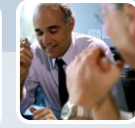




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QB Express October 2017 Member Teleconference

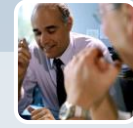




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TODAY'S AGENDA





Announcements

- Updates for **2018 Training Materials**
 - Send us your feedback and suggestions for next years class materials to adminasst@qbexpress.com
- Please have suggestions and feedback to us by December 1st
- Technology Sort – Merchant Services Provider BluePay
- Pam & Kim will be at QB Connect! Let us know if you are going



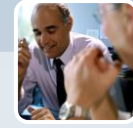
Testimonials

“Just wanted to share a win for my business. Today I closed a \$6K QuickBooks clean up job just because I'm advertising for a training seminar. Yay!!!”

“I completed my first seminar today and I'm very pleased with how things went. I had a full room of 8 attendees and received very positive feedback...It looks like at least one attendee will almost certainly become a client and I can see potential in another.”

“...My press release made it into the newspaper yesterday and I already got a call on it...that was really exciting to get a phone call off of the press release the very first day it went out....”

“...When I am aggressive with the seminars I pick up new quality clients. The system does not fail...my biggest client, a major law office in my area, became my client ten years ago because of my training and presenting seminars....”



Overview – 8 Week Plan

Week 1
QuickBooks Support Center
Content

Week 2
Email Campaigns to client
prospects

Week 3
Campaign to Current Clients

Week 4
Social Media Blitz

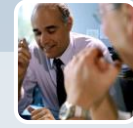
Week 5
Website Improvements

Week 6
Letters to a small best
prospect group

Week 7
Newspaper, Radio, and
other Marketing

Week 8
Review progress and
prepare for next 8 weeks
starting in January 2018

8 Week Calendar



QBExpress 8 Week Year End Action Plan

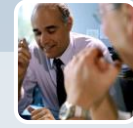
November 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	30 Week One QB Support Center	31 Review and edit content for website/Press release	1 Post Content to Website, Send out Press Release	2 Weekly QB Social Media Post	3	4
5	6 Week Two CP Campaigns	7 Review and edit cold prospect email campaigns	8 Send CP email 1 st campaign	9 Weekly QB Social Media Post	10	11
12	13 Week Three CC Campaigns	14 Review and edit current client email campaigns	15 Send CC email 1 st campaign	16	17 Weekly QB Social Media Post	18
19	20 Week Four Social Media Blitz	21 Review SM content and post to 1 st SM platform	22 Post to 2 nd and 3 rd SM Platforms	23 Send CP email 2 nd campaign	24 Post to ALL SM	25
26	27 Week Five Improve Website	28 Request SEO report from your web manager	29 Review Website with our guide sheet	30 Send CC 2 nd Campaign	1 Weekly QB Social Media Post	2



Plan Objectives

- Don't lose momentum in Year End
- Continue consistent marketing of QuickBooks
- Directly 'touch' the clients you want the most
- Do all of this without interfering with your Year End Workflow
- For the email and press release campaigns, the 4th email and 2nd press release send out first week of JANUARY 2018

We provide you with the tools and content



Week One

- Promote a QuickBooks Support Center
 - No need to offer new services, just re-branding your current QuickBooks Support Services
 - Put QuickBooks Support Center content on Website
 - Submit Support Center Press Release
 - Promote through your own distributions (Newsletter, Social Media, Networking Events)

If you are not doing classes in year end that is fine, but you still need to market QuickBooks! Consistency is KEY!



Press Release Content

QBE QuickBooks Support Center Press Release

(First) (Last)	Kim Fedore- CEO
(Company)	QBExpress Seminar Systems
(Address)	527 Rivergate Pkwy.
(City) (ST) (ZIP)	Goodlettsville, TN 37072
(Phone)	855-723-9773 ext. 700
(Email)	Kim@QBExpress.com

(Future Release Date), 2017

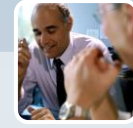
FOR IMMEDIATE RELEASE:

(Company) Announces QuickBooks Support Center

{City Name} – {First Name, Last Name}, CEO of {Company Name}, announced today the addition of a full-service QuickBooks® Support Center. According to {Last Name}, “We have been helping clients effectively use QuickBooks and other accounting software for a long time, but have seen a significant | increase in the request for help with the product. 86% of small businesses use QuickBooks and in order to meet the demand in our community, we have restructured our firm to provide the much-needed QuickBooks support areas businesses are requesting.”

Services include QuickBooks version selection, set-up, clean-up, trouble-shooting, one-on-one training, training in a classroom environment, and full or partial QuickBooks bookkeeping services.

For more information visit {website}, call {phone number} or email {email address}.



Week Two

- Cold Prospect (CP) Email Campaigns
 - Review the CP Email content we provide you
 - You will send out 3x campaigns over the next 6 weeks
 - Content for Classes OR for just QuickBooks Support

Fourth Campaign goes out first week of January !!

CP Content Example



QuickBooks Services Promotion:

The email below is simple and to the point and is used for cold prospects. If you do not have an upcoming class, it is still important to promote your QuickBooks services. Each cold prospect should receive the email once every 2 weeks for the next 8 weeks. The fourth campaign should be after the holidays in the first week of January. **Consistency is key.** Contact Kim at kim@qbexpress.com if you have additional questions.

Subject Line: (City) QuickBooks Support Center

Finally! The customized QuickBooks support you need...

We'd love to help! (Company) is pleased to announce the opening of our full-service QuickBooks Support Center. Services include QuickBooks version selection and customized set-up, clean-up, review, troubleshooting, training and full or partial outsourced bookkeeping. Call now to schedule a free initial consultation with Local Certified QuickBooks expert (First) (Last) to discuss your specific needs. Get the fresh start you deserve and take your business to the next level of success.

CALL NOW (phone)

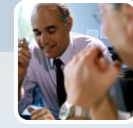
Or email (email)

(Company)

(Address)

(City), (ST) (ZIP)

(Website Address)



Week Three

- Current Client (CC) Email Campaigns
 - You will send out 3 Campaigns over the next six weeks
 - Review the CC content we provide you
 - Again, content can be focused on QuickBooks Support and not necessarily the classes
 - Also make sure current clients know all of the services you provide

Fourth Campaign goes out first week of January !!



Current Client Sample

QuickBooks Services Promotion:

Send this email every two weeks for 8 weeks. The fourth campaign do after the holidays the first week of January.

Subject Line: QuickBooks Support Center for (Company) Clients

Dear {Client First Name},

The customized QuickBooks support you need...

We appreciate your business and want to help! (Company) is pleased to announce our full-service QuickBooks Support Center. Services include QuickBooks version selection and customized set-up, clean-up, review, troubleshooting, training and full or partial outsourced bookkeeping.

Our team can help you gain insight into your numbers and improve business results. It is essential that a business owner feels confident in the accuracy of their financial picture. QuickBooks is one of the most affordable and powerful tools available and we can help you maximize your QuickBooks investment and improve your bottom line. Call now to schedule a free initial consultation and discuss your specific needs. Get the fresh start you deserve and take your business to the next level of success.

CALL NOW (Phone)

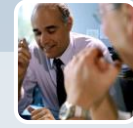
Or email (Email)

(Company)

(Address)

(City), (ST) (ZIP)

(website)



Week Four

- Social Media Blitz
 - Review Social Media Content we provide
 - Post multiple times this week with the message of QuickBooks services and support
 - Post to all three major social media platforms
 - Boosted Facebook Ads

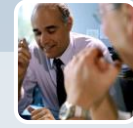
You should be posting to social media every week!



Facebook Ad Walk through

- Don't just generically 'boost' your posts
- Use an image to give a visual
- Best to match content in the ad to the landing page on your website
- Make sure to narrow your target market for the business owner demographic (age, location, interests) that you want
- Useful links below PLUS we will post the Facebook Ad guide PDF
- <https://www.facebook.com/business/learn/facebook-ads-basics>
- <https://www.youtube.com/watch?v=Jgo2jSKG2vY>

SM Ad Content Example



AD SAMPLE TWO

CRITICAL QUICKBOOKS TRAINING FOR YOUR TEAM

A Small Investment in Staff Can Create Huge Productivity Gains.

Schedule a QuickBooks Team Training Session

with Local QuickBooks Expert (First) (Last) and Watch Profits Soar!

{ [Phone](#), Email, Website }

AD SAMPLE THREE

QUICKBOOKS® NEED HELP?

Set-up, Training, Troubleshooting, Clean-up, Review

| YOU NAME IT!

When it comes to QuickBooks, we can help!

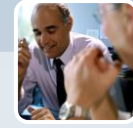
Call now for a FREE INITIAL CONSULTATION

with local { City Name } QuickBooks Expert (First) (Last)



Week Five

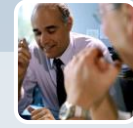
- Website Content
 - Review the guide for building a great website
 - Contact us to ask our help in reviewing your website
 - Request the SEO performance reports
 - Sign up for site tracking (Google Analytics)



Blogging/Articles

Regular articles drive traffic and improve your SEO. This doesn't have to be hard, and you can use QBExpress articles as a template

1. Pick a topic and send to your writer
2. Article should be at least 400 words
3. Make sure it contains relevant keywords that are bolded
4. Weekly Content Updates will drive traffic to your website and improve SEO



Week Six

- Direct Letter Campaign
 - Determine a small number of your most appealing potential clients, the A list you really want to get
 - Review our letter campaign content
 - Good to edit to personalize, make it come from YOU
 - Hand address the envelopes and mail



Week Seven

- Reach out through Newspapers and other media
 - Identify local sources of news and methods you want to use (Newspaper, Radio, Chamber of Commerce Ad, Local Event Sponsorship)
 - Review the ad content we provide and customize for your firm
 - Request help from us if you need further content for more specific sources like community event sponsorship
 - Submit ads to local newspapers/other outlets



Week Eight

- Review and After-Action

- Look back over leads and interactions over the past 7 weeks and see how they have changed
- Were you able to implement every weekly step? What went well? What could you do better?
- What help and support do you need from QBExpress?
- Take a look at the New Year Action Plan for January!
- Remember, 4th Email Campaign and 2nd Press Release Campaign should be sent in the first week of January.



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LET'S ROCK THIS THING!!!

