paying bookkeeping clients. Remember those three? We talked about Yakkity-yak, networking and specialty groups which are online. Now, at the beginning of this class, I mentioned that I was going to give you a powerful exercise that puts you on the fast track to success. Here it is. I want you to get something to write on and something to write with. It's important that you do this with pen in hand or pencil, whatever you want to use, on physical paper, not a computer.

Next, I want you to imagine that it's one year from today, so write down that day, one year from now at the top of this piece of paper. Next, pretend it's one year out. I want you to look back over the course of the last year and now I want you to answer some questions. What has happened over this last year? What actions did you take to move you toward the life you desire? Next, what were the results of those actions? What was the balance in your checking account? How much money do you now have in savings? How much debt have you paid off? What activities, like traveling or being able to spend time with your family, were you able to do as a result of your actions? There're really no limitations here. Finally, I want you to read this back to yourself and I want you to ask yourself these questions. How did this make me feel? Of all the accomplishments that I have accomplished over the last year, what am I most proud of?

You see, what you're doing here is you're connecting logic with emotion. Embrace this exercise. Just do it. Now, we've got one more class coming your way. In this upcoming class, I've got three hacks or secrets, whatever we want to call them, to share with you. These hacks are things that you can do to set yourself up for success as a bookkeeping business owner. We're also going to take an in-depth inside look at Bookkeeper Launch. This is the proven system that I've mentioned that has helped 7,551 women and men to start a bookkeeping business.

Listen, if you've determined that a bookkeeping business is right for you, then you need the power of Bookkeeper Launch, the system that's within it. It's the fastest way to success. It's the way that allows you to save time, energy, and money, and you'll find out exactly how in the next class. So, your action items, number one, do the journal exercise that we just talked about. And number two, check out the next and final class. There is a link right below this video and guess what? I'll see you there.