

WINNER'S WRITING PROCESS

Business Type: Tax preparation coaching

Business Objective: get more link clicks

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
 - i. Very high: Sarah is experiencing significant pain in her current life. She feels stuck in her job and frustrated with the lack of progress in her tax business. Her financial struggles are weighing on her, and she’s dealing with feelings of inadequacy and self-doubt, which lower her confidence. These pains affect both her personal and professional life, making her feel like she’s constantly juggling responsibilities without making any real progress.
 - Desire
 - i. Strong: Sarah’s desire to escape her current situation is intense. She dreams of building a successful tax business that provides her with financial independence, time for her son, and a sense of accomplishment. Her vision of freedom from her current job and the ability to provide a better life for her family drives her motivation. However, she’s unsure how to achieve this.
 - ii. 7/10
 - Belief
 - i. Moderate: Sarah believes in the concept of starting her own business and knows that building a tax preparation firm is possible. She’s seen others achieve success, but she’s still grappling with her own confidence. She believes in the general idea of entrepreneurship but doubts her ability to execute it effectively without guidance. She’s looking for proof that someone in her shoes can actually succeed, which would help strengthen her belief.
 - ii. 5/10
 - Trust
 - i. Low to moderate: Sarah is cautious and skeptical due to the crowded marketplace of business-building programs, tax courses, and generic "get clients" solutions. She’s seen many promises but doesn’t trust them fully, as she’s heard of people getting overwhelmed or failing with these systems. To build her trust, she needs to see authentic testimonials, case studies from people like her, and a clear, step-by-step path to success. Transparency and relatable results would increase her trust significantly.
 - ii. 2/10
- Market awareness
 - Solution aware.

- i. She understands her problem—she knows that she’s struggling to grow her tax business, gain clients, and juggle her full-time job with this side venture. She’s also aware that there are solutions available, such as business programs, mentorship, and tax prep courses, but she hasn’t decided on the right one. She’s researching and comparing options but is still uncertain about which solution will truly help her move forward.
- Market sophistication
 - Stage 3
 - i. She’s seen a lot of promises from different programs and solutions, all claiming to help people like her build a successful tax business. However, many of these solutions feel generic or oversaturated, and she is now looking for something specific, like a program with proven success or relatable testimonials from **people in her exact position**. She needs a clear, differentiating factor to trust a product or service.

Generally, What Kind Of People Are We Targeting?

- **Gender:** Women
- **Age Range:** Late 20s to mid-30s
- **Occupation:** Entrepreneurs, real estate agents, accountants, aspiring, new, and seasoned tax preparers,
- **Income Level:** \$20k to \$50k annually, often living in survival mode
- **Geographic Location:** Primarily in high-cost cities like New York, Los Angeles, Chicago, and Houston

Painful Current State

- **What are they afraid of?**
 - Lack of competence and confidence in starting a business
 - Juggling a full-time job with their tax practice
 - Communicate with potential clients
- **What are they angry about? Who are they angry at?**
- **What are their top daily frustrations?**
 - Zero clients and revenue
 - Zero experience doing taxes and bookkeeping
 - Living on family and friend referrals
 - Stuck in their business
 - Slow business growth

- No idea how to start a business and gain clients
- **What are they embarrassed about?**
- **How does dealing with their problems make them feel about themselves?**
 - Destroyed their self-esteem
- **What do other people in their world think about them as a result of these problems?**
- **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 information and guidance
 - Confidece in starting their business
 - Not enough time due to working full time

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?**
 - Grow a business and establish a virtual office
 - Tax clients are reaching out to them with very little marketing
 - Reach out to people in their niche and getting responses
 - Earn more than their 9-5 job

- Provide for their children
- **Who do they want to impress?**
- **How would they feel about themselves if they were living in their dream state?**
 - Confident
 - Free
 - Proud of building something meaningful for her and her son
- **What do they secretly desire most?**
 - Start a thriving business from scratch and that runs smoothly
 - New systems in their business to attract a new clientele in a different niche
 - Define their niche and who they want to work with
 - Support and mentoring
- **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 are capable but needs guidance and support to get there.
- **Who do they blame for their current problems and frustrations?**
 - Other programs that feel like a competition: "I can't tell you so much on that because you are my competitor"
 - Themselves for not having enough time or the right resources to grow her business.
- **Have they tried to solve the problem before and failed?**
 - "Preparing taxes with a church for low income families to get my feet wet"
- **Why do they think they failed in the past?**
- **How do they evaluate and decide if a solution is going to work or not?**
 - Practical steps and advice
 - Other people have achieved the desired outcome
 - Detail, thorough, step-by step information
- **What figures or brands in the industry do they respect and why?**
- **What character traits do they value in themselves and others?**
 - Transparency
 - Honest
 - Down to heart
- **What character traits do they despise in themselves and others?**
 - Dishonesty
 - Lack of ambition
- **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?**



Avatar:

Name: Sarah Williams

Age: 32

Gender: Female

Occupation: Aspiring tax preparer, part-time accountant

Income: \$42,000 annually

Location: Los Angeles, CA

Background

Sarah lives in Los Angeles, one of the most expensive cities in the U.S. She currently works as a part-time accountant while trying to launch her own tax preparation business on the side. She's a single mom juggling her job and raising her 8-year-old son. Sarah dreams of being her own boss, creating a stable income, and spending more time with her son, but she often feels overwhelmed by the pressure of balancing work, home life, and her new business.

Pain Points

- **Biggest Fear:** Sarah fears she's not competent enough to run her own tax firm. The idea of starting a business from scratch and gaining clients seems daunting, especially without guidance.
- **Frustrations:**
 - She's struggling to attract clients, relying on referrals from friends and family, but this isn't sustainable.
 - Sarah is disappointed with her slow business growth and feels stuck.
 - She lacks experience with taxes and bookkeeping beyond her basic accountant role and feels that hinders her credibility.
 - The stress of her full-time job limits her ability to focus on her side business.

Emotional Struggles

Sarah feels embarrassed about her lack of progress and how much she depends on others for referrals. Dealing with these issues has impacted her self-esteem. She wonders if people in her circle see her as someone who's "just getting by," rather than the successful entrepreneur she wants to be.

What She Says to Her Friends

"If I can't even manage to get a few clients, how can I ever expect to quit my full-time job? Sometimes I feel like I'm stuck, and I'll never get out of this financial struggle. I just want to feel like I'm moving forward."

What's Stopping Her from Taking Action

- **Time:** Sarah feels she doesn't have enough time to dedicate to marketing or learning new skills because of her full-time job.
- **Lack of Confidence:** She's not sure where to start when it comes to marketing herself and feels inadequate compared to more experienced tax preparers.

Dreams and Desires

If Sarah could wave a magic wand, she would have a thriving tax practice, with clients consistently reaching out to her—eliminating the need for extensive marketing. She envisions earning more than her current 9-5 job, so she can spend more time with her son and create a better life for him.

- **Who She Wants to Impress:** Sarah wants to feel proud of her business and to show her son that she built something successful.
- **Secret Desire:** She craves confidence and independence. In her dream world, she's able to run her business smoothly, make a great income, and never worry about financial survival again.

Values & Beliefs

- **Values:** Sarah believes in honesty and being down-to-earth. She despises dishonesty and lack of ambition in others and herself.
- **Industry Role Models:** Sarah respects successful entrepreneurs who built businesses from scratch and offer transparency in how they achieved their success.
- **Beliefs About Herself:** She believes she's capable but needs mentorship and practical guidance to reach her full potential.

Market Trends

Sarah is aware of the rise in freelancing, online businesses, and side hustles. While she sees this as an opportunity, she's also overwhelmed by how much there is to learn. She feels pressure to keep up but doesn't know where to begin.

Conclusion

Sarah is an ambitious woman who is looking for guidance, confidence, and practical steps to break free from her financial struggles and build the successful tax preparation business she dreams of. She needs a system that can provide her with the skills, confidence, and tools to attract clients without burning herself out.

Day in the life

6:00 AM – Early Start

Sarah's alarm goes off, but she hits snooze twice. She's exhausted from working late on a tax return for a friend who's a potential referral source. After finally dragging herself out of bed, she checks her emails—hoping for new client inquiries—but her inbox is empty. Frustrated, she gets her son ready for school, packs his lunch, and drops him off.

8:00 AM – Commute to Her Day Job

On her drive to her part-time accounting job, Sarah listens to a podcast about building a business from scratch. She's motivated but also feels overwhelmed by all the steps she has yet to take. Her mind wanders to her long to-do list—finish her website, figure out social media marketing, and follow up with a potential bookkeeping client. She wonders how she'll ever get it all done.

9:00 AM – Workday Begins

At her accounting job, Sarah goes through the motions. She inputs data, prepares financial statements, and answers client emails. All the while, she's thinking about her tax business and how she could make it grow, but her job demands her attention. The clock seems to tick by slowly.

12:00 PM – Lunch Break / Side Hustle Grind

Instead of relaxing, Sarah spends her lunch break trying to grow her tax business. She hops onto her laptop and reviews a new tax course she recently signed up for, hoping it'll help her gain confidence in her expertise. She takes notes, writes down questions, and researches how to attract more clients—yet she feels paralyzed by where to start.

2:00 PM – Juggling Work and Client Calls

Back at her desk, Sarah sneaks in a call with a potential tax client. She's nervous, trying to sound professional but feels unprepared. The conversation goes well enough, but it's clear the client is hesitant about working with someone with limited experience. She makes a mental note to work on building her confidence and improving her pitch.

5:30 PM – Pick Up Her Son / Family Time

Sarah finishes work, picks up her son from after-school care, and heads home. She's physically and emotionally drained, but the evening routine kicks in—homework, dinner, and some TV time with her son. Despite her fatigue, she's thinking about her business non-stop.

8:00 PM – Business Mode

After her son goes to bed, Sarah sits down with her laptop again. She drafts social media posts, watches more tax-related training videos, and tries to figure out how to market herself. She feels like she's spinning her wheels, unsure of what steps will actually make an impact. Despite working late into the night, she feels like she didn't accomplish much.

10:00 PM – Self-Doubt and Planning

Lying in bed, Sarah's mind races. She's scared she won't be able to grow her tax business enough to quit her job, and wonders if she'll ever find enough clients. She worries about letting her son down and feels stuck in survival mode. But she also daydreams about the freedom of running her own business and spending more time with her son. Before falling asleep, she resolves to keep pushing forward—tomorrow will be better, she tells herself.

11:00 PM – Lights Out

Sarah finally falls asleep, exhausted but hopeful that soon, things will turn around. She's determined to make her dream a reality, even if it feels far off.

Roadblocks

- **1. Lack of Time**
 - Sarah is juggling a full-time job, raising her son, and trying to grow her tax business. She simply doesn't have enough hours in the day to focus on marketing, learning new skills, or effectively running her business. The constant pressure of balancing work and home life leaves her feeling overwhelmed and exhausted.
- **2. Lack of Confidence**
 - Sarah doubts her ability to succeed as a business owner. She's uncertain about her skills, particularly with marketing and client acquisition. This lack of confidence makes her hesitant to take bold steps, like actively marketing her services or investing in herself through mentorship or advanced training.
- **3. Limited Knowledge**
 - While Sarah is competent in tax preparation, she lacks experience in growing and running a business, particularly when it comes to attracting clients and handling bookkeeping. The unknowns of how to structure her business and manage its day-to-day operations create anxiety and prevent her from making forward progress.
- **4. Inadequate Support and Guidance**
 - Sarah feels isolated in her journey. She lacks mentors, role models, or peers who can provide step-by-step guidance on how to build a thriving tax business. Without this support, she struggles to create a clear action plan and often second-guesses her decisions.

- **5. Fear of Failure**

- Sarah is afraid of investing her limited time and resources into a business that might fail. She's worried that, despite her efforts, she'll never attract enough clients to make it worth the sacrifice, leaving her in the same financial rut she's trying to escape. This fear often paralyzes her, stopping her from taking decisive action.

Solution

1. Lack of Time

- **The Action Plan:** The webinar outlines time-saving strategies, including automating client outreach and follow-up, scheduling tools, and outsourcing non-essential tasks. It also introduces Sarah to systems that allow her to streamline her processes and create a virtual tax office, so she can work from home and eliminate time wasted on unnecessary tasks.
- **How it Helps Sarah:** These solutions allow Sarah to spend fewer hours managing her business while being more effective. She can now juggle her full-time job, care for her son, and still devote focused time to her tax business without feeling exhausted and stretched too thin.

2. Lack of Confidence

- **The Action Plan:** The webinar provides Sarah with actionable marketing strategies that are simple to implement. It also includes testimonials from others who were once in her shoes and now run successful tax businesses. There is a clear focus on building confidence through small wins—such as booking her first client.
- **How it Helps Sarah:** Seeing real-life examples of success and having a roadmap for marketing her services gives Sarah the confidence to put herself out there. She now knows exactly what steps to take and can trust that if others can do it, so can she. The guidance helps her overcome self-doubt.

3. Limited Knowledge

- **The Action Plan:** The program covers not only tax preparation but also client acquisition, bookkeeping, and business structuring in a step-by-step manner. Sarah learns how to effectively price her services, structure her offerings, and grow her client base using clear, easy-to-follow templates and checklists.
- **How it Helps Sarah:** With this new knowledge, Sarah no longer feels lost in her business. She understands how to position her services to attract clients and knows

what daily operations are required to scale her tax practice. This reduces her anxiety and gives her a sense of control over her business growth.

4. Inadequate Support and Guidance

- **The Action Plan:** The webinar introduces Sarah to a supportive community of like-minded entrepreneurs and provides access to mentorship opportunities. She is given a clear path of steps to take after the program, along with direct access to experts who can guide her through any challenges.
- **How it Helps Sarah:** Now that Sarah is part of a community, she no longer feels isolated. She has a network of mentors and peers to lean on when she has questions or needs advice, making her feel supported and giving her the confidence to keep moving forward.

5. Fear of Failure

- **The Action Plan:** The webinar addresses fear head-on by presenting low-risk, high-reward strategies. Sarah learns how to test marketing methods with minimal investment, focusing on gaining a few clients to start. The program also includes financial planning and risk management to ensure she's making smart decisions without overextending herself.
- **How it Helps Sarah:** By following these strategies, Sarah feels less afraid of failure. She realizes she can take small, calculated steps to grow her business instead of feeling overwhelmed by the fear of losing money or time. With a structured approach, she can gradually build her business without taking on too much risk.

Final Impact

Sarah leaves the webinar with a clear action plan for running a successful tax business. She feels more confident, supported, and knowledgeable. The strategies presented not only help her grow her business but also empower her to create more time for her family and reduce the stress that has held her back for so long.

Objections

1. What's in it for me?

- **Answer:**

- You'll discover how to start a **lucrative tax preparation business** with **flexible hours**, allowing you to **work from home** and **spend more time with your kids** while achieving **financial freedom**.
- Plus, you'll gain **step-by-step guidance**, practical tax strategies, and **ongoing support** from a community that will help you reach **six figures in 6-12 months**.

2. Why now?

- **Answer:**
 - **Time is running out** to take control of your future. Every month you wait is a missed opportunity to build the business and life you want for yourself and your family.
 - The **market is ready for tax professionals**, and if you start now, you'll be able to **capitalize on the growing demand** for remote tax preparers by next tax season.
 - **Your children are growing up fast**—taking action now will allow you to be present for more of their milestones.

3. Why should I choose you over everyone else?

- **Answer:**
 - I've been **where you are**—I was a single mom with no experience and limited resources, but in just 4 months, I built a **seven-figure tax preparation business**.
 - Over **1,000 single moms** have followed my **exact roadmap** and are now making six figures from their tax businesses in just **6-12 months**.
 - You won't just get tax strategies—you'll get access to a **supportive community**, **live coaching**, and **mentorship** from people who've already been in your shoes and succeeded. You won't find this combination of guidance and support elsewhere.

4. What if I don't have money?

- **Answer:**
 - This program is an **investment in your future**. You could continue struggling with low-paying jobs, or you can get **everything you need to book your first client** and start earning enough to cover the cost of the program with **just one** high-paying client.
 - With our **affordable payment plans** and the ability to earn back the cost **in your first few months**, this isn't just an expense—it's the **key to unlocking financial freedom**.

5. Why should I trust you?

- **Answer:**

- I have a **proven track record**—I’ve personally mentored over **1,000 single moms** who are now earning six figures while working from home.
- I’m also **fully certified** and have built a **seven-figure business** myself, which means I know exactly what it takes to get you where you want to go.
- You don’t have to just take my word for it—check out the **real testimonials** from moms just like you who’ve gone through the program and achieved amazing results.

6. How can I get started?

- **Answer:**
 - It’s simple! All you have to do is **join Dynasty Tax Services today**. Once you enroll, you’ll get **immediate access** to the step-by-step roadmap, exclusive trainings, and live coaching sessions.
 - I’ll personally guide you through the entire process, including how to get your **PTIN and EFIN**, how to book your first client, and how to build your business **from the ground up**.

7. What do I lose by not taking action?

- **Answer:**
 - By not taking action, you risk staying **stuck in a job you hate**, with no time for your family and no path to financial freedom.
 - **Every day you wait** is another day of missed opportunities—opportunities to book high-paying clients, set your own hours, and create the **life you’ve always wanted** for you and your children.
 - You’ll also miss out on the **special pricing** for this program, which will go up significantly after this limited window.

Where do I want them to go?

- **Levels**
 - Pain/desire
 - Their pain and desire levels are already high. I’ll lower the cost, time, effort, and sacrifice by telling them the webinar is free.
 - Belief in the idea
 - She needs to believe that she can succeed. So, I’m going to increase this level by teasing the 1,000 women who’ve achieved the result they aim for and living in their dreams thanks to the right guidance and support.
 - Trust
 - To increase her trust I need to tease how my client made 7 figures in 4 months thanks to the Six-Figure Action Plan she’s going to reveal in the

free webinar.

- What do I want them to do?
- Stop their scroll
- Click the link

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

**Intuit**
<https://www.intuit.com/.../how-to-start-a-tax-preparation-business>

How to Start a Tax Preparation Business From Home - Intuit

Learn how to start a tax preparation business from home with this guide from Intuit. Find out what you need **to register, define your practice, get tools, and grow your business.** [Visualizza altro](#)

Who Can Be A Professional Tax Pre...

You may be under the impression that you have to be a certified public accountant or tax attorney or hold some other professional ... [Visualizza altro](#)



What Do I Need to Start A Tax Prep...

If you're ready to start your tax preparation business, you'll need the following: 1. Preparer Tax Identification Number: You can apply for ... [Visualizza altro](#)

Steps to Starting A Tax Preparation...

There are four steps to starting a tax preparation business. These include getting registered, defining your tax

- Stop their scroll
 - Patter interrupt
 - Image showing the desired outcome
- Click the link
 - Headline
 - How to fascination
 - Description
 - Achieve the outcome with a solution
 - Tease what they'll discover inside



Liz Slyman

<https://lizslyman.com> > how-to-s... · Traduci questa pagina

How to Start a Copywriting Business & Earn Six-Figures

You can **start a copywriting business** without a college degree, and actually make a real income. It's all true. Every single bit of it.

- Stop their scroll
 - Logo
 - Contrast
 - Big and Small
 - Beauty
- Click the link
 - Headline
 - How to fascinate and big outcome
 - Description
 - Achieve the outcome without objection



Copy Posse

<https://copyposse.com> > blog > m... · Traduci questa pagina

6 Steps To Start A Freelance Copywriting Business

7 feb 2024 — Today I'm going to share the very first 6 steps you should take if you're looking to **start a freelance copywriting business**.

- Click the link
 - Headline
 - x steps to the desired outcome
 - Description
 - The steps they'll discover if they are looking to achieve desired outcome

DRAFT

Ad 1

Headline1

"Start a Profitable Tax Preparation Business (5 *Proven* Steps)!"

Headline 2

"Start a Profitable Tax Practice in 5 Proven Steps!"

"Start a Profitable Tax Practice in 5 Proven Steps (For Ambitious Women ONLY!)"

Headline 3

"Start a Profitable Tax Preparation Business (Only 5 *Proven* Steps)!"

"Start a Profitable Tax Preparation Business from Home (5 *Proven* Steps!)"

Description 1

"Start your profitable tax preparation business with these 5 proven steps. Discover what you *really* need to boost your confidence, acquire high-paying clients, and work from the comfort of your home. Save your seat for the free webinar now!"

Description 2

"Start your profitable tax preparation with these 5 proven steps. Discover what you *really* need to boost your confidence, acquire high-paying clients, and earn from the comfort of your home. Save your seat for the free webinar now!"

Description 3

"Start your profitable tax preparation business in six months with these 5 proven steps. Discover what you *really* need to boost your confidence, acquire high-paying clients, and earn from the comfort of your home. Save your seat for the free webinar now!"

"Start your profitable tax preparation business from home with these 5 proven steps. Let a self-made Save your seat for the free webinar now!"

Ad 2**Headline 1**

"How to Start a Tax Preparation Business & Earn Six Figures"

Headline 2

"How to Start a Tax Practice & Earn Six Figures"

Headline 3

"How to Start a Tax Business & Earn Six Figures (Without a Degree!)"

Description 1

"You can start a profitable tax preparation business without a college degree, and make a steady income. Sign up for the free webinar now and start acquiring high-paying tax clients fast"

Description 2

"You can start a profitable tax preparation business without a college degree, and make a steady income. Sign up for the free webinar now and start your six-figure tax preparation business immediately."

Description 3

"You can start a profitable tax preparation business without a college degree, and make a steady income. Sign up for the free webinar now and start earning on your own terms."

Ad 3**Headline 1**

"5 Proven Steps To Start A Tax Preparation Business!"

Headline 2

"5 Proven Steps To Start A Six-Figure Tax Practice!"

Headline 3

"5 Proven Steps To Start A Profitable Tax Business!"

Description 1

"Want to discover the 5 proven steps 1,000 tax preparers have followed to start a six-figure tax preparation business from scratch? You're in the right spot. Secure your seat for the free webinar now!"

Description 2

"There are only 5 proven steps to start a six-figure tax preparation business from home and zero experience. I'll reveal them in this free webinar. Save your seat now!"

Description 3

"If you're looking to start a tax preparation business and earn six figures there are only 5 proven steps you need to follow. I'll show them to you in my free webinar. Save your seat now!"

Ad 4

Headline 1

"The Only 5 Proven Steps To Start A Tax Business"

Headline 2

"The Only 5 Steps To Start A Tax Business & Earn Six Figures"

Headline 3

"The Only 5 Proven Steps To Start A Tax Business In 6 Months"

Description 1

"Want to start a tax preparation business from home and work on your own terms? Discover the only 5 actionable steps to build a profitable tax business in 6 months! Just like 1,000 aspiring tax preparers have already done it. Join the free webinar!"

Description 2

"Want to start a tax preparation business from home and earn six figures? Discover the only 5 actionable steps to build a profitable tax business in 6 months! Just like 1,000 aspiring tax preparers have already done it. Join the free webinar!"

Description 3

"Want to start a profitable tax preparation business from home in 6 months? Discover the only 5 actionable steps to build a profitable tax business in 6 months! Just like 1,000 aspiring tax preparers have already done it. Join the free webinar!"

Personal analysis

I believe these ads are compelling but there's a slight mismatch with their level of sophistication. I'm talking to a problem-aware audience, so I need to make these ads more emotionally appealing using words like "flexible hours" and "work on your own terms".

DRAFT 2

Keywords

Ad Group 1: Starting a Tax Preparation Business

1. How to start a tax preparation business
2. Tax business startup guide
3. Starting a tax business from home
4. Tax preparation business for beginners
5. Best tools for tax preparers

Ad Group 2: Client Acquisition and Marketing for Tax Preparers

1. How to get clients as a tax preparer
2. Marketing strategies for tax preparers
3. Find clients for tax business
4. How to promote a tax business
5. Client acquisition for tax preparers

Ad Group 3: Business Management and Growth for Tax Preparers

1. How to run a tax preparation business
2. Tax business growth strategies
3. Time management for tax professionals
4. Best bookkeeping software for tax preparers
5. How to balance a tax business with a full-time job

Ad 1

Headline 1

“Start Your Tax Biz (6-Figure Plan)”

Headline 2

“Launch Your Tax Biz (6-Figure Plan)”

Headline 3

“6-Figure Plan to Start Your Tax Biz”

Description 1

"Start your tax business with the 6-figure plan trusted by 1,000 women. Reserve your webinar seat!"

Description 2

"Exploit the action plan 1,000 women use to grow 6-figure tax businesses. Secure your free webinar seat!"

Description 3

"Kickstart your tax prep business with a 6-figure plan endorsed by 1,000 women. Join us now!"

Ad 2**Headline 1**

Women's 6-Figure Tax Business Plan

Headline 2

"Women's 6-Figure Plan for a Tax Biz"

Headline 3

"6-Figure Tax Biz Plan for Women"

Description 1

"Unlock the action plan used by 1,000 women to grow 6-figure tax businesses. Don't miss the free webinar!"

Description 2

"Join 1,000 women who launched their tax businesses with a proven 6-figure plan. Save your webinar spot now!"

Description 3

"Reveal 1,000 women's 6-figure action plan to start your tax business from home. Join the free webinar TODAY!"

Ad 3

Headline 1

"Launch Your Tax Firm: 6-Figure Plan"

Headline 2

"Start Your Tax Firm: 6-Figure Plan"

Headline 3

"Build Your Tax Firm: 6-Figure Plan"

Description 1

"Snag the action plan 1,000 women use to build 6-figure tax businesses. Save your spot in the free webinar!"

Description 2

"Get the action plan 1,000 women use to build 6-figure tax businesses. Join the free webinar! Don't miss out!"

Description 3

"Gain the action plan 1,000 women use to build 6-figure tax businesses. Join the free webinar TODAY!"

DRAFT #3

Google Ad 1:

Headline 1:

- Your Proven 6-Figure Tax Blueprint
- Proven Plan To Start a Tax Business
- NEW Tax Business Plan for Busy Moms

Headline 2:

- FREE: Your 5 Proven Steps to Freedom
- Start Your Tax Business with this Step-by-Step Plan
- Discover Your 6-Figure Tax Plan

Description:

- Free webinar reveals the exact 5-step plan to start and grow your 6-figure tax business from home.
- Discover the proven 5-step plan 1,000+ moms are using to build profitable tax businesses.
- Discover the proven, actionable steps moms are using to build 6-figure tax businesses now!

CTA:

- Join the Free Webinar Now
 - Launch Your 6-Figure Tax Business Today
 - Get Your Proven 6-Figure Plan Now
-

Google Ad 2:

Headline 1:

- 6-Figure Tax Plan for Moms
- Proven Tax Business Plan for Moms
- NEW Plan for a 6-Figure Tax Business

Headline 2:

- Busy Mom's 6-Month Tax Freedom
- NEW Tax Business Plan for Busy Moms
- REVEALED: 6-Figure Tax Business Plan

Description:

Free webinar reveals the proven plan to build a 6-figure tax business in just 6-12 months.

Discover the exact plan that helped Brenda and 1,000+ moms build profitable tax businesses in 12 months!

Discover the 5 proven steps helping moms build 6-figure tax businesses while balancing family life.

CTA:

- Claim Your Free Spot Now
 - Reserve Your Free Seat Today
 - Launch Your Tax Business Today
-

Google Ad 3:

Headline 1:

- Mom's Proven 6-Figure Tax Plan
- Mom's 5 Steps to 6-Figure Business
- Mom's Proven Plan to 6-Figures

Headline 2:

- [NEW] 6-Figure Tax Plan for Moms
- Your 6-Figure Tax Plan to 6 Figures
- FREE: Proven 6-Figure Tax Plan

Description:

- Join 1,000+ moms building 6-figure tax businesses with this proven and actionable 5-step plan.
- Reveal the 5 actionable steps 1,000+ moms are using to earn 6 figures in tax preparation.
- Get the step-by-step plan 1,000+ moms are using to build 6-figure tax businesses from home.

CTA:

- Get Started for Free
- Watch the Free Webinar Now
- Join 1,000 Successful Moms Today

Unlock Your 6-Figure Tax Plan

Join 1,000 moms already earning 6 figures from home!

Discover **5 proven steps** to build the tax preparation of your dreams—on your own terms!

JOIN THE FREE WEBINAR





OGNJEN, THESE ARE THE ADS I'D LIKE YOU TO REVIEW

Search Optimized Keywords:

- How to start a tax business from home
- Tax business for moms
- 6-figure tax business plan
- Work-from-home tax business
- Free tax business webinar

Google Ad 1:

Headline 1:

- proven tax plan for moms
- tax biz blueprint for moms
- proven 5-step tax plan

headline 2:

- free 5-step plan for moms
- build your tax biz in 6 months
- 6-figure tax biz blueprint

description:

- join 1,000+ moms using this free 5-step plan to build 6-figure tax businesses from home.
 - join 1,000+ moms building 6-figure tax businesses as we speak. watch the free webinar now!
 - watch our free webinar and discover the 5 proven steps to start a 6-figure tax business immediately.
-

google ad 2:

headline 1:

- tax biz plan for busy moms
- 6-figure tax plan for moms

- moms: your 6-figure plan

headline 2:

- free biz blueprint webinar
- start your tax biz fast!
- tax biz plan for busy moms

description:

- discover the proven plan helping moms build 6-figure tax businesses in 6-12 months. join our free webinar.
 - discover how moms are building 6-figure tax businesses. register for the free webinar today!
 - launch your tax business today with these 5 proven steps. sign up for the free webinar now!
-

google ad 3:

headline 1:

- 6-figure tax plan for moms
- mom's 5-step tax biz plan
- biz plan for working moms

headline 2:

- free 6-figure plan for moms
- tax biz blueprint for moms
- proven tax plan for moms

description:

- watch the free webinar and get the 5 steps to build a 6-figure tax business from home in 6 to 12 months.
- watch the free webinar to discover the proven plan helping busy moms grow 6-figure tax businesses at home.
- join the free webinar to reveal the proven plan helping working moms grow 6-figure tax businesses from home.

Improvements

- **Addressing Pain More Directly:**
 - Include more vivid descriptions of their current pain: *"Tired of working long hours and still feeling financially stuck?"* or *"Struggling to balance family life while building a business?"* These lines address their frustration and make the offer feel like a **solution to their emotional pain**.
- **Increase Social Proof:**
 - It's great that you mention *1,000+ moms*, but it would be more powerful to humanize this. Use real examples, like: *"Brenda, a single mom, used this plan to replace her 9-5 income in 12 months."* Real-life examples resonate much more than abstract numbers.
- **Reduce Skepticism:**
 - Moms in your target market are often **skeptical** of get-rich-quick schemes. So include language that **removes skepticism**:
 - *"No fluff, just proven steps that busy moms are using every day to build profitable tax businesses."*
- **Build Urgency:**
 - The **urgency** in the CTA could be improved. Instead of simply saying, "Join now," include **time-limited language**:
 - *"Seats are filling up fast—secure your spot before they're gone!"*
 - *"This free webinar is only available for the next 48 hours!"*
- **Reassure with Simplicity:**
 - Tax prep can feel overwhelming. Moms need to know that this isn't more complexity. Use lines like *"Follow these 5 easy steps, no advanced math required"* or *"Even if you've never done taxes before, this plan works."*
- **CTA Focused on Empowerment:**
 - Tap into the **emotional desire** they have for empowerment and self-sufficiency. Use lines like: *"Take control of your financial future today"*, or *"Finally, a business plan designed for busy moms who need results fast."*

NEW ADS AFTER PASTING THEM INTO CHATGPT

Google Ad 1:

Headline 1:

1. Free 6-figure mom's tax plan

2. Reveal This Tax Plan for Moms
3. Unlock The Mom's Tax Blueprint

Headline 2:

1. Real 5-Step Tax Plan for moms
2. Uncover the mom's tax plan
3. Reveal the mom's 6-figure plan

Description:

1. Join 1,000+ moms growing 6-figure tax businesses from home. Watch the free webinar now!
 2. Discover the 5-step plan moms are using to build 6-figure tax businesses in under a year!
 3. No fluff. See how busy moms reach 6-figures in 6 months. Join the free webinar now!
-

Google Ad 2:**Headline 1:**

1. Moms: real 6-figure tax plan
2. New mom's 6-figure tax plan
3. Revealed: real mom's tax plan

Headline 2:

1. Mom's 5 steps to 6-figures
2. Get the mom's 6-figure plan
3. Mom's real steps to 6 figures

Description:

1. Brenda replaced her 9-5 in 12 months. Discover her 5 steps—join the free webinar today!
 2. Follow the 5 proven steps that 1,000+ moms use to grow 6-figure businesses. Watch now!
 3. See how busy moms replace their 9-5 jobs with tax businesses today. Free webinar!
-

Google Ad 3:**Headline 1:**

1. Kickstart your mom's tax biz
2. Mom's shortcut to 6 figures
3. Reveal the real mom's tax plan

Headline 2:

1. Mom's 6-figure income plan
2. Glide to 6 figures in 5 steps
3. Unveil the mom's 6-figure plan

Description:

1. Discover the 5-step plan busy moms use to grow their tax biz to 6-figures in 6 months!
2. No advanced math is needed. Follow 5 proven steps to start your 6-figure tax biz. Watch now!
3. See how moms use a proven 5-step blueprint to hit 6-figures fast. Join now!