

*Do you love the daily struggle of building your business? Squeezing 12 hours of work into a 10-hour day, digging up clients, and managing staff? Then **STOP READING!** Toss this in the recycle bin and go back to work, because this is **NOT** for you!*

But if “outsourcing” your practice development headaches sounds good to you . . . along with more time for family, friends, and life . . . then keep reading . . .

Here’s How to Cure Your Toughest Marketing Headaches – TaxCoach™ Style!

This could well mean a whole new practice for you, including:

- A constant predictable stream of new clients
- A more profitable, valuable, efficient practice
- Freedom from worry over where your next client will come from
- More time to spend fishing, boating, or golfing – or just relaxing with your family

HEADS UP! THIS IS AN AREA-EXCLUSIVE PROGRAM. ONLY ONE TAXCOACH™ MEMBER PER AREA GETS IT!

Dear TaxCoach™ Member:

My name is Ed Lyon, and for almost four years, my partner Keith VandeStadt and I have helped over 1,081 tax professionals just like you to grow your businesses.

Our TaxCoach™ system gives you the tools you need to price, promote, and deliver a new kind of tax planning service. “Plain-English” tax planning. Concepts and strategies to cut your clients’ taxes – and give them immediate, measurable savings!

Last year, we launched “TaxCoach™ All-Stars,” a Mastermind group where we talk, one-on-one and as a group, to share “best practices” from across the country.

We’ve helped members launch new practices from scratch and take existing practices to whole new levels. We’ve given you tools to make you heroes to your clients.

But still, we asked ourselves, how could we do more? What was the “home run” we could hit to make *us* heroes to *you*?

Last year, we surveyed members and asked you “What is your biggest business frustration?” And boy, were we surprised.

The #1 frustration? Time management. 28% of you said that finding time to manage your business was your biggest challenge.

The #2 frustration? Generating clients. 25% of you said filling your practice was your biggest headache.

And the #3 frustration? Finding and managing staff. 16% of you said making staff behave was your biggest hassle.

What if we could help you solve *all three* problems? What if we could grow your business *for* you, without taking time from your day or adding new staff management headaches?

You've heard the saying:

*“Give a man a fish and he eats for a day.
Teach him to fish and he eats for a lifetime.”*

Yeah, yeah

But

Sometimes you don't want to learn how to fish.

Sometimes you just want the fish.

Filletted, on a plate, with rice pilaf and a nice beurre blanc sauce. Maybe a glass of Chardonnay on the side.

GREAT NEWS!

Now we're offering a complete “done-for-you” system to automate finding and keeping your clients . . . AND . . . give you more time away from the office than ever before!

Now we're *giving you the fish!*

We're inviting you to enjoy a whole new practice. A practice that's more profitable, more predictable, and filled with more free time to get out of the office and enjoy what life has to offer!

Let's face it. The last thing you want is to work endless hours every day, stuck at the office while your kids grow up and your spouse grows old. Missing family time, golf outings, and week-long spring vacations. Life's just too short. Sales trainer Zig Ziglar once said “I never sat on someone's deathbed and heard them say ‘I wish I'd spent more time working.’”

If you're not making the money you want – with as little hassle as possible – you might as well think of yourself as working 18-hour days when you consider all the worrying, frustration, and pressures you feel while you're away from the office!

If you can't break away from your business, then you don't really have a business . . .

You Have A Headache!

Remember how you pictured your practice when you started? Working when you wanted. Plenty of clients lining up at your door. Making lots of money, but with plenty of time for the “fun” stuff there's never time to enjoy at the Big ~~Eight Six~~ Final Four.

If you're like most TaxCoach™ members, you hung out your shingle with great expectations – then found yourself sinking in a sea of details. In the words of Michael Gerber, author

of *The E-Myth* and *The E-Myth Revisited*, you're working *in* your business – not *on* it. Leaving precious little time for the most important work of all – *growing* your business.

So what's the solution? Up until now, it's been “business in a box” kits, marketing seminars, and telemarketing programs.

Kits and seminars work. (I bought a couple myself when I launched my own practice.) The best of them give you good information, with plenty of useful tools and templates.

The problem is, you have to *make* them work. Even after you attend the training and learn how to market yourself, you still have to DO everything.

Sales letters don't mail themselves! You still have to target prospects. Decide what to “pitch” them. Write the letters, print them and stuff them, drive to the Post Office, measure your results, then test them again. (You *do* track campaigns against a control, don't you?)

And that's just for the marketing. Add that to all the other “jobs” sucking up your time and it's a wonder you get home in time for dinner!

Telemarketing programs work, too.

But who wants to spend a week learning how to hire and manage cold callers? Who wants to replace them when they burn out? It's not hard to plow through a dozen or more in a single year.

And telemarketing programs generally focus on writeup work. What if you don't like writeup? What if your target clients don't need it? Where do writeup-based programs leave you then?

Even if you *do* want the work, cold-calling writeup clients is a tough, tough sell. Bookkeeping just doesn't have the “sex appeal” to lure great clients.

Finally, telemarketing programs aren't exclusive. One firm that teaches accountants how to hire, train, and manage telemarketers boasts of over 3,500 clients. That's great for them – but it means you can spend weeks of scarce time and thousands of scarce dollars hiring, training, and managing *your* cold caller to make the *same* pitch to the *same* prospects as your competition down the street!

Imagine offering clients the *one thing* they want more than anything. (*Savings.*) Don't you think tax savings will open more doors than bookkeeping?

Now imagine you're the *only one in your area* offering it.

Sometimes you don't want to learn how to fish.

Sometimes you *just want the fish.*

That's why we created the TaxCoach™ “Hall of Fame” program.

We call it “Hall of Fame” because it's the highest level we offer.

My friend and mentor Jon Keel says you have three ways to approach any activity. You can crawl. You can walk. Or you can run.

Hundreds of tax professionals across the country use TaxCoach™ to grow their business. They start with our online planning tool and use our Marketing Guide, template marketing materials, seminar kits, and other tools to price, promote, and deliver their services. That's the "crawl."

A smaller, elite group of "All-Stars" enjoys one-on-one coaching and Mastermind meetings to launch new practices and take existing practices to the next level. That's the "walk."

Now the "Hall of Fame" program gives you *everything*. Done for you. Now you can *run*!

**THE RACE IS ON . . .
FOR THIS TO WORK, YOU HAVE TO OWN YOUR AREA.
SO JUST *ONE* MEMBER PER AREA
GETS TO HARNESS THIS PROGRAM**

Just one TaxCoach™ member per area gets to use this turn-key program. That's good news *if you secure yours*. It's not so good if you hesitate – and get locked out.

We rolled "Hall of Fame" informally – just as a test, really – at the Spring Training 2008 Boot Camp. We didn't even have order forms ready. We were just looking for indications of interest.

We were stunned when nearly *half* the room said "sign me up!" (One attendee told us later, "I tried to give Ed my American Express Gold Card right then, but he wouldn't take it!")

And that means some of the best territories are *already* gone.

We're already sending this invitation to other professionals in your area. (Over 3,000 of you across the country.) But only *one* of you will wind up getting to use the system.

Before I lay out what the system includes, let me emphasize what it's NOT:

- **NOT** a "business in a box" with a big fat 3-ring binder for you to implement on your own
- **NOT** a seminar or boot camp to implement yourself
- **NOT** a sales training program that forces you to become a smarmy "salesman."
- **NOT** a time-sapping telemarketing program that annoys prospects.

Those sorts of practice development programs work – *if you're willing to work them.*

But sometimes you don't want to learn how to fish.

Sometimes you just want the fish.

So now let's see exactly what you get with TaxCoach™ Hall of Fame:

1. Marketing Analysis

The program starts with a comprehensive Marketing Analysis. Not canned – customized. Together, we'll evaluate your firm's strengths, weaknesses, opportunities, and threats. We'll evaluate the markets you target . . . the marketing messages you send them. . . and the media you use to deliver your message to your markets.

Once we know who you're working with now, we'll identify your "A" clients. Hone your marketing message and "unique selling proposition" to appeal directly to them. Then determine the best ways to approach them, from direct mail and online marketing, to referral generation systems, and even seminars and client events.

2. **"Done For You" Client Acquisition System**

The core of the Hall of Fame program is the Client Acquisition System. We've taken our best, most profitable marketing strategies and turned them into a push-button "client machine," ready to put to work for you.

If you're like most TaxCoach™ members, you've tried direct mail. You know it works if you do it right. You just don't have time to do it all yourself.

Relax! The Hall of Fame program gets your phone ringing for you, on a turnkey basis, so you can focus on developing the client *relationships* you need to make your practice grow.

We've carefully systematized the complete process of marketing to new clients. Offers, themes, lists, mailing formats . . . everything from A to Z, and made it "no-brainer" simple. And the best part is . . . nobody else in your area gets it!

We start with the "ideal" clients we identify in your Marketing Analysis. Who are they? How do they earn their living? Where do they live? Where do they work?

We take those ideal clients and clone them. How? We acquire a mailing list of 500-1,000 prospects who fit the bill. Then we market to them, every month, with proven direct-mail campaigns. We focus on inexpensive and effective postcards. But letters, flyers, and even "lumpy mail" are all available. We position *you* as your area's "go to" tax planner.

We can target any clients you like. Business owners. Professionals. Start-ups. Established practices. Redheads. Whatever clients get *you* where you want to go.

3. **"Done For You" Client Retention System**

The next piece of the Hall of Fame program is the Client Retention System. We all "know" not to take our current clients for granted. But how many of us really do the work we need to "build a fence" around them?

Take newsletters, for example. We all know we should send our clients newsletters. But how many of us really do?

There's no shortage of canned newsletters you can send. But downloading, printing, addressing, and mailing newsletters all take time – time that you just don't have.

We start with good intentions and great expectations. But, as the insurance commercials say, "life gets in the way." We miss one issue, then another. We fool ourselves into thinking an annual letter works just as well. Then we save a few pennies sending an email that nobody even *opens*. At that point, why even bother?

Your Client Retention System starts with your client list. Then *we* mail your monthly newsletter for you. *We* email weekly tax and finance tips. We can even email birthday cards, anniversary cards, and holiday greetings for special clients if you'd like.

That's up to 67 contacts a year. Done for you.

How much more will your clients be worth if you "touch" them 67 times a year?

How many more referrals will you get if you're always at the top of their mind?

Do you *really* have time to do it all on your own?

4. Online Marketing & Automated Follow-up System

If you're like most TaxCoach™ members you have a web site. Sort of. You signed up with one of the canned site providers. Or you hired a friend, a client, or a neighbor's teenage kid to design it for you. You went online to boost your credibility, because you thought you "ought to" have a web site.

But you're *not* getting results. You don't know how many people visit your site. You don't have a clue where they come from. You have no idea how long they stay when they visit.

Keith and I have studied and tested what works online. We know how to lay out web sites that catch visitors' attention, capture their email addresses, and motivate them to pick up the phone and call. (Our own visitors are worth over \$22.15 *each*. Are *your* visitors worth \$22.15? Do you even *know* what they're worth?)

Our online marketing system and automated follow-up system lets you kiss your "online brochure" goodbye and start getting *results*. We'll fix your canned copy. Integrate our direct response tools directly into your site. Track your visitors. Give them a reason to give you their email so you can follow up with them until they're ready to hire you.

We'll give your visitors a reason to pick up the phone and *call* you, eager to discover how you solve problems your competitors don't even address!

You could do this all yourself. But that would mean hours online and offline, studying direct-response copy, web site design and coding, and technical tools like autoresponders, squeeze pages, and "heat mapping." Then more hours crafting copy, testing headlines, and measuring results.

Why turn yourself into an online marketing expert when TaxCoach™ can do it for you?

We'll even manage your online "Pay per Click" marketing with our colleague Jon Keel, the country's first expert on the topic. Jon has been our own online marketing advisor, and Keith and I credit him with much of our success.

5. Group Mastermind Calls

Every month we host a 60-minute "All-Stars" group call. We discuss specific tax, finance, and practice management strategies and detail them A-Z. We invite guest experts to offer "outside the box" thinking on managing a successful practice. We interview your peers to learn how they succeed. And each call is a "Mastermind Session" where *you* get to ask the group's help solving *your* marketing and management problems.

(We currently host calls the second Tuesday of every month at 4PM Eastern.)

Can't make a call? No problem! We record each call and post it for you to review or download for your permanent reference.

6. Personal Coaching Calls

Every month, you'll get 30 minutes of one-on-one coaching with me, personally. This is where we manage the ongoing Client Acquisition and Client Retention Systems, as well as your specific marketing and management challenges. You can schedule these calls yourself, at *your* convenience, using our online scheduling wizard.

We'll stay "on your back" and hold you accountable. We'll help keep you on track every month so it'll be darned near impossible NOT to reach your goals.

7. "On Demand" Copy Review

The "Hall of Fame" program includes everything you need to grow your business. But you may want to test special offers, promotions, or services. So you get "On Demand" access to send written promotions for my *personal* feedback. Send me your ads, web copy, sales letters, brochures, press releases, seminar scripts, or whatever. I don't "farm them out" to anyone else – I do them all myself.

8. Free Admission to All TaxCoach™ Events

The "Hall of Fame" program includes free admission to every event we host. Our annual "Spring Training" Boot Camp. Full-day "PowerUser" Roundtables. Even afternoons at the ball park.

You won't just be a client. You'll be part of a community of peers (but *not* immediate competitors) working to reach your business's highest potential.

9. TaxCoach™ Annual Membership

Finally, the Hall of Fame program includes your \$788 annual TaxCoach™ membership. You'll have ongoing access to all the TaxCoach™ planning and practice-development tools. Plus special "Hall of Fame" tools reserved for your use only!

Can You Put A Price On Success?

You've probably realized a program like this isn't cheap. And you're right.

"Hall of Fame" is our "top-level program, so I won't apologize for charging "top-level" fees. (Of course, my own education and expertise hasn't come cheap either. I've invested tens of thousands of dollars, along with years of real-world trial and error, to gain my knowledge and experience. I keep investing more and more in learning from the "Masters" every year.)

Your investment in the "Hall of Fame" program is \$997 a month. (Plus printing and postage).

Does \$997 sound like a lot? Well, for some people it might be.

We see it as less than \$34 per day to “outsource” your toughest marketing headaches – *without* gobbling up your limited time, or saddling you with more staff headaches to manage.)

You see, the real issue isn’t the *cost*. It’s the *value*.

Traditional practice development programs give you tools – then pat you on the back and tell you to go to work.

But what if you want more? What if you don’t want to learn to fish? What if you *just want the fish*?

The TaxCoach™ Hall of Fame program starts with the best tax-marketing tools in the business. Then we put them to work *for* you.

How much more could you bill with TaxCoach™ as your personal marketing strategist? \$20,000? \$50,000? \$100,000 or more?

How much time would you save every month by NOT worrying about your marketing? 5 hours? 10 hours? More?

So don’t just think of this as an investment in your business.

Think of it as an investment in your *life*.

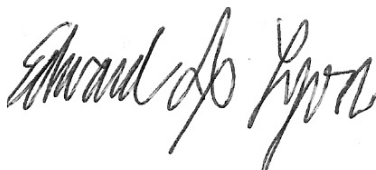
What’s the next step?

Pick up the phone and call us at 513/321-2820. (Be sure to say you’re interested in the “Hall of Fame” program. That way, your call gets priority status.) If your area is still available, we’ll walk through the “pre-qualifier” to see if we’re the right fit for each other. (If you’re already an All-Star, schedule a time on the calendar for us to talk.)

If you’re accepted into the program, we’ll nail down your territory. Right then. You’ll lock out your competitors *immediately* – and in 60 days or less, you’ll have the Hall of Fame program working.

Remember, just one TaxCoach™ member per area gets it. Once your area “goes,” it’s gone! So call now!

To Your Continued Success



Ed Lyon

P.S: The “Hall of Fame” program is the *only* “Done for You” marketing program built around the TaxCoach™ tax-planning system. Don’t miss this limited opportunity!