

## Personalized Outreach

### Prospect Info and goals:

- LinkedIn bio: "I inspire and support the super hungry to take hold of infinite resources in order to create an abundant lifestyle."
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- professional CPA firm that helps individuals and businesses file their taxes in all 50 states.
- Firm Bio: "Our purpose is to inspire and support the super hungry to take hold of infinite resources in order to create an abundant lifestyle. Our mission is to maximize your abundant lifestyle through our robust tax and financial services. Our vision is to create a community of abundance."
- Prospect is a parallel entrepreneur and a wealth multiplier. He's a Licensed Certified Public Accountant (CPA) and the founder and CEO of the firm.
- Founder Bio: "What sparked his interest in launching these companies is his passion for helping people minimize their tax liability and ultimately multiplying their money by investing it and building multi-generational wealth. His purpose in life is to inspire and support the super hungry to take hold of infinite resources in order to create an abundant lifestyle. He's extremely passionate about financial literacy and currently hosts various financial literacy workshops throughout the country. He's a public speaker, and his overall mission in life is very simple: to make a lasting positive impact in as many lives as possible, especially when it comes to their finances."

### Prospect Pains/Problem:

- If I could afford it, I'd have my taxes redone because there are probably many more errors. But since \*I\* didn't point them out, the "professionals" didn't correct them. Side note, everyone at BTS needs customer service training -- in my opinion.
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- Has had low level customer/client service with negative reviews that can negatively impact the reputation of the firm
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- Tax industry is competitive with many other local firms in their immediate surrounding area
- Slightly Modern website, could definitely use improvements
- Does not show up when I search for "Tax services in City", so they have weak/bad SEO. They show up on Yelp as a sponsored result - they are paying to be promoted.
- They offer a medium ticket course, and have a bad copy/sales page.

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- Feed The Super-Hungry
- Tax Day Doom
- Tax Day Dreams\*\*

Hey <Name>,

Tax Day is coming and you can be the CPA to help our fellow Americans create abundant lifestyles and greatly benefit from it yourself with an all-powerful financial tenet.

By using your entrepreneurial skills and the powerful principle, you can help more clients with their finances before Tax Judgment, and see greater returns from doing so.

With the powerful principle and your support for the super hungry, you can easily apply it to <brand\_name>, all it takes is watching this masterpiece of a Loom [video](#)

<Signature>

Word count: 91

Previous ideas/attempts:

with too many calls to answer.

With Tax Day approaching, Americans are seeking experienced CPAs to help them navigate tax complexities and maximize returns, and you can be on top of it.

This is where your passionate ambition to help the super hungry achieve abundant lifestyles and entrepreneurial expertise comes into play.

Because you're dedicated to creating positive impacts, I'd like to share an **eternal universal law** that can strengthen your ability to lead with value and improve your overall customer satisfaction.

This law is rarely used because of how powerful it can be but I've filmed a short Loom masterpiece for you personally experience and see how you can apply it to <brand name>

Your passion, entrepreneurial expertise, and drive to leave positive impacts make you the perfect CPA to use an **eternal universal law** to flourish customer satisfaction by leading with greater value, all while fixing their taxes.

Your passion, entrepreneurial expertise, and drive for positive impacts, make you the perfect CPA to use an **eternal universal law** to enrich client satisfaction with greater value, while also curing their taxes.

This law is rarely used because of its power to influence people, but I've made a Loom masterpiece for you to see how it can be easily applied to <brand name>