

Hope is NOT a Strategy

How to Be Effective and Add More Value

Sally Glick, Principal
Chief Growth Strategist
Sobel & Co.



Today's Agenda

During this session, we will discuss how to succeed by:

- Taking your firm's temperature
- Understanding the competition
- Writing a plan
- Building a brand
- Driving opportunities



What is Hope?

According to the dictionary, “hope” is:
The desire of some good, accompanied with an expectation of obtaining it, or a belief that it is obtainable; an expectation of something which is thought to be desirable; pleasing expectancy.



What is “Strategy”?

Strategy is the **direction** and **scope** of an organization over the long-term.

It is a well-planned, carefully executed process with a budget to ensure its implementation.



Why Doesn't HOPE Work?

You have no control, which means:

- You cannot guarantee the outcome
- You have no input or influence
- There is no consistency
- There are no goals or measurable results



Now What?

Q: What do you do when HOPE is not your strategy?

A: You create a REAL marketing strategy (process) with measureable goals, tactics, a budget and a timeline.



Take Your Firm's Temperature

Gain an understanding of:

- The firm's history
- The firm's culture
- Where there is support for marketing
- What worked before and what didn't work
- The available resources
- The partners' expectations
- The growth goals
(organic versus merger opportunities)



Understand Your Competition

- Conduct a SWOT analysis
- Perform competitive analysis
- Talk to colleagues (AAM, etc.)



Write a Plan

To write a plan, you should know your firm's:

- Unique Selling Proposition
- Competitors (not just other CPAs)
- Ideal client profile (niches, size, etc.)
- Allies and COIs
- Services
- Mix of marketing tactics
- Best opportunities for growth (sustainable)



Marketing Tactics

The heart of your marketing is your ability to integrate:

- Collateral materials
- Technology (Web site and blogs, etc.)
- Direct marketing
 - Email and traditional mail
- Sponsorships
- Seminars and roundtables
- Public relations
- Ad campaigns
- Networking
 - LinkedIn
 - Facebook
 - Twitter



Build Brand Awareness

To affirm your reputation, you should:

- Understand your areas of expertise
- Target key niches
- Create name recognition
- Become industry leaders



Drive Opportunities

To help grow the practice and bridge the gap between marketing and business development, you will:

- Focus on growth-related actions
- Improve your firm's networking
- Measure results



Conclusion

Success does not happen by accident. It requires:

- Clear goals
- Tools to accomplish the goals
- Measurements for tracking goals

The more successful you are, the more confidence and trust you gain.



Contact Information

Sally Glick

Sobel & Co.

293 Eisenhower Parkway

Livingston, NJ 07039

973-994-9494

www.sobel-cpa.com

sally.glick@sobel-cpa.com

