

BOOKKEEPERS' MARKETING MASTERCLASS

WITH ANNE-MARIE FAST AND JO WOOD



INTRODUCTIONS



Jo Wood and Zoe Whitman,
Join us in [The 6 Figure Bookkeepers' Club](#)

Thanks for taking some time out of your day today to join us for the Marketing Masterclass.

The idea of marketing can be overwhelming, particularly if you're new in practice and feeling the pressure to be on ALL the social media platforms.

Today we're going to keep it simple, our plan is that you'll leave this session with clarity and a plan.

Today's masterclass is hosted by Jo Wood and Anne-Marie Fast. Jo Wood runs Jo Wood Virtual FD, a practice she's built to 6 figure turnover in less than a year. Anne-Marie is a content marketing coach helping service based business attract clients, and significantly increase their revenues by transforming their approach to content marketing. Connect with Anne-Marie Fast on [LinkedIn](#) or in her free [Facebook Group](#).

Jo Wood is the co-founder of [The 6 Figure Bookkeepers' Club](#), The Bookkeepers' Podcast and [The Bookkeepers' 6 Month Success Programme](#). You can find out more about that at [6figurebookkeeper.com](#). But enough of that, let's get on with the workshop.

Your services

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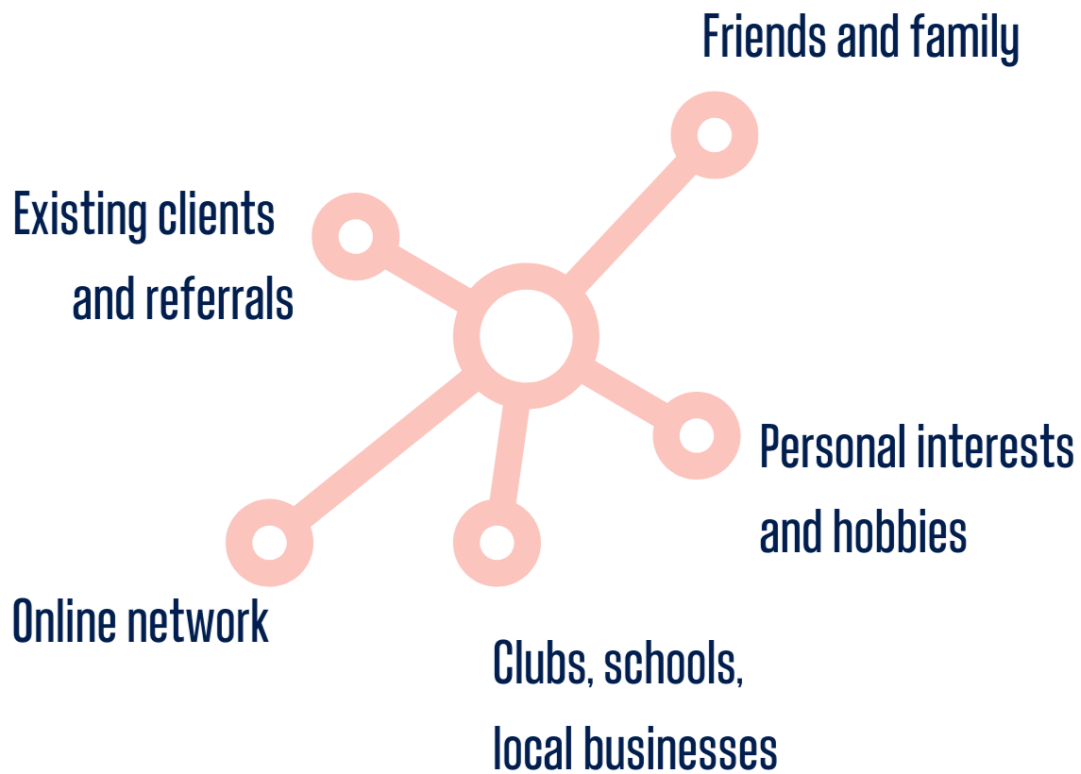
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<p>The service I need to focus on promoting is...</p>

Finding clients



Marketing Options

Who is your target client?

What are they interested in?

How do they spend their time?

Which social media platform do they use?

Ideas

A spiral-bound notebook with a silver metal spiral binding on the left side. The notebook is open to two blank, lined pages. The pages are white with light blue horizontal ruling. The notebook is positioned centrally on a white background.

Quick start social media post

Did you know I'm the owner / founder of _____ ?

I have capacity for new _____ clients at the moment.

I love working with _____ and like nothing better than _____. If you think I can help you or somebody you know with their bookkeeping right now, drop me a DM or share this post. Thank you.

Marketing Action Plan



1. Use a professional photo across all platforms
2. Update your LinkedIn profile:
 - a. Heading
 - b. Bio
 - c. Work experience
3. Choose a second preferred social media platform
4. List yourself in directories
5. Make sure your family and friends know your sales pitch
6. Reach out to people already in your network

Join us from 22nd- 28th March for our free
Bookkeepers' Bootcamp

www.6figurebookkeeper.com/bootcamp

Join us in our free Facebook Group

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