

STORMY CO PRESENTS TO YOU

PROFITABLE YEAR

*A GUIDE FOR ACCOUNTANTS, BOOKKEEPERS AND TAX
PROFESSIONALS ON HOW TO MAKE 2023 THEIR
MOST PROFITABLE SEASON YET*

GREETINGS



HEY, IT'S TEMPEST THE OWNER OF STORMY CO.
I'M A BRAND DESIGNER WHO HELP
ACCOUNTANTS, BOOKKEEPERS AND TAX
PROFESSIONALS TO EFFECTIVELY COMMUNICATE
THEIR VALUE SO THEY'RE ABLE TO ATTRACT + BOOK
QUALIFIED CLIENTS.

IN THIS GUIDE ARE THE STEPS I WALK MY CLIENTS
THROUGH THAT ALLOW THEM TO BECOME
MORE PROFITABLE, ATTRACT QUALIFIED CLIENTS
AND BECOME MORE VALUABLE

THEGUIDE

TO A PROFITABLE YEAR

THREE MISTAKES ACCOUNTANTS ARE
MAKING THAT ARE KEEPING THEM
FROM PROFIT

PAGE 4

**DO NOT GO FORWARD TO STEP 2
IF STEP 1 ISN'T COMPLETED. THIS IS THE
ONLY WAY STEP 2:THE WEALTH
BUILDING METHOD WILL WORK!**

THE WEALTH BUILDING METHOD :
THE KEY TO THE MOST
PROFITABLE YEAR YET

PAGE 9

TOP (3) MISTAKES ACCOUNTANTS ARE
MAKING THAT ARE KEEPING THEM FROM
BECOMING MORE PROFITABLE



AND WHAT TO DO INSTEAD (;

#1 MISTAKE TO ESCAPE

THINKING THAT YOU HAVE TO ACCEPT EVERY CLIENT THAT COMES YOUR WAY TO BECOME MORE PROFITABLE

COMMON MISCONCEPTIONS

WHEN BEING IN BUSINESS, YOU FEEL LIKE YOU HAVE TO ACCEPT ANY AND EVERYBODY AS YOUR CLIENT IN ORDER TO BUILD TRUST, EXPERIENCE AND YOUR EXPOSURE.

THIS BELIEF RESULTS IN

1. ATTRACTING HIGH MAINTENANCE, LOW PAYING CLIENTS
2. BEING LEFT STRESSED OUT & FRUSTRATED TO WHERE YOU'RE STARTING TO RESENT YOUR CLIENTS AND WORK YOU'RE DOING
3. THE CLIENT NOT RESPECTING YOU OR YOUR PROFESSIONAL BOUNDARIES

TRUTH

WHEN YOU'RE ABLE TO IDENTITY WHO, AND WHY YOU'RE SERVING THEM THEN.....

- YOU'RE ABLE TO SPEAK DIRECTLY TO THEM
- YOU'RE ABLE TO BE THE SOLUTION TO THEIR PROBLEMS
- YOU'RE ABLE TO CONVERT THEM FROM LEADS TO PAID CLIENTS EVEN AT A HIGHER PRICE POINT

THIS RESULTS IN

YOUR MESSAGING BEING CLEAR AND CONCISE THAT IT POSITIONS YOU AS THE EXPERT.. PRO TIP: THIS IS HOW YOU GET YOUR CONTENT TO BE SUPER POWERFUL

ONCE YOU KNOW WHO YOU'RE TALKING TO YOU WILL THEN BE ABLE TO MARKET BECAUSE NOW YOUR MESSAGING SPEAKS DIRECTLY TO THEM + YOUR OFFERS ARE ALIGNED WHICH BRINGS ME INTO MISTAKE #2

#2 MISTAKE TO ESCAPE

THINKING YOU HAVE TO OFFER MULTIPLE SERVICES TO BE MORE PROFITABLE



COMMON MISCONCEPTIONS

WHEN IN BUSINESS, YOU BEING THE JACK OF ALL TRADES RESULTS IN MORE SALES.

THIS BELIEF RESULTS IN

1. YOU HAVE SO MANY SERVICES BUT HAVEN'T PERFECTED ANY OF THEM, SO IT'S GOING TO TAKE YOU A LOT OF TIME TO DELIVER
2. CONSTANTLY NEEDING CLIENTS TO MAKE MORE MONEY YET NOT HAVING THE TIME
3. YOUR AUDIENCE IS UNSURE ABOUT WHAT YOU REALLY DO

TRUTH

WHEN YOU HAVE ONE OR MAYBE TWO CORE SERVICES THAT YOU SPECIALIZE IN..

YOU HAVE THE ABILITY TO CREATE AUTHORITY AND SHOW UP AS THE EXPERT YOU ARE. IT'S JUST THAT SIMPLE!

THIS RESULTS IN

SIMPLIFYING YOUR MARKETING EFFORTS BECAUSE YOU'RE NO LONGER TALKING ABOUT TEN OFFERS, YOU HAVE NOW ONLY ONE OR TWO CORE OFFERS FOR YOUR AUDIENCE ...

#3 MISTAKE TO ESCAPE

THINKING USING PRE-MADE TEMPLATES IS MAKING
CONTENT CREATION

COMMON MISCONCEPTIONS

PLUG AND PLAY TEMPLATES ARE GOING TO SAVE YOU MONEY AND
TIME IN CREATING CONTENT

THIS BELIEF RESULTS IN

1. POSTING CONTENT WITH NO PURPOSE BEHIND IT
(AKA CONTENT THAT DOES NOT CONVERT)
2. ATTRACTING HIGH MAINTENANCE , LOW PAYING CLIENTS THAT AREN'T
WILLING TO PAY A PREMIUM PRICE
3. WASTING YOUR TIME AND MONEY BECAUSE YOUR TIME IS MONEY

TRUTH

CREATING CONTENT IS COSTING YOU THOUSANDS OF DOLLARS!!

THIS RESULTS IN

YOU GETTING YOUR TIME BACK, BUT NOT ONLY THAT BUT YOUR CONTENT
ACTUALLY HAS A PURPOSE IS GOING TO CREATE CONVERSIONS THAT
MEANS YOU'RE GOING TO MAKE MORE MONEY.

TIME = PROFITS

The page features decorative elements consisting of several large, light green dollar signs (\$). One is positioned on the left side, another on the right side, and a third is partially visible at the bottom right corner.

CONTINUING TO OPERATE IN THESE MISTAKES IN YOUR BUSINESS YOU ARE COMMITTED TO

1. YOU'RE COMMITTED TO OVERWORKING
2. YOU'RE PLAYING NOT TO LOSE, INSTEAD PLAYING TO WIN
3. YOU'RE COMMITTING TO REPELLING QUALIFIED CLIENTS

BECAUSE THOSE

1. HIGH-VALUE
2. HIGH PAYING
3. LOW MAINTENANCE

QUALIFIED CLIENTS ARE COMMITTED TO WORKING WITH EXPERTS!



BUT LISTEN....

NOW THAT YOU UNDERSTAND WHY YOU HAVE BEEN HAVING TROUBLE CONVERTING YOUR LEADS TO CLIENTS, AND IT'S NOT BECAUSE YOU SUCK AT CREATING CONTENT.. YOU JUST APPROACHED IT THE WRONG WAY. NOW WE'RE GOING TO DIVE ALL THE WAY INTO THE RIGHT APPROACH. THESE ARE THE STEPS I WALK MY CLIENTS THROUGH THAT ALLOW THEM TO BECOME MORE PROFITABLE, ATTRACT QUALIFIED CLIENTS AND BECOME MORE VALUABLE.



WEALTH BUILDING METHOD

TO A PROFITABLE YEAR

THREE SIMPLE STEPS

LET'S GET INTO THE THREE SIMPLE STEPS TO TAKE WHEN CREATING CONTENT THAT CONVERTS TO MORE PROFIT.

STEP 1 : CLIENT

IN THE FIRST STEP, YOU WILL REFLECT AND EVALUATE THE TYPE OF CLIENTS THAT YOU ARE CURRENTLY SERVING. THE GOAL IS TO IDENTIFY AND SEE, IS THE CLIENTS RESONATING OR IN ALIGNMENT WITH YOUR BRAND'S PURPOSE? THIS IS WHEN WE WILL START TO FOCUS SOLELY ON THEM!

STEP 2 : PROBLEM

IN THE SECOND STEP, YOU WILL FIND OUT WHAT PROBLEMS IS YOUR CURRENT CLIENT FACING, HOW WILL YOU BRING VALUE INTO THEIR BUSINESS, AND WHAT SOLUTION WILL YOU COME UP WITH TO HELP SOLVE THEIR PROBLEM.

STEP 3 : MARKET

THE FINAL STEP IS MOST IMPORTANT OF THEM ALL. IN THIS STEP, IT WILL DETERMINE HOW YOU WILL IDENTIFY YOUR CLIENT + PROBLEMS INTO YOUR MARKETING RESULTING INTO MORE PROFIT.

STEP 1 : CLIENT

THE QUESTION IS, WHO ARE YOU FOCUSING ON? A GREAT WAY TO FIND THIS OUT IS BY LISTING OUT 3 CURRENT OR PAST CLIENTS YOU SERVE. HOW WAS THE EXPERIENCE? DID THEY CAUSE YOU RESENTMENT? DID THEY RESPECT YOU AND YOUR PROFESSIONAL BOUNDARIES? A GREAT WAY TO DO THIS IS LIST OUT THE CHARACTERISTICS, RATING OUT OF 5.

PERSONALITY | VALUABLE | PROFITABLE

DO YOU ENJOY WORKING WITH THEM?
DO THEY VALUE YOU OR YOUR EXPERTISE?
CAN YOU BECOME PROFITABLE WITH THIS TYPE OF CLIENT?

FOR AN ACCOUNTANT IT WILL LOOK LIKE THIS

CLIENT #1

BEAUTY CLIENTS

PERSONALITY	<u>5</u>
VALUABLE	<u>2</u>
PROFITABLE	<u>5</u>

SCORE = 12

CLIENT #2

LEGAL PROFESSIONS

PERSONALITY	<u>5</u>
VALUABLE	<u>5</u>
PROFITABLE	<u>5</u>

SCORE = 15

CLIENT #3

SHOPIFY USERS

PERSONALITY	<u>3</u>
VALUABLE	<u>2</u>
PROFITABLE	<u>3</u>

SCORE = 8

THE CLIENT FOR THIS ACCOUNTANT WILL BE LEGAL PROFESSIONALS
THEY ARE THE MOST INTERESTING TO WORK WITH AND
THEY UNDERSTAND THE IMPORTANCE OF INVESTING
IN ACCOUNTING SERVICES.

**BUT NOTE THAT, YOU CAN STILL ACCEPT ON OTHER CLIENTS OUTSIDE
OF YOUR IDEAL CLIENT. THE ONLY ISSUE IS, WHEN WANTING TO
SHOW UP AS THE EXPERT AND GAIN AUTHORITY. YOU WANT TO FOCUS
SOLELY ON YOUR IDEAL CLIENT.**

NOW TRY THIS OUT WITH THE CURRENT OR PAST
CLIENTS YOU'RE SERVING AND SEE WHICH RATES
THE HIGHEST. WHO IS YOUR CLIENT?

CLIENT #1

PERSONALITY _____
VALUABLE _____
PROFITABLE _____

SCORE =

CLIENT #2

PERSONALITY _____
VALUABLE _____
PROFITABLE _____

SCORE =

CLIENT #3

PERSONALITY _____
VALUABLE _____
PROFITABLE _____

SCORE =

IDENTIFY YOUR CLIENT

STEP 2 : PROBLEM

NOW THAT YOU KNOW WHO YOU'RE TALKING TO IT'S TIME TO IDENTITY WHAT'S THE PROBLEM THEY'RE CURRENTLY FACING.

LISTEN, THE ONLY WAY YOU'RE GOING TO BE ABLE TO BRING VALUE INTO ONES LIFE IS BY KNOWING THE PROBLEMS THEY ARE UP AGAINST. IF NOT, HOW WILL YOU BE ABLE TO COMMUNICATE IT?

I WANT YOU TO KNOW THAT WHEN PEOPLE BUY FROM YOU THEY EXPECT YOU TO FIX WHATEVER THE ISSUE MAY BE.

STEP 2 : PROBLEM

IN THE SECOND STEP, YOU WILL FIND OUT WHAT PROBLEMS YOUR CURRENT CLIENT FACING, HOW WILL YOU BRING VALUE INTO THEIR BUSINESS, AND WHAT SOLUTION WILL YOU COME UP WITH TO HELP SOLVE THEIR PROBLEM.

NOW TRY THIS OUT WITH THE CURRENT OR PAST CLIENTS YOU'RE SERVING, WHAT PROBLEMS ARE THEY HAVING BEFORE HIRING YOU

BE SURE TO WRITE DOWN NAME + THREE PROBLEMS



CLIENT #1

CLIENT #2

CLIENT #3

STEP 3 : MARKET

THE FINAL STEP IS MOST IMPORTANT OF THEM ALL.
IN THIS STEP, IT WILL DETERMINE HOW YOU WILL MARKET
TO YOUR CLIENTS USING A CLEAR CONCISE MESSAGE.

WHO ARE YOU SERVING?

WHAT IS THE PROBLEM?

WHAT IS YOUR MESSAGE?

HOW WILL YOU GET YOUR MESSAGE IN FRONT OF THEM?

(AKA:MARKETING)

BUT WAIT BEFORE YOU CLOSE OUT

WANT TO KNOW THE EXACT **"HOW TO"** STEPS TO IMPLEMENT THIS INTO YOUR FIRM STEP BY STEP? I HAVE OPENED UP MY CALENDAR FOR IMPLEMENTATION CALLS JUST FOR YOU.



I KNOW THAT IT IS ALOT TO TAKE IN BUT LISTEN, I GOT YOU! ALL YOU HAVE TO DO IS CLICK THE BUTTON BELOW TO SCHEDULE A CALL WITH ME THE OWNER OF STORMY CO. I AM HERE TO TAKE THE STRESS OUT OF IT ALL, TOGETHER WE WILL HELP YOU BECOME MORE PROFITABLE .

IMPLEMENTATION TIME