



# How to Win a New Client

## Creating a plan of action to generate new business

Many bookkeepers understand the importance of marketing and networking to generate leads and win new clients. However, many of these same bookkeepers also make the mistake of thinking that they are too small or that they do not have the budget that is required to be successful with client acquisition.

The plan of action outlined below is a low-cost approach to winning a new client.

### Who

† **Identify your niche and pinpoint target customers.** Determine the profile of your ideal client. With this information, you will be able to better focus your services and value proposition.

### What

† **Identify value-added services.** Consider which services you can offer to clients that will differentiate your firm. What can you offer that your competition cannot?

† **Add value to clients within your niche.** Determine how your firm can provide value to clients specifically from your niche. It's likely that a significant percentage of buyers for bookkeeping services look for expertise and specialization, as well as the compliance work and many will simply avoid practitioners and firms that lack industry knowledge.

### Where

† **Establish key networking opportunities.** Determine which venues, groups, and other networking options are most promising for reaching that target customer. Identify a mix of meeting types -- infrequent events, such as annual conferences for your target industry, and more regular events, such as forums on membership sites like LinkedIn with bookkeeping peers.

† **Be where potential clients are.** Find out where your clients hang out, whether it's on LinkedIn or Facebook or on committees at the local chamber of commerce, and identify how you can engage with those potential customers.

† **Connect with others.** Engage with professional groups for other industries, such as accounting, technology, or whatever your niche may be. These members can be great sources for leads and referrals.

### When

† Any opportunity is a good opportunity to engage with potential clients! Check!

### Why

† **Don't be a commodity.** Bookkeeping is a service that everybody needs, but the low barriers to entry for this industry mean that competition is high. Thus, it is important to have a proactive strategy in place for winning even one new client. You may also have other, more specific goals in place, such as increasing your client-base or revenue by a certain amount.

### How

† **Leverage technology** you can empower your clients to make better financial decisions. With access to data, you can benchmark your clients against their industry. Find these at [www.bookkeepershub.com.au/surveys/](http://www.bookkeepershub.com.au/surveys/). These surveys and their analysts can differentiate your firm and provide value to your clients.