

WINNER'S WRITING PROCESS

Business Type: Tax strategy coaching

Business Objective: increase engagement and brand awareness

Funnel: Google ads → Landing page → Sales page
→ Email follow ups

WINNER'S WRITING PROCESS

Who am I talking to?

1. Women in their 20-30s who want to start a lucrative tax preparation business so they can have the flexibility to work from home, set their own hours, and most importantly, spend real, quality time with their kids

Where are they now?

- YouTube, watching tax preparation tutorials
- Educational platforms like Coursera or Udemy
- They type on Google “How to start your own firm” and the top player video pops up (SEO)
- Levels
 - Pain/Desire
 - i. Very high. The cost is the limiting factor for them, so, she decreased the cost threshold by giving a free training
 - ii. 7/10
 - Belief
 - i. They believe in the idea of starting a tax preparation business to achieve financial freedom. The idea fits their situation. So, pretty high.
 - ii. 7/10
 - Trust
 - i. They trust her because she has proven to achieve the results for herself and others by showing her testimonials on the sales page. Plus, her explanations make her a leader in the industry. She has official certifications, EA. So, it's high.
 - ii. 6/10
- Market awareness
 - Problem aware.
 - i. They know starting a tax preparation business is their way to become financially free, set flexible work hours, and spend more time with their children. They also know that don't have enough time in the day to pursue their dream and have a tight budget. But are not aware of all the possible ways to do fix these problems.
- Market sophistication
 - Stage 2
 - i. There are only a few businesses in the market and each one is making simple claims.
 - ii. Move: bigger and better claim
 - iii. They've heard of some general solutions (like starting a side job or budgeting), but they don't know the specific, advanced solutions that can really help them, like a specialized system for tax preparation.

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Women
- Approximate Age range?
 - 30s
 - late 20s to mid-30s.
 - At this stage, they're looking for stability and balance, while feeling the intense pressure to achieve more. The clock feels like it's ticking—both for career success and for family time.
- Occupation?
 - Web designers
 - customer support representatives
 - Arby's cashiers
 - bankers
 - mompreneurs.
 - These jobs make them feel undervalued—sometimes monotonous, sometimes stressful—but deep down they know they are capable of more.
- Income level?
 - \$20k to \$50k per year.
 - This income keeps them in survival mode. They can pay the bills, but they can't build wealth or get ahead. They often feel like they're one emergency away from financial crisis.
- Geographic location?
 - Primarily New York, Los Angeles, Chicago, and Houston.
 - Big cities mean the cost of living is high, adding another layer of anxiety. They see wealth and success all around them, but it feels out of reach.

Painful Current State

- What are they afraid of?
 - scared to get started because they don't have the competence
 - interacting with people they don't know
 - Financial instability, especially providing for their children and household.
 - Losing time with their children
 - Not being able to balance work and family life.
 - Failing in business or not having enough expertise to run a tax preparation business.
 - Being stuck in their current job without growth or advancement.
 - Feeling unqualified to start a business
 - They're terrified of failure—not just financial failure, but personal failure. Not being the mother they want to be. Not achieving the dreams they've quietly held onto for years. There's an unspoken fear that time is slipping away, and they're not going to "make it."

- They fear not being able to provide a better life for their children—watching their kids miss out on opportunities or struggle the same way they did. This creates a gnawing anxiety that drives their every decision.
- What are they angry about? Who are they angry at?
 - At the financial system that makes it difficult to get ahead.
 - At the lack of affordable resources for personal growth and business development.
 - At themselves for not knowing where to start or for not having taken action earlier.
 - Sometimes, at their employers for not offering more opportunities for growth.
 - They're angry at the system—the corporate grind, the societal expectations that tell them they should be happy with what they have. There's a quiet rage against a world that seems to be designed to keep them from reaching their potential.
 - They're angry with themselves for not taking bigger risks sooner. They ask themselves, "Why didn't I start this journey 5 years ago? Why didn't I take that leap?" Every day, they see people who've made it and feel like they're left behind.
- What are their top daily frustrations?
 - get a little mad like if I want to complicate everything when in reality I am providing value to them and showing them to do things correctly to avoid being audited and fall into a nightmare of paying back taxes with interest and penalties.
 - they have zero clients and zero revenue
 - don't know how to get clients because they don't know marketing
 - zero experience doing tax and bookkeeping
 - stuck in their business
 - only rely on family and friends' referrals
 - their business isn't growing as fast as they want
 - they feel like there are pieces of information that they are lacking and that are keeping them from providing the best service possible
 - communicating with potential clients is a struggle
 - the last two years in business have been a struggle, awful
 - Juggling between work and family responsibilities without much support.
 - Feeling emotionally drained from managing everything on their own.
 - Struggling to find reliable information or support for building a tax preparation business.
 - Constantly worrying about bills, debt, and financial pressures.
 - They wake up exhausted from balancing too many responsibilities—work, family, personal projects—leaving little to no time for self-care. The idea of taking time to focus on their business or personal dreams feels like an unattainable luxury.
 - The monotony of their current jobs drains their energy, and they feel like they're

- spinning their wheels in place. They constantly wonder, “Is this all there is?”
- Student loans are a daily reminder of past decisions. The frustration of knowing they’re paying for an education that didn’t get them where they wanted to be weighs heavily.
 - They’re embarrassed about their financial situation. They feel like they should be more “together” by now, with a thriving business and secure future. They’ve watched peers build successful careers while they’re still struggling to break free from paycheck-to-paycheck living.
 - They feel ashamed for not spending more time with their kids or for being emotionally absent due to the stress of juggling work and family. It haunts them to think that their children may grow up remembering them as tired, distracted, or overworked.
- What are they embarrassed about?
 - Not having formal qualifications or enough knowledge to launch their business.
 - Being stuck in a job that they feel is beneath their potential.
 - Struggling with financial issues when they feel they should be doing better.
 - Not being able to afford the lifestyle they desire for themselves and their family.
 - Their financial situation, feeling they should have “figured it out” by now.
 - Every day they deal with these struggles, it chips away at their self-worth. They feel stuck in a cycle of stress and exhaustion, and with each passing day, their self-confidence erodes. They’re caught between the desire to dream big and the reality of constantly feeling “not enough.”
 - Guilt lingers at every corner—guilt for not doing more, not being more present, not achieving more. They feel like they’re letting themselves, and their families, down.
 - How does dealing with their problems make them feel about themselves?
 - Overwhelmed, frustrated, and often guilty for not doing better.
 - They may feel powerless or incapable, which diminishes their self-confidence.
 - It can make them feel as though they are falling behind compared to peers or other moms who seem more “together.”
 - Inadequate, stuck, or incapable of reaching their potential.
 - Guilty for not providing the best for their children.
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 - Guilt lingers at every corner—guilt for not doing more, not being more present, not achieving more. They feel like they’re letting themselves, and their families, down.
 - What do other people in their world think about them as a result of these problems?
 - Close family and friends may see them as hard-working but struggling.
 - Their children may not understand why they are so stressed or absent, causing

guilt.

- Some people may admire their resilience, but others may view them as too busy or disorganized.
- Their friends and family see them as hard workers, but also as constantly overwhelmed. People admire their tenacity, but there's often a quiet judgment from those who don't understand their dreams.
- Their kids see them as providers, but there's an aching fear that the children don't see them as present. This is the real heartbreak—the quiet, unspoken question: “Am I giving them the life they deserve?”
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - “Can I really juggle my full-time with my tax practice?”
 - “How in the world am I going to start my own firm and gain clients? I have no idea where to start”
 - “I’m working full time and I haven’t been able to give it as much time as I’d like to”
 - I feel like I’m constantly playing catch-up. I’m exhausted trying to balance work and the kids, and there’s so much I don’t know about starting a business.”
 - “I’m scared I’ll never get out of this financial rut. No matter what I do, it feels like I’m still struggling to make ends meet.”
 - “I feel like I’m running in circles between work, home, and paying off loans. I want to start my own business but don’t know if I can.”
 - “I feel like I’m stuck in this endless loop of working just to survive. I want so much more for my kids and myself, but I can’t seem to break free. I know I’m capable of more, but every day feels like I’m just keeping my head above water.”
- What is keeping them from solving their problems now?
 - Lack of systems in their business which are keeping them from treating their new clientele at the maximum of their capabilities
 - not having a mentor for guidance and strategic advice in maneuvering from "Preparer" to Franchise Tax Preparation Company"
 - Time constraints due to juggling multiple roles.
 - A lack of confidence in their skills or qualifications.
 - Financial pressure and debt, limiting their ability to invest in starting a business.
 - Emotional exhaustion and a fear of failure.
 - They’re caught between time and fear. They don’t feel like they have enough hours in the day to really invest in their dreams, and when they do, the fear of failure looms large. The financial risk of stepping away from their current stability is terrifying.
 - They feel emotionally drained—like they’re running on empty—and it’s hard to

muster the energy to take bold action when life already feels overwhelming.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - Running a successful tax preparation business with flexible hours.
 - Achieving financial freedom and spending more time with their children
 - They'd be running a successful business on their terms. A thriving tax business, where they have clients who respect and value their expertise. They'd have the flexibility to work from home, set their own hours, and most importantly, spend real, quality time with their kids.
 - Financial stability would mean they're no longer just surviving—they're thriving. The pressure to make ends meet would disappear, replaced by the confidence that comes with wealth and freedom.
- Who do they want to impress?
 - Their families, especially their children and partners.
 - Themselves and their peers.
 - Their kids. Above all, they want their children to look at them with pride, to see them as both nurturing and successful.
 - They want to impress the people who doubted them—the ones who thought they'd never make it out of the grind, never build something of their own.
- How would they feel about themselves if they were living in their dream state?
 - Confident, empowered, and proud of their accomplishments.
 - Secure in their financial future.
 - They'd feel empowered, confident, and fulfilled. Living in their dream state would give them a sense of peace, knowing they're no longer fighting to survive but thriving on their terms. They'd feel proud of the legacy they're building for their family.
- What do they secretly desire most?
 - Book more clients
 - Get confidence in their skills
 - reach out to people in their niche and get responses

- how to start their bookkeeping/tax practice while maintaining their job
- A family of tax professionals at different stages of their business so they can lean on each other
- dream of one day opening up my own tax business
- learn how to do taxes for themselves because they want more money coming in and don't have someone doing their taxes every year
- Financial independence and freedom to live on their terms.
- More quality time with their children.
- Freedom. The freedom to be with their family when they want, to work on their own schedule, to no longer be a slave to a job they hate.
- To feel like their hard work is paying off in a way that's meaningful—not just financially, but emotionally. They want to build something that matters.
- More than just a place to learn about tax stuff but a place to build each other up while building the tax practice at the same time
- Confidence and clarity that they crave to take action
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - “I had more phone calls and appointments this year than I have from people that I didn't know over the last 4 years”
 - “I have never offered bookkeeping and never been a bookkeeper before but after 30 days in the program, I've been able to book 3 bookkeeping clients and have several strategy sessions just planned. I have defined who I want to work with and who I want to serve. My confidence level has drastically increased because things that took place before just destroyed my self-esteem. I can only imagine what I've done in 30 days and what would happen in 12 months”
 - “I didn't even know where to start in terms of marketing or how and where to find the clients but thanks to the strategies I discovered inside her program my confidence went through the roof and now I have 3 clients in Kentucky, Texas, and Georgia, and looking at the angle revenue that I'm going to make based on the engagement letters that I have signed I'm on track to make \$10,450 over the next 12 months.”
 - “I'm going to start doing others tax for extra money coming in because it's something I want to learn and I don't have to keep having someone doing my tax every year”
 - “I just want to feel secure, not stress about money, and have my own business so I can be with my kids more.”
 - “I want to feel secure, like I've finally made it. I want to run my own business, spend more time with my kids, and not worry every day about money. I just want freedom—freedom to live the life I've always imagined.”

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They believe they are capable but feel held back by financial and time constraints.
 - Unsure if they have the right qualifications or knowledge to succeed.
 - They believe they have the potential to achieve great things, but they're constantly held back by time, money, and fear. They know they could be successful if they just had the right resources and support.
 - Deep down, they wrestle with self-doubt. They wonder if they missed their window of opportunity, if it's too late to start something new.
- Who do they blame for their current problems and frustrations?
 - The economic system or societal pressures.
 - Some may internalize the blame, feeling they haven't made the right decisions.
 - They blame the system—the economy, the cost of living, the lack of support for working mothers. But they also blame themselves for not having made different choices sooner.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Yes, they may have tried managing finances or side gigs but think they failed due to a lack of resources, time, or support
 - they looked for resources and reached out to more people
 - Many have tried to start businesses or side gigs before but didn't have the time or resources to make it work. They often feel like they've failed because they didn't know enough or didn't have the energy to follow through.
- How do they evaluate and decide if a solution is going to work or not?
 - If other people achieved the result they wanted
 - They look for practical, step-by-step guidance and success stories.
 - They trust solutions with a low financial investment upfront and proven results from others.
 - They look for proof. They need to see that other women like them have succeeded and that there's a clear path to follow. They're skeptical of anything that seems too good to be true, but they'll commit if they see concrete steps and real results.
- What figures or brands in the industry do they respect and why?
 - Crysta Tyus because she provides value (resources) to them for free along with a supportive community. She thinks like a person you can easily talk to and that would be a great coach.
 - Figures who started from humble beginnings and built successful businesses.
 - Financial empowerment brands like Dave Ramsey or Suze Orman.
- What character traits do they value in themselves and others?
 - Resilience

- determination
- honesty
- practicality
- kindness
- They admire people who fight for what they believe in, who are transparent and willing to help others.
- What character traits do they despise in themselves and others?
 - Procrastination
 - lack of ambition
 - arrogance
 - dishonesty
 - judgment
 - other programs feel like a competition where “I can tell you so much on this” or “I can’t tell you that because you are my competitor”
 - They have little tolerance for people who take shortcuts or who are condescending towards those who are still trying to make it.
- What trends in the market are they aware of? What do they think about these trends?
 - The rise of online businesses, freelancing, and side hustles.
 - They see these trends as promising but overwhelming.
 - They feel pressure to keep up but are unsure how to take the first step.
- What “tribes” are they a part of? How do they signal and gain status in those tribes?
 - Online mompreneur groups, small business communities, and financial independence circles.
 - They signal their status in these tribes by sharing their struggles, offering support, and celebrating small wins together.

What do I want them to do?

- Grab their attention
- Click the link to save their seat for the webinar

What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- Headline
 - Eyebrow
 - Urgency with countdown times
 - Headline
 - Direct benefit
 - Subheadline
 - Solve objections
 - CTA
 - Credibility

- Lead
 - H2 text
- Question that empowers and excites them
 - H1 text
 - Direct benefit
 - Fascinations
 - Tease the solution to escape their current situation
 - Tease the RIGHT step to achieve the outcome they want
 - The steps your students have followed to go from now to achieve their desired outcome fast
 - CTA
- Body
 - H1 text
 - Question that addresses what is keeping them stuck
 - Tell them which one of the category below they find themselves in
 - H3 text
 - Put their thoughts in quotes
 - Body
 - Qualify them
 - H1 text
 - Acknowledge their situation
 - Hero's journey
 - Who you were before
 - Tie to the reader and say that you started from scratch
 - You had the same struggles your audience has
 - You were determined to make it work
 - Tease the steps that the audience will discover in the masterclass and how they slowly helped you overcome your struggles
 - Fast forward a few months and you were living your dream
 - A couple of years later you've impacted 1,000 people (the target market) achieve their dreams
 - If you had to start all over again, there are a few things you'd do differently
 - You're going to share them with the reader in the webinar
 - You've put together an x-step system to show new (target market) what it takes to achieve their desired outcome
 - H1 text
 - The majority of target market making 6 figures a year do this
 - H3 text
 - Create a solution to build your tax biz...
 - Body
 - Tease the benefit: move with confidence and clarity and make money
 - H3 text
 - Gain clarity and confidence with each step...

- Body
 - Tease the benefit: stand out, go out there, land clients (who pay you on time, every time)
- H3 text
 - Envision your growth over x months...
- Body
 - Tease the benefit: increase your expertise and income and run your business like a boss
- CTA
- Offer
 - H1 text
 - What you'll discover in this FREE webinar
 - H3 text
 - The biggest traps faced by the target market
 - Body
 - Use your experience to give them a reason why you know what makes them feel stuck, broke, and frustrated. In the masterclass you'll show them the common traps faced by the target market *(and how they should move through them with more ease and confidence)*
 - H3 text
 - Create your 6-figure system
 - Body
 - Achieving their desired outcome isn't some mythical fantasy but a step-by-step process and you've reverse engineered for them to give them a clear and predictable path forward
 - H3 text
 - Discover the #1 secret all top tax preparers know
 - Body
 - You know the secret that sets the best tax preparers from the rest because you've spent over a decade in the industry training aspiring, new, and experienced tax preparers *(and it has nothing to do with [solve a misconception])*
 - H1 text
 - Testimonials
 - Tease how fast your students have hit their desired outcome
 - H3 text
 - Put their best line in quote and highlight it
 - Body
 - Paste the entire testimonial
 - H1 text
 - Remind the bonus
 - H2 text
 - They'll get your action plan free when they register
 - Body

- When they will receive this bonus
 - What this bonus will do for them
 - CTA
 - H1 text
 - Show them a new gift when they join the masterclass
 - H2 text
 - Bonus name
 - Body
 - Ask them if they want the outcome delivered by the bonus
 - Address their skepticism
 - What they'll be able to do with the bonus, plus, tease the benefit
 - Say that they'll get it free when they sign up for the webinar
 - CTA
 - H1 text
 - About the guru
 - Body
 - Background story
 - Successes
 - The combination between FONs determines who the best tax preparers are
 - What problem you've seen in the industry over your career
 - What you did in 2020 and what's your mission
 - Empower the reader saying that they have what it takes to achieve their desired outcome with the kind of tax preparation today's businesses crave
 - How many people you've helped achieve their desired outcome without problem
 - You want to help the reader do the same
 - H1 text
 - This webinar is for you, if
 - Body
 - Qualify
 - CTA
 - H1 text
 - FAQs
 - H3 text
 - What if you can't make it live?
 - Body
 - There's a replay after the recording that will be available for a limited time
 - Recommend them to block off some time to watch it asap.
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DRAFT

**Discover How 1,000+ Tax Preparers Are
Already Building 6-Figure Businesses In
Just 6-12 Months!**

**Discover How 1,000+ Single Moms Are
Already Building 6-Figure Tax
Preparation Businesses In Just 6-12
Months!**

**How 1,000+ Single Moms Are Already
Building 6-Figure Businesses In Just
6-12 Months!**

**How 1,000+ Single Moms Are Building
6-Figure Tax Preparation Businesses
From Home in Just 6-12 Months!**

**How to Start a 6-Figure Tax Preparation
Business from Home With Flexible
Hours in Just 6 to 12 Months**

How to Start a 6-Figure Tax Preparation Business from Home On Your Own Terms in Just 6 to 12 Months

How to Start a Tax Preparation Business from Home On Your Own Terms in 6 to 12 Months

Grow Your Confidence, Find Your Freedom, & Make Money On Your Own Terms

Build Your Confidence, Achieve Financial Freedom, & Earn Money On Your Own Terms

Build Your Confidence, Achieve Financial Freedom, & Earn Money On Your Own Terms While Balancing Work and Family Life

Build Your Confidence, Achieve Your Freedom, & Earn Money On Your Own Terms While Balancing Work and Family Life

Build Your Confidence, Achieve Financial Stability, and Enjoy Flexible Work Hours While Balancing Work and Family Life

Boost Your Confidence, Achieve Financial Stability, and Enjoy Flexible Work Hours While Balancing Work and Family Life

Boost Your Confidence, Achieve Financial Freedom, and Enjoy Flexible Work Hours While Balancing Work and Family Life

Without a Degree, License, or Experience!

Without experience, accounting degree, or license, and with very little time.

Without experience, degree, or license, and without missing precious time with their family

SAVE YOUR SEAT

Free Webinar With 12-Year-Old Tax Preparation Expert, Nancie Kem


Ready to boost your confidence, attract high-paying clients, and skyrocket your income from the comfort of your home?


Ready to boost your confidence, attract high-paying clients, and build your wealth from your home?


Ready to boost your confidence, acquire high-paying clients, and build your wealth from home?


**Build Your 6-Figure Tax Preparation Business—On
Your Own Terms**


**Build The Tax Preparation Business of Your
Dreams—On Your Own Terms**


 Find out what it really takes to escape your draining 9-5 and make **6 figures** a year as a tax preparer from the comfort of your home.


#1  Discover **your RIGHT next step** to master your skills, clearly communicate your services, and confidently close more clients.

#2  Discover **your RIGHT next step** to start your own firm, clearly communicate your services, and confidently close more clients.

#3  Discover **your RIGHT next step** to start your own firm, clearly communicate your services, and confidently acquire more clients.


 Reveal the **4 proven steps** that many successful tax preparers coached by me have followed to go from brand new to fully booked (in as little as 6 months to a year).

#1  Design your personalized **Six-Figure Sprint Plan** to build the tax preparation business of your dreams... conquer your fear of failure...and reclaim precious time with your kids.

#2  Design your personalized **Six-Figure Sprint Plan** to help you build the tax preparation business of your dreams... conquer your fear of failure...and start living on your own terms.

SAVE YOUR SEAT

What's the #1 Thing Keeping You Stuck & Stressed Out?

Which one are you? 

#1 “Umm...where do I even begin?”

#1 “Umm...where do I start?”

You love accounting so much you can do it in your sleep but you have no idea how to start your own firm, how to find clients, and whether you really have what it takes to become a sought-after tax preparer.

Numbers are your thing but you have no idea how to start your own firm, how to find clients, and whether you really have what it takes to become a sought-after tax preparer.

#2 “I’m ready to turn my side hustle into a lucrative tax preparation career...”

#2 “I’m ready to turn my side hustle into a lucrative tax preparation business...”

#2 “I’m ready to turn my side hustle into a steady income...”

You're ready to turn your tax preparation side hustle into a steady income so you can finally quit your 9-5 and find **full-time freedom**, but you have no idea how to build a consistent and sustainable tax preparation business (or when to go “all in”).

#3 “I’m making (some) money, but I feel stuck...”

You've been a tax preparer for a while, but you are struggling to find clients or are completely maxed out and tired of clients who haggle your prices, question your work, and ask for the moon. You want to **level up your income and authority** (*without burning out*).

You've been a tax preparer for a while, but you are struggling to acquire high-quality clients or are completely maxed out and tired of clients who bargain your prices, question your work, and ask for the moon. You want to **level up your income and authority** (*without burning out*).

You are an experienced tax preparer struggling to acquire high-quality clients or feeling overwhelmed by those who constantly bargain, question your work, and demand too much. You want to **level up your income and authority** in the tax preparation industry (*without burning out*).

#4 “All of the above! Help!”

#1 You're a new tax preparer who just needs a step-by-step action plan for building your tax preparation business so you can feel more confident in your skills, get clients, and get paid on repeat.

#2 You're a new tax preparer who just needs a step-by-step action plan for building your tax preparation business so you can feel more confident in your skills, find clients, and get paid on repeat.

#3 You're a new tax preparer who just needs a step-by-step action plan for building your tax preparation business so you can boost your confidence, acquire clients, and get paid on repeat.

I get it. I got you. **Let's go.**

Before jumping into tax preparation, I spent my early days in warehouses and nursing homes.

Like you, I started my tax preparation business with no money, no clients, and no idea what to do next.

In the beginning, I struggled to find clients...

I didn't have a network I could rely on to find support...

And I didn't have a step-by-step plan to build the tax preparation business I dreamed of.

Not to mention the insecurities and doubts that bubble up as soon as you decide to bet on yourself.

Eventually, I asked myself “Nancie, do you really have what it takes?”.

But I was determined to make it work, no matter what.

After following the action plan I'll be sharing with you in this free webinar I slowly started landing clients. A \$1,000 return here, a \$1,000 client there.

Fast forward to 4 months and I made 7 figures with my tax preparation business.

For 12 years, I was one of the most sought-after tax preparers in the industry – where my tax preparation tips and insights have impacted the financial lives of thousands of single moms, tax preparers, and business owners all around the world every single day 🧠...

But if I had to start all over again, there are definitely a few things I'd do differently...

And I'm going to share them with you in this free webinar.

I've put together a 5-step Action Plan to show new and experienced tax preparers what it takes to build a sustainable and profitable tax preparation business in as little as 6 months to a year.

Nancie Kem

99% of Tax Preparers Making *6 Figures A Year* or More Do This...

Create your own action plan to build your tax preparation business...

So you can move forward with confidence and clear goals — and **start generating a steady income...**

Find clarity and grow your confidence with each step...

Know how to present yourself effectively, acquire clients who value your expertise, and get paid on time, every time...

So you can show up as an authority in the tax preparation industry, and **acquire high-paying clients** who value your expertise (*and pay you on time, every time*).

Picture your growth over the next 12 months...

So you can repeatedly level up your clients, expertise, and income—and **run your tax preparation business like the boss you are.**

SAVE YOUR SEAT

In This Free Webinar, You'll...

DISCOVER THE BIGGEST TAX PREPARATION TRAPS

Since 2020 I've coached thousands of tax preparers at every stage of their business. That's how I know EXACTLY what keeps many stuck, broke, and chained to their 9-5. In this webinar, I'll talk about the common tax preparation traps you must look out for - and how to move through them with more confidence, ease, and money.

Since 2020 I've coached thousands of aspiring and experienced tax preparers. That's how I know EXACTLY what keeps many stuck, broke, and chained to their 9-5. In this webinar, I'll talk about the common tax preparation traps you must look out for - *and how to move through them with more confidence, ease, and money.*

Since 2020 I've coached thousands of single moms and tax preparers at every stage of their business. That's how I know EXACTLY what keeps many stuck, broke, chained to their 9-5, and struggling to level up. In this webinar, I'll talk about the common tax preparation traps you must look out for - and how to move through them with more confidence, ease, and money.

DESIGN YOUR OWN SIX-FIGURE SPRINT PLAN

A 6-figure tax preparation business is not some mythical fantasy. Building a sustainable and lucrative tax preparation business is a step-by-step process, and I've reverse-engineered it for you to give you a **clear and predictable path forward**.

DISCOVER THE #1 SECRET ALL TOP TAX PREPARERS KNOW

After over a decade of building my own successful tax preparation business and training thousands of aspiring, new, and experienced tax preparers through my mentorship programs, I've discovered **one crucial SECRET that separates top-performing tax preparers from the rest**—*and it has nothing to do with your experience.*

Many of my students have earned \$50k-\$100k/year within six to twelve months - AND YOU CAN TOO

"I am now working from home earning more than I was earning at a job"

"Thank you, Nancie, you will not understand how easy you have made my life. I am now working from home earning more than I was earning at a job and still saving on daycare expenses" — Brenda Masari

"I didn't know I could accomplish this without a degree."

"Your mentorship has changed my mindset. Thank you, Nancie Kem. I didn't know I could accomplish this without a degree. Single mom, no accounting background. I'm grateful." — Dalia Chavez

"You took me in and mentored me to become the best tax preparer there is"

"I was a retired truck driver and didn't know what to expect after so many years on the road. You took me in and mentored me to become the best tax preparer there is, and I'm grateful forever. Thank you for giving me a second chance at life." — Steve Udo

[TESTIMONIALS]

Oh BTW

You'll Get Your Six-Figure Sprint Plan FREE When You Register.

As soon as the webinar ends, I'll rush you the Six-Figure Sprint Plan.

It'll give you a step-by-step map to build the tax preparation business of your dreams... conquer your fear of failure...and start living on your own terms.

Yours FREE when you register today.

SAVE YOUR SEAT

And You'll Get Another Gift When You Join The Webinar

The Six-Figure Progress Tracker + Template

Want to know how close you are to your 6-figure tax preparation business dream? I get it—6 figures can feel like a pipe dream, especially when you're juggling bills, family, and work. But here's the truth: success comes down to consistent, trackable progress.

With the Six-Figure Sprint Plan Progress Tracker, you'll be able to measure every step of your tax preparation journey with clarity and focus. This tracker breaks down your goals into simple, actionable tasks, so you always know exactly where you stand and what to do next. You'll watch your income soar and hit those key milestones without EVER feeling overwhelmed.

Yours FREE when you register today.

ABOUT NANCIE

Hey, I'm Nancie. Like you, I'm a tax preparer at heart and an entrepreneur by design who craves freedom, connection, and adventure.

Originally from Kenya, I moved to America 14 years ago, driven by the pursuit of the American dream.

I spent my early days in warehouses and nursing homes, barely scraping by, and sooooo far away from my wildest dreams.

I did all kinds of jobs you can think of, from truck driving to network marketing to fitness to helping single mums make a living from their homes.

Until, out of nowhere, I discovered a mentor in tax preparation—a field foreign to me, yet I was eager to learn.

I had ZERO background in accounting, but I was determined to make it work.

Fast forward a couple of years, I earned my license to practice in 2012, and that's when my dreams started to become a little bit more real until I hit my first 6-figure year.

Then the pandemic hit in 2020, and I was stuck at home, anxious about my future, biting my nails so long they would bleed.

That's when I had a realization.

Why not leave a lasting impact by sharing my knowledge and experiences with all the others who want to break free from the chain of a 9-5, so they can actually find the financial freedom they deserve?

But there was a problem.


It's hard to fully tap into our talents and innate skills unless you have a mentor who can guide you every step of the way, and a supportive community that can hold you accountable and you can lean on when challenges arise.


That's why I through my mentorship programs, I went on a mission to help 1,000 new tax preparers find more freedom, have more fun, and design tax preparation businesses that feel damn good...


And I want to help you do the same.


Join this FREE webinar to get started.


This webinar is for you if ANY of these sound like you


 **You have learned some basic tax knowledge** (*whether from a program, practical experience, or a previous job*), and you are ready to get paid for your tax management.


 **You just launched your tax preparation business** (woohoo!), and you want to grow your clientele, constantly get packed with work, and grow your experience (and income, obviously).

 **You've been a tax preparer for a while**—either as a side hustle or full-time—and you're ready to level up, consistently acquire high-paying clients, and raise your rates.

 **You're still learning the ropes**, maybe at a tax firm, but you want a head start and a clear strategy ready for when you're ready to launch your own tax preparation business.

 **You're an accountant** who wants to explore tax preparation so you can expand your skillset, boost your authority, and increase your rates.

 **You are an entrepreneur** who is looking for an opportunity to join the tax preparation industry so you can scale your business as fast as possible.

 **You want to build a lucrative and sustainable tax preparation business**, grow your authority, and reach high-paid tax preparer status (*without burning out*).

SAVE YOUR SEAT

How to Start a Tax Preparation Business from Home On Your Own Terms in 6 to 12 Months

*Boost Your Confidence, Achieve Financial Freedom, and Enjoy
Flexible Work Hours While Balancing Work and Family Life*

SAVE YOUR SEAT

Free Webinar With 12-Year-Old Tax Preparation Expert, Nancie Kem

STILL HAVE QUESTIONS? More details below 

Do I need a degree or certification to get started?

No degree or certification is required. In this webinar, we'll guide you through starting your tax preparation business from scratch. All you need is a dream and a willingness to learn. We'll reveal **5 proven, actionable steps** that **1,000+ successful tax preparers** have followed to build **6- and 7-figure tax preparation businesses** in under a year and with **ZERO accounting experience**.

What if I'm already a tax preparer?

Even if you're already a tax preparer, this webinar will help you **attract high-quality clients, raise your rates, and grow your business to 6 figures** within six to twelve months. You'll discover **advanced strategies** to boost your business revenue that you won't find anywhere else.

Is this really free?

Yes! This webinar is **100% free**. You'll get all the tools, strategies, and support to start your journey to a six-figure tax preparation business.