

Accountant Email Copy Review TRW

Who are we talking to?

- Men and Women.
- 25-55 years old
- Middle to high income.
- Diverse, including professionals (lawyers, doctors, engineers), executives, and business owners

Where are they now?

- Working in their field.
- Trying to do their taxes.
- Looking for someone to help them.
- Complex tax related issues for a high net worth clientele.
- Need help with taxes and finances.

What do they want?

Current State:

- Need someone to help them with taxes.
- Want to save time and headache.
- Need help understanding how things work.
- They want to save money.
- They need someone to work with for a long time.
- They want their questions answered.
- Counselling to run a business, save money on taxes, and use the right method of accounting.
- Looking for someone understandable, reliable, and affordable.
- Not sure how taxes work and what to do.
- Frustrated, worried.
- Scared for their finances.
- Their family and business partners might think they are incompetent.
- Feel unmanageable.
- Looking for someone to go above and beyond.
- Want to feel relaxed about their taxes and finances.
- Solution aware.
- Stage 3.5

Dream state:

- They have someone reliable helping them with their taxes.
- Able to save money.
- Understand well how things work and what to do.
- Feel wiser and more confident.
- Relieved.
- Have someone they can call a financial partner.
- All questions they had are answered.
- Feel confident about their financial future.
- Able to save time and nerves.
- Feel relaxed.

What do I need them to do?

- Click on my email.
- Get interested.
- Believe and trust what we are saying.
- Know that we can help them.
- Feel confident that we are professionals.
- Click the link.

Email:

-DIC

Email Copy

SL: Are you leaving your money to the government?

Hey {Name},

You might be leaving a huge amount of money on the table right now.

Many Americans are overpaying their taxes and end up losing money every single year.

I'm talking about 84% of the population.

Is your name included in those 84%?

Being your own accountant can be a frustrating and confusing ordeal.

Which, in the end, leaves most with unanswered questions and anxiety.

We can take away all your worries and concerns when it comes to your finances.

That's what we were doing for the last 10+ years.

Bookkeeping, Complex tax issues, Accounting, Investments, and Legal policies.

We help 350+ business owners annually with their finances, and we can do the same for you.

Here is what our clients have to say:

Review	Review	Review
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You deserve to spend your time with your family and friends after work day, not with numbers.

Leave numbers to us.

[Click here](#) to schedule your appointment and start managing your money with experts.

We are glad to be on your team.

Best,
John.