





# The Future Accountant

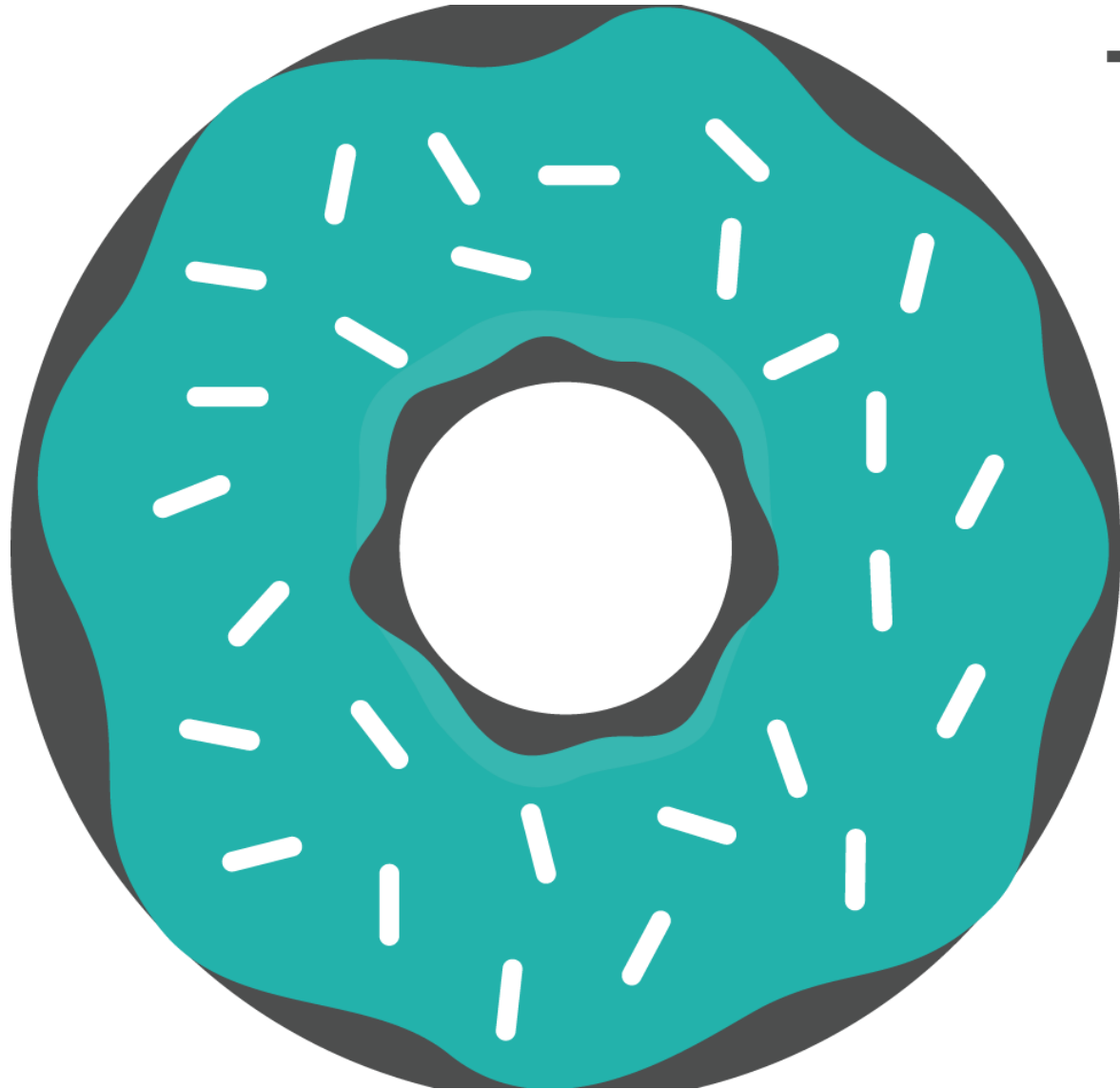
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Marketing to Grow my practice and  
network

# Today's ingredients...

- How did I arrive here today?
- What foundations should you build on?
- What attributes do you need?
- What does the future accountant look like?
- How do I market and grow my network?
- Q&A





TM

## Timeline...

- 1994 - Matric
- Early 2000 - Qualified as a CA
- 2007 - Made partner at KPMG
- 2014 - Two (2) years in the wilderness
- 2016 – Co-Founded a new Accounting Tech Business
- 2017 – birth of DoughGetters
- Today, tomorrow and happily ever after...



# Foundations

1. Authentic human relationships

2. Quality

3. Profitable growth

4. Cashflow

# Be a Value-driven Professional

1. See yourself as an Economic Product on the open market



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2. See yourself as a Hero, Not a Victim



# Be a Value-driven Professional

1. See yourself as an Economic Product on the open market
2. See yourself as a Hero, Not a Victim
3. Know how to de-escalate drama





# Be a Value-driven Professional – cont'd

4. Accept feedback as a gift



# Be a Value-driven Professional – cont'd

4. Accept feedback as a gift

5. Know the right way to engage conflict



# Be a Value-driven Professional – cont'd

4. Accept feedback as a gift
5. Know the right way to engage conflict
6. Long to be Trusted and Respected more than being Liked



# Be a Value-driven Professional – cont'd

7. Have a bias toward action



# Be a Value-driven Professional – cont'd

7. Have a bias toward action

8. Do not choose to be confused



# Be a Value-driven Professional – cont'd

7. Have a bias toward action

8. Do not choose to be confused

9. Be relentlessly optimistic



# Be a Value-driven Professional – cont'd

7. Have a bias toward action

8. Do not choose to be confused

9. Be relentlessly optimistic

10. Have a growth mindset





# Future Accountant

1. Eliminate pain points





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2. Have excellent marketing



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3. Acquire business online



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# Marketing

People only buy something because they are trying to solve a problem



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People only buy  
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are trying to solve a  
problem

**TRUST!**  
**TOP OF MIND!**



# Relationship Stages

## 1. Curiosity



# Relationship Stages

1. Curiosity

2. Enlightenment



# Relationship Stages

1. Curiosity

2. Enlightenment

**3. Commitment**



# Relationship Stages

1. Curiosity
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3. Commitment



## 3 Principles

1. Attach your brand to your customer's self map



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1. Attach your brand to your customer's self map
2. An exercise in memorisation





# 3 Principles

1. Attach your brand to your customer's self map
2. An exercise in memorisation
3. Simple, short, repeatable message



Start with your  
message...

1. Use story to engage  
your client



Start with your  
message...

1. Use story to engage  
your client
2. Your client is the hero



# Start with your message...

1. Use story to engage your client
2. Your client is the hero
3. Talk about your client's problem



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5. Define the stakes and create urgency



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# Build a sales funnel

1. Onliner (C)





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1. Onliner (C)
2. Wire frame a website (E)



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1. Onliner (C)
2. Wire frame a website (E)
3. Lead generators (E)



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2. Wire frame a website (E)
3. Lead generators (E)
4. Nurture campaigns (E)



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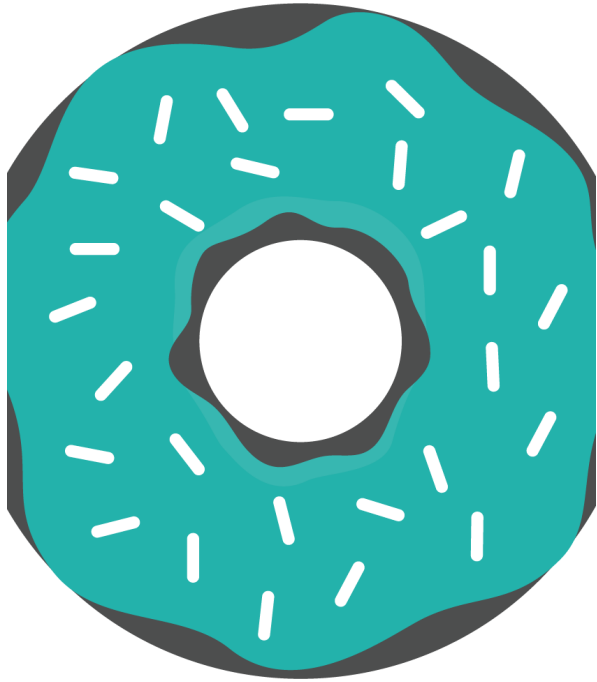
1. Onliner (C)
2. Wire frame a website (E)
3. Lead generators (E)
4. Nurture campaigns (E)
5. Sales campaign (C)



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Q&A