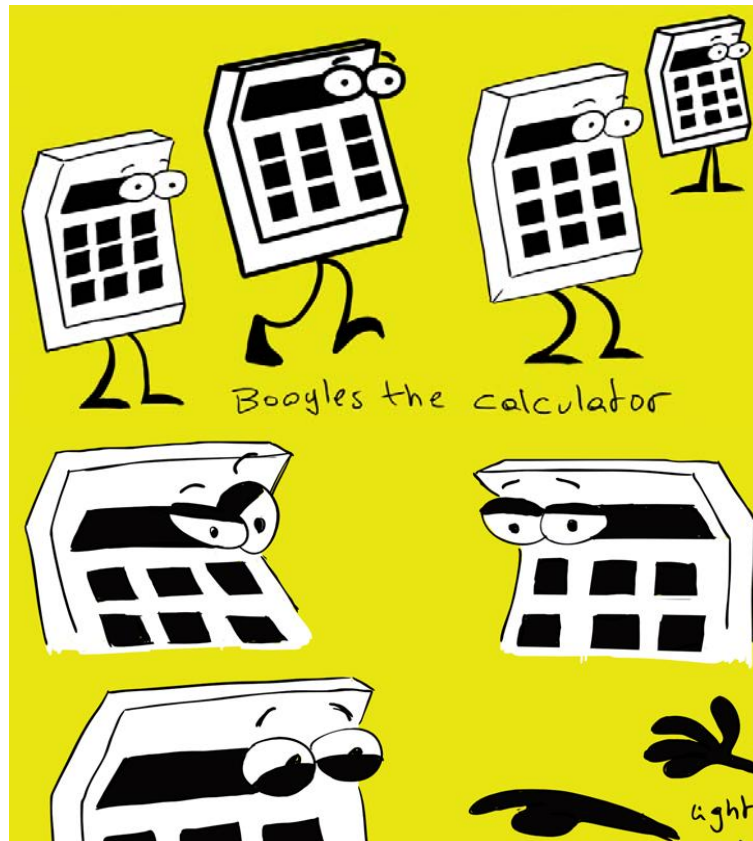


97 WAYS TO MARKET YOUR ACCOUNTANCY BUSINESS



Lisa Newton

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Author: lisa@lisanewton.co.uk

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Quick Check Reference Guide

To help you, we've relisted each way in order of the ***ease of implementation*** rating (easy, medium, difficult) from ♥ to ♥♥♥♥♥ and also by ***cost*** (low to high), as this is a quick reference. We know some of you will just go for the easy, low cost ways first – and there's nothing wrong with that. We have to work with the tools at hand.

In terms of ***effectiveness***, results will vary – and whether it's one ♥ or five ♥♥♥♥♥ - it's better to have 'some' marketing in place, then to not bother. But you have a choice as to what you attempt to implement first.

Do at least 5 things every day. Test & measure your results and **keep on doing** that which works.

97 Ways - in order of Rating (ease of implementation)

- Easy
- Medium
- Hard

EASY

- 9 Bill inserts / payroll inserts
- 11 Blogging
- 12 Brochures
- 16 Charity sponsorship
- 21 Commenting on industry blogs
- 22 Conference calls
- 28 Email signatures
- 31 eZine Advertising
- 32 FaceBook Advertising
- 33 Fax broadcasting
- 35 Google adwords
- 42 Letters
- 44 Link building
- 54 Online directory
- 59 Pay Per View
- 60 Photo Sharing
- 64 Postcard
- 71 Recorded messages
- 72 Referral Marketing
- 77 SMS
- 78 Social media commenting
- 79 Social media marketing
- 81 Sponsorship
- 86 Tell – a - Friend
- 87 Testimonials & endorsements
- 88 Till receipts
- 90 Trade shows / exhibitions
- 95 Webinar
- 97 Win Awards

EASY - MEDIUM

- 20 Club

MEDIUM

- 1 Affiliate Marketing (in-bound)
- 2 Affiliate Marketing (Out-bound)

- 3 Affiliate Networks
- 6 Authority site
- 13 Business cards
- 17 Chat forums
- 19 Classified
- 25 Deal of the Day
- 27 Email marketing
- 29 Endorsements
- 30 Events
- 34 Forum participation
- 36 Guest Blogging
- 40 Inserts
- 43 Line ads
- 47 Micro-blogging
- 48 Networking
- 49 Newsletter
- 51 Occasion Card
- 52 On hold message
- 55 On-site face-to-face
- 56 Outdoor signage
- 57 Partner loyalty programme
- 62 Podcasting
- 65 Press releases – Traditional
- 66 Press releases for backlinks
- 67 Promotional products
- 68 Public Relations
- 70 Radio
- 73 Review sites
- 74 Search Engine Marketing
- 75 Self-liquidating offer
- 76 Seminars & information events
- 80 Sponsor other people's events
- 83 Tele-marketing
- 84 Tele-seminars
- 89 Trade exchange
- 91 Video Marketing
- 93 Voice broadcast
- 94 Walk-sort mail drops

DIFFICULT / HARD

- 4 Article Marketing (online)

- | | |
|-------------------------------------|---|
| 5 Articles to industry publications | 41 Joint Ventures |
| 7 Auto-responders (drip-feed) | 45 Loyalty programmes |
| 8 Banner advertising | 46 Magazine |
| 10 Billboards | 50 Newspapers |
| 14 CD recording / audio downloads | 53 Online auctions |
| 15 Celebrity endorsements | 58 Pay per Click |
| 18 Cinema advertising | 61 Piggy-bagging 3 rd party DM |
| 23 Content website | 63 Point of sale |
| 24 CPA Networks | 69 Public transport |
| 26 DVD / Video online | 82 Strategic Alliances |
| 37 Guest editorial | 85 Television advertising |
| 38 Human signage | 92 Viral Marketing |
| 39 Information Product front-enders | 96 Wikipedia – enter yourself! |

97 Ways - in order of Results ♥ to ♥♥♥♥♥



- 11 Blogging
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97 Ways – in order of Cost

- Low
- Medium
- High

LOW

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95 Webinar

96 Wikipedia – enter yourself!!

LOW - MEDIUM

2 Affiliate Marketing (Out-bound)

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19 Classified

31 eZine Advertising

32 FaceBook Advertising

35 Google adwords

42 Letters

59 Pay Per View

76 Seminars & information events

MEDIUM

33 Fax broadcasting

38 Human signage

41 Joint Ventures

56 Outdoor signage

64 Postcard

65 Press releases – Traditional

97 Win Awards

MEDIUM - HIGH

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51 Occasion Card

75 Self-liquidating offer

81 Sponsorship

HIGH

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67 Promotional products

68 Public Relations

69 Public transport

74 Search Engine Marketing

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PLANNER

Keep track of the marketing actions you plan to take, and their outcomes.

DATE	ACTION	OUTCOME

RESOURCES

www.Boogles.info (Bookkeeping Franchise)

www.Boogles.tv (guest blog for us)

www.Business21c.Net (FREE e-book about the 21st Century Business model)

www.HowToStartYourOwnBookkeepingBusiness.com (Additional resources available in the online shop – various template contracts, discounted accounts software programmes, software training courses, general business templates)

www.LisaNewton.co.uk (about the author)

www.PayLessForYourBills.co.uk (reduce your costs)

www.SmallBusiness.co.uk Small Business advice (UK)

www.Twitter.com/Lisa_Newton1 (latest tweets)

www.WorkPartTimeFromHome.co.uk (for UK accountants who want to add an additional income stream to their business model)

www.YouTube.com/BooglesB (latest videos)

Email resources (free)

backup@booglesltd.com (data backup link)

cashbook@booglesltd.com (cashbook template)

cover@booglesltd.com (reliable bookkeeping cover if you are sick, need a holiday or inundated with work)

template@booglesltd.com (cashflow & budget template)

FREE resources that help with your business

<http://db.tt/227vLOS> (save & share your files online)

Connect Online

'Like' the book on FaceBook:

www.facebook.com/pages/How-To-Start-Your-Own-Bookkeeping-Business/105002713000985

'Like' the author on FaceBook:

www.facebook.com/pages/Lisa-Newton/174402739237582

'Subscribe' to the authors channel on You Tube:

www.youtube.com/mslisanewton

'Join' the book-keepers group on Linked In:

www.linkedin.com/groups?gid=3675857&trk=hb_side_g

Marketing Plan

PROMOTION	
REVIEW DATE	

ABOUT THE AUTHOR

Born in Nottingham, UK, Lisa Newton moved to London to study Accounting with Marketing at Middlesex University. Graduating with a first class honours degree, she then went on to do an MSc in Investment Management at City University. In the same month of the Masters graduation ceremony at City, Lisa formed Boogles Ltd with £150. Her mum put in £50, and Lisa used £100 of her overdraft.



Boogles primarily began as a bookkeeping service and has since expanded, and moved into other markets – such as bookkeeping franchise, bookkeeping training courses and products such as maths books & games for kids.

A strong supporter of women in business and entrepreneurial people, Lisa is an Ambassador for Enterprising Women (the UK campaign to give women confidence and ambition to be enterprising - to have ideas and to make them happen). She is a member of the ICB & AAT.

Lisa is a serial entrepreneur and holds various directorships in various industries including telecoms, software, hair & beauty as well as finance. She has won various awards in Business including: Young Entrepreneur of the Year Award 2007 with Precious Online and in 2008 Enterprising Business Award and has been nominated and a finalist in numerous others including her bookkeeping business Boogles Ltd being short listed to the final 5, out of 14,500 entries for Best Bookkeeping Practice Lucas Awards in 2009 and 2011 and Boogles Ltd being short listed for Best Accounting Franchisor in 2011 by the BKN awards. In 2012 & 2013 Boogles won the BKN Best Accounting Franchisor award.

Lisa runs workshops on manifesting and vision boards with business partner Marva. Information on courses and products can be found at: www.CreatingFinancialFlow.com.

Lisa supports the charity The MS Society. A speaker, consultant and an avid net-worker, Lisa enjoys meeting people and working on projects with like-minded individuals. More about the author can be found at: www.LisaNewton.co.uk

Email me: lisa@lisanewton.co.uk

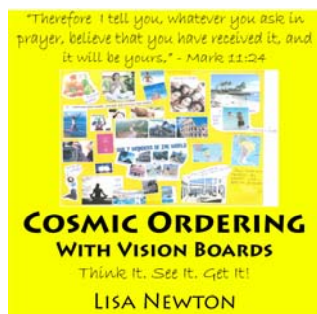
Follow me on twitter: @lisa_newton1

Connect on FaceBook: www.facebook.com/booglesb



OTHER AUDIO BOOKS BY THE AUTHOR

Cosmic Ordering With Vision Boards



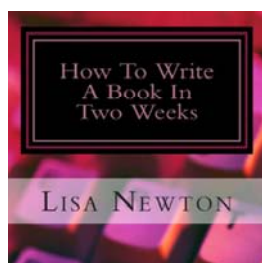
Think it. See it. Get it! You make have heard of "The Secret" and the "Law of Attraction" – what this book is about, is applying the law of attraction and manifesting what you want, through placing orders with the universe through vision boards. The book outlines in detail how to create a board, what works, and (very importantly) what to do if you don't achieve the results that you want. There is a process to remove the blocks and to allow the energy to flow.

Author: Lisa Newton.

Book Published: 2013

Book ISBN: 978-1492113607

How To Write A Book In Two Weeks



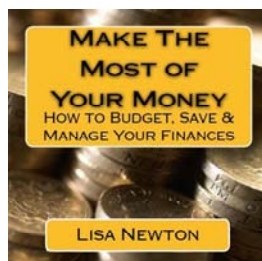
Do you have a burning desire to write a book, but don't know how? Have you been thinking about writing a book for a while, but have just never 'gotten round to it?' Would you like to get your book completed quickly? Serial entrepreneur and author Lisa Newton explains how to write a book in two weeks (or less). Newton wrote 'Cosmic Ordering With Vision Boards' in two weeks, and following constant questions about 'how did you do it?' she explains the process in this book which is ideal for non-fiction, business and how-to genres. Newton believes "You can write your book in two weeks (or less) if you want to badly enough"

Author: Lisa Newton.

Book Published: 2013

Book ISBN: 978-1492273554

Make The Most of Your Money



How to budget, save and manage your finances. This book looks at how to make the most of your money. Often the harder you work, the less you have to show for it. This book covers the issue of money. All the stuff you should have been taught in school including income, stocks, bonds, assets, reducing debt, mortgages, loans.

Author: Lisa Newton.

Book Published: 2013

Book ISBN: 978-1481990639

How To Start Your Own Bookkeeping Business. And Be Successful



How to start your own bookkeeping business is an action-packed, tip-filled, no-nonsense approach to how to start, what to do, things to look out for, pitfalls to avoid and its guidance will help you to avoid the expensive, painful time-consuming mistakes which most freelance independent bookkeepers make...

Author: Lisa Newton.

Book Published: 2012

Book ISBN: 978-1477580660

All audio books are available via Audible.com, Amazon.com and Itunes.com

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	<i>Boogles And The Self Employed Consultant</i>	£ 4.99	
	<i>Bookkeeping Made Simple</i>	£ 4.99	
	<i>How To Start Your Own Bookkeeping Business</i>	£ 14.99	
	<i>Make The Most of Your Money</i>	£ 8.99	
	<i>The 21st Century Business Model</i>	£ 4.99	
	<i>The Mumpreneur & The Bookkeeper</i>	£ 4.99	
	<i>How To Start And Run A Telephone Answering Service</i>	£ 4.99	
	<i>How To Write A Book In Two Weeks</i>	£ 4.99	
	<i>Cosmic Ordering With Vision Boards</i>	£ 6.99	
	<i>Money Maths With Boogles. Workbook 1: Getting To Know Your Numbers</i>	£ 4.99	
	<i>What Fat People Should Eat In Order To Lose Weight</i>	£ 5.99	
	For P&P add £2.50 for the first book, £1 for each extra book		
	GRAND TOTAL		£

Name: _____

Address: _____

City: _____ Country: _____ Postcode / Zip: _____

Daytime Tel. No./Email: _____

(In case of query)

Four ways to pay:

1. Telephone the Boogles Hotline on **+44 (0) 20 3371 8894**. Receptionists are there 24 hours a day, 7 days a week. And leave a message with them 'I'd like to order' and we'll call you back. Please have your card (debit or credit card handy).

2. I enclose a Cheque made payable to **Booglez Ltd** for £ _____

3. Please send a payment **via paypal** to lisa@lisanewton.co.uk (or just email us and ask for a payment request)

4. Please charge my Visa [] MasterCard [] Amex [] Maestro (issue no. _____) []

Card number: ____ / ____ / ____ / ____ / ____

Expiry date: __ / __ Start date: __ / __

Last three digits on back of the card: ____

Signature: _____

Please return forms to: (Photocopies acceptable)

Direct Mail Dept., Booglez Book Publishing, 23-28 Penn Street, London, England N1 5DL
Enquiries to: lisa@lisanewton.co.uk