

30-Day Action Plan for Getting More Accounting Clients

Completing these daily tasks within 30 days will put you on the path to growing your accounting client base. Remember, success comes from consistent effort, so continue applying these strategies beyond the 30 days to build strong and lasting client relationships.

Days 1-3: Defining Your Path

- Day 1: Spend time reflecting on your accounting services' unique qualities.
- Day 2: Identify at least three strengths that set you apart from others.
- Day 3: List down the specific skills and expertise that make you exceptional.

Days 4-6: Understanding Your Ideal Clients

- Day 4: Create a detailed profile of your dream client, focusing on age and industry.
- Day 5: Consider the challenges your ideal clients might face in their businesses.
- Day 6: Think about their values and how your services can align with them.

Days 7-9: Building Relationships

- Day 7: Research and compile a list of lawyers, advisors, and experts in your field.
- Day 8: Reach out to at least one potential partner to discuss collaboration.
- Day 9: Plan the specifics of how you can refer clients to each other.

Days 10-12: Crafting Referral Programs

- Day 10: Devote time to creating a structured referral program for your clients.
- Day 11: Decide on a reward system, like offering discounts for successful referrals.
- Day 12: Develop a clear plan outlining the steps to implement the referral program.

Days 13-15: Networking Efforts

- Day 13: Research local events related to accounting and small businesses.
- Day 14: Choose one event to attend within the next week.
- Day 15: Prepare your introduction and ensure you have business cards ready.

Days 16-18: Fine-Tuning Your Marketing

- Day 16: Review your marketing strategy and make necessary refinements.
- Day 17: Focus on techniques like content creation, social media, and online listings.
- Day 18: Ensure your message is reaching your target audience effectively.

Days 19-21: Revamping Your Website

- Day 19: Review your website's content and make essential updates.
- Day 20: Double-check that your services, expertise, and contact information are clear.
- Day 21: Improve the user-friendliness and visual appeal of your website.

Days 22-24: Effective Calls-to-Action (CTAs)

- Day 22: Review your website to strategically place CTAs.
- Day 23: Craft clear and concise CTAs guiding visitors to specific actions.
- Day 24: Implement CTAs that encourage visitors to sign up for newsletters or consultations.

Days 25-27: Social Media Engagement

- Day 25: Create a content plan for your social media platforms.
- Day 26: Share valuable content, showcase your expertise, and interact with your audience.
- Day 27: Focus on platforms where your potential clients are most active.

Days 28-30: Sharing Your Knowledge

- Day 28: Identify at least one opportunity to share your expertise (event, article, etc.).
- Day 29: Prepare content like articles, videos, or podcast outlines.
- Day 30: Reach out to event organizers or platforms to secure speaking or content opportunities.

All the best,

The Styles Agency

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