

# Troy Patton, CPA – Business Development – November 10, 2010

## Why Advertise for Clients on the Internet? – Jeff Bell

Willie Sutton – “Why do I rob banks? Because that’s where the money is.”

## WHERE ARE YOUR POTENTIAL NEW CLIENT’S EYES & EARS?

Trend for years has been people using the internet to research, find and buy cars, homes, repairmen, hire doctors, dentists, CPAs, attorneys – any product, service or professional!

### STATISTICS:



1. **Google:** 34,000 searches per second (2 million per minute; 121 million per hour; 3 billion per day; 88 billion per month, figures rounded)



2. **Yahoo:** 3,200 searches per second (194,000 per minute; 12 million per hour; 280 million per day; 8.4 billion per month, figures rounded)



3. **Bing:** 927 searches per second (56,000 per minute; 3 million per hour; 80 million per day; 2.4 billion per month, figures rounded)

### IMPACT:

#### Major Print Media have been losing money, going out of business or filing BK:

- The Philadelphia Daily News filed for bankruptcy
- The Minneapolis Star Tribune has filed for Chapter 11.
- The Boston Globe is, based on several accounts, losing \$1 million a week.
- The San Francisco Chronicle lost as much as \$70 million in 2008.
- The Chicago Sun-Times is the smaller of two newspapers in the city. Its parent company, Sun-Times Media Group, traded yesterday for 0.6 cents per share.
- The New York Daily News is lose \$60 million or \$70 million / year.
- The Cleveland Plain Dealer’s parent, Advance Publications, has already threatened to close its paper in Newark (going digital)
- **Too many magazines to list**
- **Yellow Page type telephone books** reduced in size or not printed at all

### BEST SOURCES OF NEW CLIENTS:

1. **Existing Clients** – business development, cross sell, up sell
2. **Referrals** – easier to work with, convert from lead to client, don’t haggle as much about price/fees, pre-sold, pre-motivated, after client are more likely to refer
3. **Internet** – keyword searches on what you sell, services, your name, location

U.S. – Internet SEARCH ENGINE MARKET SHARE (August 2010)

Google – 71.6% | Yahoo – 14.3% | Bing – 9.9% (*Google 3X bigger than Yahoo+Bing*)

# SERP – Search Engine Results Pages – How They Work

- A) Local Business Center – Google Maps/Places
- B) Pay Per Click – Google Adwords
- C) Natural / Organic Results

## Google Advertising Handouts:

- Pages 3 – 4: Google 1999 vs 2010
- Page 5: Atlanta accountant
- Page 6: Bethesda accountant
- Page 7: Google Advertising Advantages
- Page 8: 15 Critical Google Adword Mistakes
- Page 9: Lead Generation Landing Page Layout
- Page 10: Decision Making Timeline
- Page 11: Client Marketing – Cost Per Client

## Creating Non-Google Advertisements – Handouts:

- Pages 12 - 13: S.M.A.R.T. A.S.S. Marketing
- Page 14: Ad Evaluation Worksheet
- Page 15: Advertisement Scorecard

Download Your **2 FREE REPORTS** at:  
[www.MyNewCPA.com](http://www.MyNewCPA.com)

**SPECIAL REPORT - ACCOUNTANTS ONLY!**

### How To Find New Accounting Clients Using The Search Engine Advertising Tool: Google Adwords

**Special Report - FOR ACCOUNTANTS ONLY!**

How To Find New Accounting Clients Using The Search Engine Advertising Tool: Google Adwords

**Part 2 - Building Your Google Adwords Advertising System**

**Stage 1: KNOW YOUR NUMBERS TO CREATE YOUR OFFERS**

- A) Analyzing your Average Lifetime Client Value
- B) Determining Your Affordable Marketing Cost (Unaccounted For New Client)
  - Why Knowing Your Numbers Is Critical To You And Who Benefits From Your Not Knowing Them
- C) Creating Offers Based on Client Types You Want to Attract
- D) Changing Your Thinking About Advertising as the First Step In Your Accounting Practice Marketing
- E) Here's What You Want To Avoid As It IS NOT AN OFFER
- F) What If The Doctor Who Talks To You About Your Heart Surgery Always Handled The Scalp To The Nurse To Do The Actual Transplant On The Day Of Your Surgery?

**Stage 2: ACQUIRE TOOLS & DO YOUR RESEARCH**

- A) Building Your Social Proof
  - Using Audio Generator As A Testimonial Gathering Tool
- B) Research Your Target Market
- C) Break Your Competition
- D) Keep Your Friends Close And Your Competition Closer
  - Good Marketers Review Great Marketers' Work
- E) Create Your Keywords List
- F) Develop Landing Page
- G) Using The 24 Hour Free Recorded Messages To Promote, Qualify & Profit Clients
- H) Once They've Called Your Number The Caller Has Already OPTED IN To Your System
- I) Create Your Google Ad To Run

**Stage 3: SET UP YOUR GOOGLE CAMPAIGNS & GROUPS**

- Creating Your Follow-Up Marketing System And Changing Monthly Communication System
- Using Your Social Proof / Testimonials

**Stage 4: REPORT & ANALYZE YOUR ADWORD PROGRAM STATISTICS**

- IMPRESSIONS
- CLICK THROUGH RATE
- AVERAGE COST PER CLICK
- CONVERSION RATES
- COST PER CONVERSION
- AVERAGE PORTION OF EACH KEYWORD

**Stage 5: ADJUSTING & TESTING CORE GOOGLE ADWORD & MARKETING SYSTEM ELEMENTS TO IMPROVE PERFORMANCE AND PROFITABILITY**

**Stage 6: EXPAND YOUR ADVERTISING SYSTEMS USING YOUR NEWLY CREATED "Unlimited Marketing Budget"**

- A) Open Up Your Adword Campaigns
- B) Right? Expanding Into Other Pay-Per-Click Programs
- C) Double Complementary Advertising & Referral Programs

**Because You've Created What's Called An UNLIMITED MARKETING BUDGET**

**Taking The Next Step**

- A) 2 Program Levels To Choose From, Gold & Silver
- B) And What's The Cost Of Google Adword Programs Each Month?
- C) A Little About Me - Jeff Bell, And Why To Remember Google Adwords Is Just Part Of Your Advertising System
- D) Have a Good (Not Best) Product Or Service
- E) Become A Master Of Your Dental Practice
- F) Build or Buy Business, DON'T Fall In Love With Tools
- G) So What's Lying? They Can't ALL Be The Best, Right?
- H) S.M.A.R.T. A.S.S. Marketing
- I) Implementation & Setting Your Expectations As My Private Client
- J) Monthly Implementation Program Meetings

**GOOGLE MAP BONUS**

- Fill Out The Application, Waiting List

Jeff Bell - The Marketing Doctor  
[www.MyNewCPA.com](http://www.MyNewCPA.com)  
 Sales and Marketing Results  
 PO Box 267  
 Noblesville, IN 46064  
 317-713-1244 voice mail + fax  
[jeff@mynewcpa.com](mailto:jeff@mynewcpa.com)

**Report 1)**  
 How To Find New Accounting Clients Using The Search Engine Advertising Tool: Google Adwords [ 12 pages ]

**Report 2)**  
 Building Your Google Adwords Advertising System [ 25 pages ]

# What Is Google Adwords & Why Is It So Important To Being Found on the Internet?

## In 1999

In 1999 where there was ONLY pure SEARCH, the SERP or Search Engine Results Page consisted of

# 100%

of the page with Natural or Organic listings being shown.

If you had a web site, your goal was to have your page/site listed near or at the TOP because in 'search' people are lazy and will click on the top listings to research or buy something.

Web Images Videos Maps News Shopping Gmail more ▾ Web History | Search settings | Sign In

Google | jeff bell testimonials Search Advanced Search

Web Show options... Results 1 - 10 of about 30,700 for jeff bell testimonials. (0.38 seconds)

**Creating More Powerful Testimonials**  
For more information on how to use **testimonials** or to ask me a sales or marketing question, go to [www.AskJeffBell.com](http://www.AskJeffBell.com). **Jeff Bell** - Sales and Marketing ...  
[www.askjeffbell.com/testimonials.htm](http://www.askjeffbell.com/testimonials.htm) - Similar

**JEFF BELL is your marketing strategist. ask him a question right now**  
Turn ON your SPEAKERS and ask Jeff your question... **Jeff Bell**. What's your single most important sales, advertising or marketing question about how to ...  
[www.askjeffbell.com/](http://www.askjeffbell.com/) - Cached - Similar

Show more results from [www.askjeffbell.com](http://www.askjeffbell.com)

**Jeff Bell Voiceover**  
Voice over and audio production service.  
[jeffbellvoiceover.com/](http://jeffbellvoiceover.com/) - Cached - Similar

**Jeff Bell & Associates**  
Kill Devil Hills NC Real Estate specialist **Jeff Bell** can help you find and buy one of ... Real Estate News, **Testimonials**, Local Partners, School Information ...  
[www.obxhomerealty.com/](http://www.obxhomerealty.com/) - Cached - Similar

**Bell Fitness Company - St Mark's Place - Personal Training**  
A beautifully-designed, one-of-a-kind training center located in the heart of historic St Mark's Place. Unique, even by NYC standards.  
[www.bellfitnesscompany.com/](http://www.bellfitnesscompany.com/) - Cached - Similar

**Jeff Bell (Island Time Realty of NW Florida, Inc.) - Real Estate ...**  
ActiveRain real estate profile for **Jeff Bell** (Island Time Realty of NW ... Do you have any good **testimonials** that clients have provided you in the past? ...  
[activerain.com/jeffbell](http://activerain.com/jeffbell) - Cached

**Flickr: Jeff N Bell**  
Contacts (0). **Jeff N Bell** hasn't listed any contacts yet. **Testimonials** (0). **Jeff N Bell** doesn't have any **testimonials** yet. Joined: April 2009 ...  
[www.flickr.com/people/bell\\_jeff\\_nv/](http://www.flickr.com/people/bell_jeff_nv/) - Cached

**Rolling Acres Landscaping | Testimonials to The Services We Provide**  
Your installation group, led by **Jeff Bell**, was friendly and completed their work quickly and on schedule. They also did a good job of coordinating with our ...  
[rollingacreslandscaping.com/testimonials/](http://rollingacreslandscaping.com/testimonials/) - Cached - Similar

**Jeff Bell, Real Estate Agent - Cupertino, CA Real Estate Office ...**  
**Testimonials**. "During the sale of my home and the hunt for a new one, ... "We were extremely please and satisfied with **Jeff Bell**, our sales associate. ...  
[www.californiamoves.com/agentoffice/agentdetail.aspx?agent=631](http://www.californiamoves.com/agentoffice/agentdetail.aspx?agent=631) - Cached

**Dr. Jeffrey Bell & Dr. Buffy Storm - Testimonials**  
Patient **Testimonials**. There's no **testimonial** to be displayed at the moment. 2009 © TDO Web.  
[www.mtendo.com/testimonials.asp](http://www.mtendo.com/testimonials.asp) - Cached

So companies hired people to OPTIMIZE their web sites, for the Search Engines, so their sites would get near or top listings. SEO or Search Engine Optimization is born.

# Over The Years Google Added Pay-Per-Click Advertising (Adwords) & Local Business Center Listings (Google Maps) So By 2010...

The screenshot shows a Google search for "atlanta accountant" with approximately 2,210,000 results. The page is divided into several sections:

- Sponsored Links (Red Box):** Includes "Need A Good Accountant?", "Accountants Atlanta", "McMullan & Company CPAs", "Small Business Accounting", "Atlanta Area Accounting", and "Decatur, GA - CPA Firm".
- Local Business Results (Blue Box):** Features a map of Atlanta with pins and a list of local accountants such as "Gifford Hillenoss & Inowarsen CPA PC", "Taylor Green LLC", "Verner Bromberg Cohen CPAs", "Bloom & Associates", "Aarons Grant & Habib, Habib Robert A CPA", "Jones and Kolb", and "Howard James C CPA".
- Organic Search Results (Green Box):** Includes "Accounting Atlanta small business accounting and bookkeeping services" and "ATLANTA ACCOUNTING FIRMS Accounting Bookkeeping & Payroll Services...".

11 years later in 2010 you now have Pay-Per-Click (Google ADWORDS) taking up over **50%** of the results page (red blocks) with paid ads.

Then if you're a local business and someone searches using geographic words like 'atlanta accountant' (at left) the the Local Business Results shown alongside a Google Map (blue block), takes up **35%** more of the results page.

GOOGLE PROGRAMS **PUSH DOWN** the natural or organic results so even if you have the best paid for or free SEO in the world for your keywords, your natural listing on page one only has as little as **15%** (green block) of the page to be shown in and it will likely NEVER be at the top of the page because of Adwords listings and Local Business Center listings push it so far down on the page.



Everything

Maps

News

More

Any time

Latest

More search tools

About 2,210,000 results (0.34 seconds)

Advanced search

### Need A Good Accountant?

[www.GoodAccountants.com](http://www.GoodAccountants.com)  
15 seconds.

Find the most Qualified Accountants Near You in

### Accountants Atlanta

[www.accountantsatlanta.net](http://www.accountantsatlanta.net)  
Book Keeping, Payroll

Abundant Returns Tax Service CPA Tax Service,

### McMullan & Company, CPAs

[www.McMullanCPAs.com](http://www.McMullanCPAs.com)  
Over 25 Years.

Reliable, Trusted Accounting Firm Serving Atlanta for

Sponsored links

[Small Business Accounting](http://www.carpentercpas.com)  
Your bottom line = our top priority  
We're not your average beancounters  
[www.carpentercpas.com](http://www.carpentercpas.com)

### Atlanta Area Accounting

Lawrenceville firm. Your Success is Our Success. Call us today!  
[www.ATS-cpa.com](http://www.ATS-cpa.com)

### Decatur, GA - CPA Firm

CPAs Provide Accounting, Tax Help and More. Your Success is Ours!  
[www.BruceWinstonCPA.com](http://www.BruceWinstonCPA.com)  
Atlanta, GA

### CPA Tax and Accounting

20% Discount, Personalized Service E-Filing for Personal and Business  
[www.fendrickcpa.com](http://www.fendrickcpa.com)  
Atlanta, GA

### Atlanta, GA Accounting

Local Accounting, Taxes, and More. Your Success is Our Success!  
[www.SDAcpa.com](http://www.SDAcpa.com)

### Looking for a Bookkeeper?

Bookkeeping for Small Businesses Certified QuickBooks ProAdvisor  
[www.soundbusinessservices.com](http://www.soundbusinessservices.com)  
Atlanta, GA

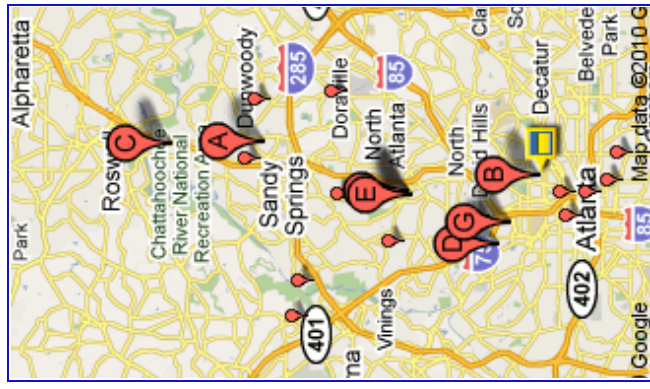
### Infinity Tax & Accounting

Thank you for support local firm SAVE 30% on Bookkeeping & Payroll  
[www.infitax.com](http://www.infitax.com)

### Atlanta Accountant

Search Our Database Of 35,000 Accountants, CPAs, And Tax Pros.  
[AccountantsWorld.com/Georgia](http://AccountantsWorld.com/Georgia)

### Local business results for accountant near Atlanta, GA



- A** [Gifford Hillegass & Ingwersen CPA PC](http://www.giffordhillegass.com)  
[www.giffordhillegass.com](http://www.giffordhillegass.com) - (770) 396-1100 - 5 reviews
- B** [Taylor Green LLC](http://www.taylorgreenllc.com)  
[www.taylorgreenllc.com](http://www.taylorgreenllc.com) - (678) 436-3247 - 3 reviews  
Visit our website Sponsored
- C** [Verner, Bromberg, Cohen, CPAs](http://www.vernerbromberg.com)  
[www.vernerbromberg.com](http://www.vernerbromberg.com) - (770) 552-6618 - 11 reviews
- D** [Bloom & Associates](http://www.bloomassociates.com)  
[www.bloomassociates.com](http://www.bloomassociates.com) - (770) 313-5892 - 20 reviews
- E** [Aarons Grant & Habib: Habib Robert A CPA](http://maps.google.com)  
[maps.google.com](http://maps.google.com) - (404) 233-5486 - 1 review
- F** [Jones and Kolb](http://www.joneskolb.com)  
[www.joneskolb.com](http://www.joneskolb.com) - (404) 262-7920 - 1 review
- G** [Howard James C CPA](http://www.smith-howard.com)  
[www.smith-howard.com](http://www.smith-howard.com) - (404) 874-6244 - More

More results near Atlanta, GA »

### Accounting Atlanta small business accounting and bookkeeping services

Accounting Atlanta provides bookkeeping and accounting services to small businesses in the metro Atlanta area.  
[www.accountingatlanta.net/](http://www.accountingatlanta.net/) - Cached - Similar

### ATLANTA ACCOUNTING FIRMS Accounting Bookkeeping &

SafeSearch off



Everything

Maps

More

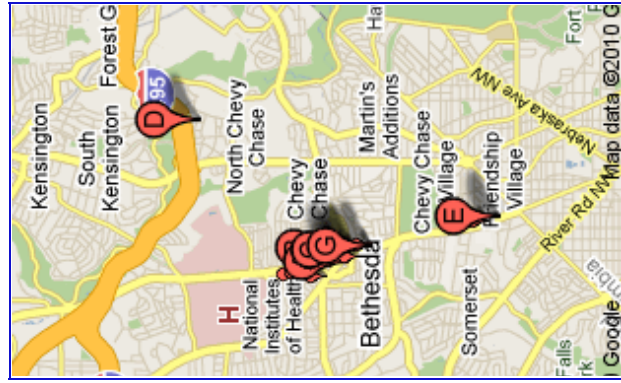
Show search tools

About 2,360,000 results (0.42 seconds)

Advanced search

SafeSearch off

### Local business results for accountant near Bethesda, MD



- A** [Sullivan & Company CPA](#)  
www.esullivan.net - (301) 657-8080 - 16 reviews
  - B** [Snyder Cohn Collyer Hamilton](#)  
www.snydercohn.com - (301) 652-6700 - 1 review
  - C** [Timmons Edwards & Co](#)  
maps.google.com - (301) 654-6565 - 6 reviews
  - D** [Pereira Enterprises](#)  
www.pereiraenterprises.com - (301) 986-7992 - 1 review
  - E** [Torchinsky David Attorney CPA](#)  
www.binstocktorchinsky.com - (301) 657-5555 - More
  - F** [Healy & Associates LLC](#)  
www.healycpas.com - (301) 469-3870 - More
  - G** [Regardie Brooks & Lewis](#)  
www.rbicpa.com - (301) 654-9000 - More
- More results near Bethesda, MD »

### Bethesda Certified Public Accountants | CPA in Bethesda, MD

Find Bethesda Certified Public Accountants CPA on MagicYellow. Yellow Pages online for Certified Public Accountants CPA in Bethesda, MD.  
www.magicyellow.com/...Accountants\_CPA/Bethesda\_MD.html - Cached - Similar

### Bethesda Accountants | Accounting Services in Bethesda, md

Find Bethesda Accountants on MagicYellow. Yellow Pages online for Accountants in Bethesda, md.  
www.magicyellow.com/category/Accountants/bethesda\_md.html - Cached

### Bethesda Accounting Jobs (MD) & Employment - FlipDog Job Search

Find new Bethesda MD Accounting jobs, careers, and employment opportunities at FlipDog. Visit www.FlipDog.com for Bethesda MD Accounting job listings posted ...  
www.flipdog.com/jobs/bethesda-md/accounting/ - Cached - Similar

### Home - Councilor, Buchanan and Mitchell

Sean C. Griffin, CPA, MBA, was promoted to Audit Manager at Councilor, Buchanan & Mitchell, P.C. ... 7910 Woodmont Ave., Suite 500, Bethesda, MD 20814.

Sponsored links

**HeimLantz, PC**  
Certified Public Accountants  
Strategic Partners for Your Success  
www.heimlantz.com

### Bethesda Accountant

Free 30-Minute No Obligation CPA or Accounting Service Consultation  
www.mynewcpa.com/sullivancpa.html  
4709 Montgomery Lane #201, Bethesda

### Bethesda CPA

Full tax & accounting services. Free initial consultation.  
www.MonarchCPAs.com

### Bethesda Accountant

Certified Public Accountant. Highly Qualified Consultants. Call Today.  
FairfaxVaCpas.com

### Bethesda Accountant

Find A Local Accountant, CPA, Or Tax Professional. Free Search!  
AccountantsWorld.com/Maryland

See your ad here »

# Google Adwords Pay Per Click Advertising ADVANTAGES Over Other Advertising Media, Tools & Systems

## **Don't Have To Pay For CIRCULATION**

In traditional print media, you're paying for the circulation (paid, controlled), households, audience of the ad whether or not anyone is REALLY reading, watching or listening.

- EX: Newspapers, Magazines, Yellow Pages, TV (broadcast, cable) Radio

## **Don't Have To Pay For IMPRESSIONS**

Traditional Banner ads on web sites started where you paid by the thousands of impressions, again, whether or not anyone actually clicked on the ad.

## **PAY ONLY FOR CLICKS**

When someone actually sees, reads AND clicks on your ad, only then are you required to pay for your ad.

## **TARGETING**

You Can Show Your Ad ONLY to The People Who Are Searching for, Looking at or Wanting to find more information about what you offer or sell.

## **BUDGET / COST**

You can limit your cost by the amount you are willing to BID / PAY for a Click AND the amount you want to spend by Day or Month.

## **GEOGRAPHY**

You can limit & target your advertisements by country, state, MSA, city, radius around an address or specifically freehand draw on a map where you want your ads to show.

## **SCHEDULING**

You can limit your advertising to show only during certain times of the day or days of the week.

## **TESTING**

You can test different advertisement variations to see which one generates the best or most profitable responses for your business.

## **LANGUAGE**

You can have your ads only show on sites that are written in one or more specific languages.

## **LENGTH**

You can run a Google Adwords campaign for a couple days, a week, a month, pause (turn off) all or part of your advertisements, and restart them at any time.

## **GETTING STARTED**

If you have a credit card, \$5 and a web site, you can create your account today and start seeing your ad show up tomorrow.

# 15 Common & Critical Mistakes

Most Accountants, CPAs & Business Owners (**AND Web Design Companies & Advertising Agencies & Search Engine Optimization Experts**) Make When Setting Up Your or Their Own **Google Adwords Pay-Per-Click Program**

1. **Campaigns** – are not organized correctly (geography, budget, keywords)
2. **Adword/Ad Groups** – only one is used per campaign when several should be
3. **Keywords & Keyword Phrases** – are not researched beforehand
4. **Match Criteria** – only one is used when 3 criteria should be used
5. **Advertisements** – are written in a branding style instead of lead generation format
6. **Ad Variations** – are not used when 1 or more should be
7. **Rotations** – are not used when a specific rotation type should be
8. **Networks** – are all turned on when some should be turned off
9. **Geography** – is defaulted to widely when should be narrowed
10. **Bid Amounts** – set and forgotten when strategy should be to test & adjust over time
11. **Budgets** – are either set to tightly or to high based on campaign scope
12. **Conversion Tracking** – is not set up at all or is done incorrectly
13. **Destination URL** – is set to the home page when specific landing page is needed
14. **Landing Page** – is decorative or cosmetic versus functional to generate a lead or potential new client, patient or customer
15. **Tool vs a System** – probably the biggest & most costly mistake people and Ad Agencies make in setting up a Google Adword Pay-Per-Click account is they view Adwords only as a 1-step TOOL that will turn clicks into clients, patients or customers when in actuality it is the First Part of a 3-Step process or **Marketing SYSTEM** that you need in order to Actually AND Cost Effectively take Clicks from the Internet and Systematically CONVERT them into actual, live and paying clients, patients and customers for your business.

For a **FREE Special Report** on How To Find New Accounting Clients Using The Search Engine Advertising Tool: Google Adwords  
**Go to [www.MyNewCPA.com](http://www.MyNewCPA.com)**

# Lead Generation Landing Page Layout

Header graphic / logo / picture for branding

**BOLD HEADLINE** that matches the Google Adwords Ad OFFER - Free Report, White Paper, TeleSeminar, Consultation, etc.

*Sub Headline that tells the 5 Important Things They Need To Know Before They Make A Decision To Do Something, Spend Money, etc.*

First Name

Last Name

Email

Submit

Enter your contact info here and I'll give you immediate access to the Free Report, White Paper, Audio Recording, etc that explains:

1. How to fix this
2. Why you should do that
3. How to talk to beforehand
4. What to avoid and look for
5. When to walk away from

Title Page of what ever you are offering to show them what they will be receiving even if it is in a PDF format.



*Audio Statement from you or video that plays that explains your Offer, why they should Opt In and get your info, what they will learn or how they will benefit at no cost or low risk to them if they act now.*

Put your disclaimers or related information down here but do NOT show your normal list of links or options you might see on your typical web page that gives the visitor options or reasons to click and navigate AWAY from this page. You want them to have only 1 choice and that is to trade their contact information for your offer so they will receive it and an ongoing series of emails or other physical information from you.

**SOCIAL PROOF** in the form of:

**AUDIO TESTIMONIALS** that can be clicked on or played automatically when someone lands on the page.

**WRITTEN Testimonials** with PICTURES that can be read or scanned.

**Video Testimonials** posted on your YouTube account and embedded here on your landing page.

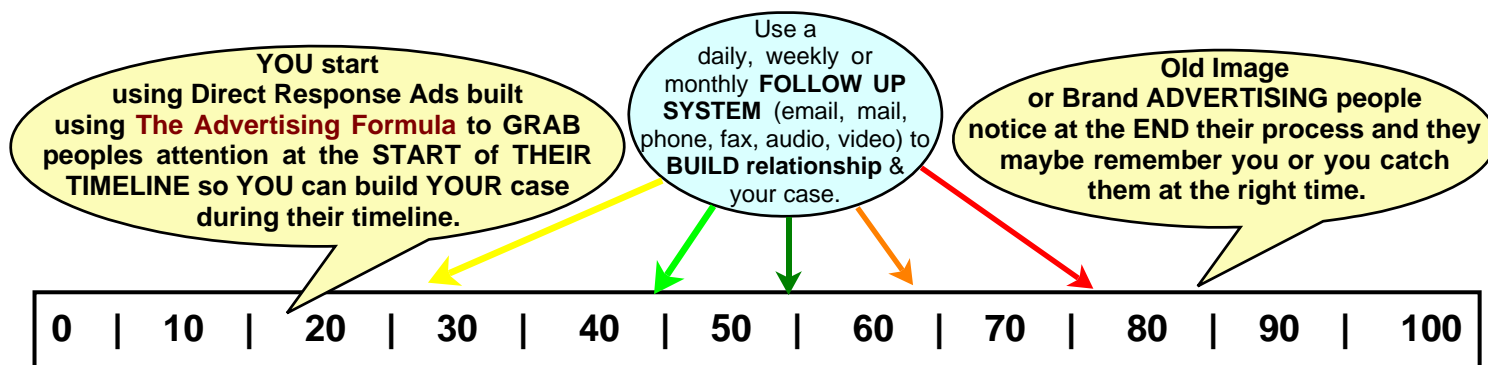
# Your Potential New Accounting, Tax or Financial Services Clients

## Decision Making Timeline

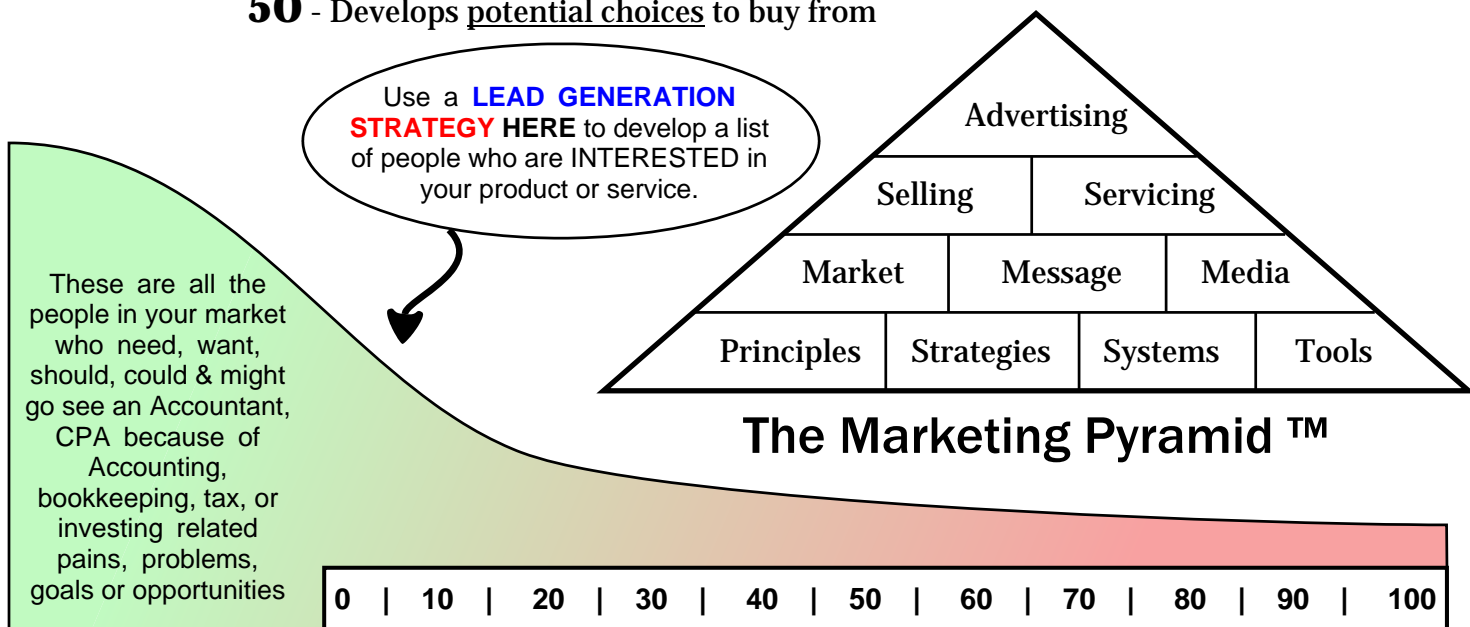
Where Most Advertising Targets People And Why You're Missing 90-95% Of Your Potential Clients.

These Are Possible Stages A Person Might Go Through In The TIME It Takes For Them Or Their Company To Decide To BUY From or HIRE You.

The Timeline Can Be Measured In Seconds, Minutes, Hours, Days, Weeks, Months or Years Depending Upon The Products Or Services You Sell.



- 0** - Starts thinking about buying what you sell
- 10** - Starts notices ads from you and competitors
- 20** - Begins researching & gathering information
- 30** - Asks friends for recommendations
- 40** - Looks for articles, reports, books, etc.
- 50** - Develops potential choices to buy from
- 60** - Decides to buy, not sure from who through
- 70** - Narrows list of what to buy
- 80** - Narrows list of who to buy from
- 90** - Decides what & who to buy from
- 100** - First purchase is made



# CLIENT MARKETING Cost Per Client

## Example Pay Per Click Adwords - Landing Page - Follow Up / Sales Close Rate

500,000 Impressions
<hr/> 0.2% CTR - Click Through Rate
1000 Clicks (Leads)
<hr/> \$ 2.00 CPC - Average Cost Per Click
<hr/> <hr/> \$ 2,000 Cost

Step 1)  
Google Adwords

1000 Visitors on your Landing Page
<hr/> 10% Conversion Rate on Landing Page
100 Conversions aka OPT IN
<hr/> \$ 20 CPCnv - Cost Per Conversion aka OPT IN

Step 2)  
Web Site  
Landing Pages

100 Opt-Ins in your Email Database
<hr/> 10.0% Close Rate equals \$ 200 Cost Per Client
<hr/> 7.5% Close Rate equals \$ 267 Cost Per Client
<hr/> 5.0% Close Rate equals \$ 400 Cost Per Client
<hr/> 2.5% Close Rate equals \$ 800 Cost Per Client

Step 3)  
Follow Up System  
with Email + You or  
Your Rainmaker /  
Client Services Mgr

**Troy Patton, CPA – Financial Services Training – June 9, 2010  
Creating Headlines & Ads To Attract Potential Clients**

**S.M.A.R.T A.S.S. Marketing – (Don't Be a D.U.M.B. A.S.S.)**

System – Measure - Analyze – Response – Test      D \_\_\_ U \_\_\_ M \_\_\_ B \_\_\_

Advertising - Selling – Servicing

Predominate Advertising Types – Brand/Image vs Direct Response

For Direct Response Advertising use a F\_\_\_\_\_

The Advertising Formula: GRAB    CONNECT    TEACH    ACTION

Grab - \_\_\_\_\_ H

Connect - \_\_\_\_\_ S

Teach - \_\_\_\_\_ B

Action - \_\_\_\_\_ O

HEADLINES are the A\_\_\_\_\_ for the A\_\_\_\_\_

Their sole purpose is to G\_\_\_\_\_ the readers/listeners/watchers A\_\_\_\_\_

They must be based on P\_\_\_\_\_, P\_\_\_\_\_, O\_\_\_\_\_, G\_\_\_\_\_

Connect with the I\_\_\_\_\_ conversation going on in the person's M\_\_\_\_\_

You Perform/Product/Service:    The PERSON is THINKING to THEMSELVES:

Financial Statements \_\_\_\_\_

Mthly & Qtrly Accounting \_\_\_\_\_

Bank Reconciliation \_\_\_\_\_

IRS Audit Representation \_\_\_\_\_

Payroll Tax Reports \_\_\_\_\_

Business Income Tax Reports \_\_\_\_\_

Financial Services \_\_\_\_\_

Business Valuations \_\_\_\_\_

## Headline Starters:

Are You

When To

How To

Why You

Where To

What

Who

Free Report on

5 Quick Ways

7 Questions to Ask

Don't Do This

Stop

Avoid

Attention

Warning

Important

Always S\_\_\_\_\_ your ad BEFORE running it using The Advertising Formula

When possible T\_\_\_\_\_ different HEADLINES to see which one gets the best response

Show Headlines to your C\_\_\_\_\_ and ask them which ones G\_\_\_\_ their A\_\_\_\_\_

**BONUS TIP:** Because Google allow you to create and rotate a virtually an unlimited number of ads for a particular keyword or phrase, do multiple TESTING on ALL your Print, TV, Radio, Banner, Yellow Pages, etc. ads to find the BEST PULLING AD BEFORE placing an insertion or materials order with any Media Seller or Sales Rep.

# Ad Evaluation Worksheet

**BEFORE** Running Your Ad - Use To Determine How Well Your Ad Will Generate A Response  
**AFTER** Running Your Ad – Use To Diagnose Why Your Ad May Not Be Generating A Response  
*(INSTRUCTIONS: Put a number 1 in each box if your ad qualifies & then add your score in the right box)*

Does your **TARGET MARKET** read the publication OR watch / listen to the TV or Radio station?

		=	Target Market
I have not surveyed customers but know other competitors have advertised here for over 1 year	I have surveyed customers and majority of them watch, listen to or read this advertiser	<b>Total up your points in this row (2 possible) and put in box at right.</b>	Score Here

**HEADLINE** that Grabs Your Attention in 3 Seconds

					=	HEADLINE
It's positioned at the very top of page or space given to ad, or said at the very start of spot/commercial.	Headline is the largest lettering of all text in the ad or said louder or slower in radio or TV	Headline asks a question or makes a bold statement, draws a comparison, problem / solution	It is based on the pain or emotional triggers people think of when buying what you sell	In 3 seconds its powerful enough to grab the attention of an ideal customer in your target market	<b>Total up your points in this row (5 possible) and put in box at right.</b>	Score Here

**SUB-HEADLINE** that Connects With Their Active Mind by Promising To Teach

					=	SUB-HEADLINE
Your sub-headline is directly underneath the headline at top of ad or said just after the headline	Is the 2nd largest lettering & is larger than body copy or is verbally emphasized like the headline	It promises to teach or educate reader if they read the ad further	It explains, illustrates or clarifies the headline or previews body copy	It touches on pain, hot buttons, how to avoid or benefit from reading further.	<b>Total up your points in this row (5 possible) and put in box at right.</b>	Score Here

**BODY COPY** that Teaches & Coaches How To Buy What You Sell

					=	BODY COPY
Body Copy covers 2 to 6 topics or issues important to your customers	Copy uses plain English in conversational tone to discuss points	Points are separated by short headlines that stand out from text or audio pauses	Content of copy teaches criteria of how to choose your product or service		<b>Total up your points in this row (4 possible) and put in box at right.</b>	Score Here

**CALL TO ACTION** that Offers More Information At Low / No Risk

					=	Call To ACTION
Directs reader to take a specific action after reading your ad	You offer to give information in written, electronic, verbal or visual form	The information offered is informative and useful in content	The information is FREE or very low cost and is LOW RISK & responders don't talk to people	Offer is in a box, coupon or other stand out & in radio or TV spot repeated at least 3 times	<b>Total up your points in this row (5 possible) and put in box at right.</b>	Score Here

**Target Market x Headline x Sub-Headline x Body Copy x Call To Action = Total Score**  
**(Customers) x (Grab) x (Connect) x (Teach) x (Action) = Total Score**

Target Market	Headline	Sub-Headline	Body Copy	Call To Action	=	TOTAL SCORE
Customers	Grabs Attention	Promises	Teaches	Low Risk Offer		Out of 1,000
<b>2</b>	<b>x</b>	<b>5</b>	<b>x</b>	<b>5</b>	<b>x</b>	<b>4</b>
					<b>x</b>	<b>5</b>
					<b>=</b>	<b>1,000</b>

Use the **Ad Scorecard** to evaluate your ad effectiveness and projected results.

# AD SCORECARD:

Your Score here \_\_\_\_\_

# BIG, STARTLING HEADLINE THAT REALLY GRABS YOUR ATTENTION GOES RIGHT HERE.

## Smaller But Very Noticeable Sub-Headline That Promises To Teach Goes Here

**Headline Of Your First Teaching & Educating Point Right Here**

Teach your prospects and future customers how to buy from you. Give them good solid information about what to look for when they research, shop or begin looking for your product or service. **Bold face type** to highlight key words helps too. Make it about this long.

**Your Last Headline Here That Continues To Promise Teaching**

Make sure your three points here are in line with your main headline and sub-headline above. If not revise the headline or your information here. If you have *numbers or statistics* to support claims then include them. You're **building up** to your risk free offer for future customers to take the next step in learning more about you.

**Put Another Strong Second Headline About Your Next Point Here**

Write in short sentences. About how you might talk to a parent or friend. *Don't try to be funny.* Best to be **straightforward** and informational. Your goal is to educate your prospect. Your English doesn't have to be perfect. Conversational is best and you are half way done by now!

Insert Your Product Or Company Logo Here  
If You Have A Tagline Then OK To Add It Too

### 0-49:

You're not getting any response from an ad with this score. All the basic fundamentals of what an ad should contain is missing. Stop running it and wasting your money until you can revise it to look more like the Basic Ad Content and Layout (left).

### 50-99:

You're getting very few if any responses, calls, traffic, inquiries or sales with this ad. It's probably not paying for itself if you really track the results. Work on the structure of the ad and test the headline, sub-headline, teaching points and offer format (left).

### 100-249:

You're receiving some response with your ad and it's breaking even or making you some money. Look at what the ad is missing in structure and test making some changes to your headline.

### 250-499:

You have a good strong ad! It's probably drives a lot of response through your doors, maybe 50-200% Return on Investment. Test your offer, make it more risk free or more targeted to the pain of your customers.

### 500+:

Great ad, it's probably making you 200-500% ROI. Try testing components of it to improve its performance.