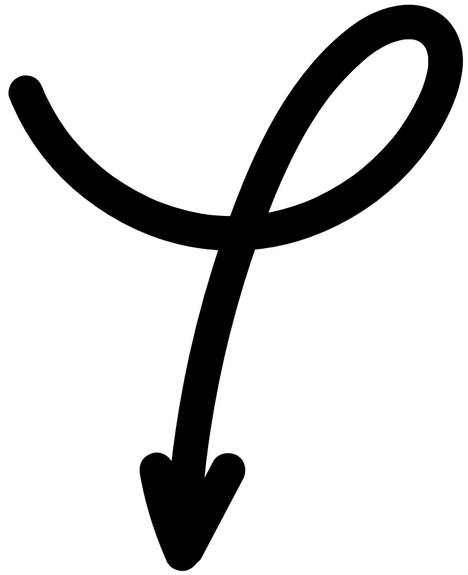
Launching a Thriving Online Accounting Practise

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Get MY Slides Below



cutt.ly/oap

Why Launch an Online Accounting Practice?

- Growing demand for remote accounting services.
- Lower overhead costs compared to traditional firms.
- Flexibility to serve clients globally.
- Opportunity to leverage technology for efficiency.



Let’s Check the Data

- A vast majority of accountants (98%) have utilized AI to assist clients in the past year. Key applications include data entry and processing (69%), fraud detection and prevention (51%), and providing real-time financial insights (47%). (Source: firmofthefuture.com)
- .Currently, 66% of accounting firms conduct most of their business digitally. This figure is expected to rise to 84% within the next three years, underscoring the industry's move towards digitalization. (Source: cpapracticeadvisor.com)

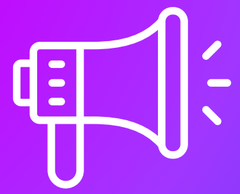
Aspect	Traditional Accounting	Modern Accounting
Technology	Relies on manual processes and paper-based records.	Uses cloud-based software, automation, and AI.
Accessibility	Limited to physical office locations.	Accessible anytime, anywhere, via the cloud.
Client Interaction	In-person meetings and phone calls.	Virtual meetings, real-time collaboration.
Focus	Primarily compliance and historical reporting.	Strategic advisory and forward-looking insights.
Efficiency	Time-consuming due to manual data entry.	Faster and more accurate with automation.



My Projection

By 2030, traditional accounting practices will struggle to survive as clients move online.

How to Launch Your Online Accounting Practise



01 Determine your core service(s) and double down on it

02 Decide on the industry/sector to serve e.g Fashion, Supermarkets & Pharmacies, Food businesses, etc

03 Understand the customer journey for your industry and create your client avatar

04 Strategize and write your message. Must be compelling.

How to Run a Thriving Practise Using the 4-Step Framework



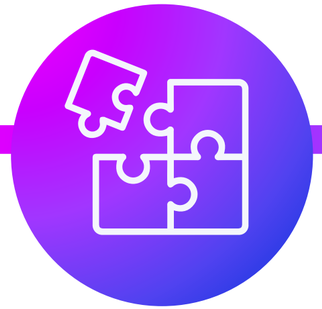
Presence

- Personal brand
- Seo Optimized website



Product

- Productized services



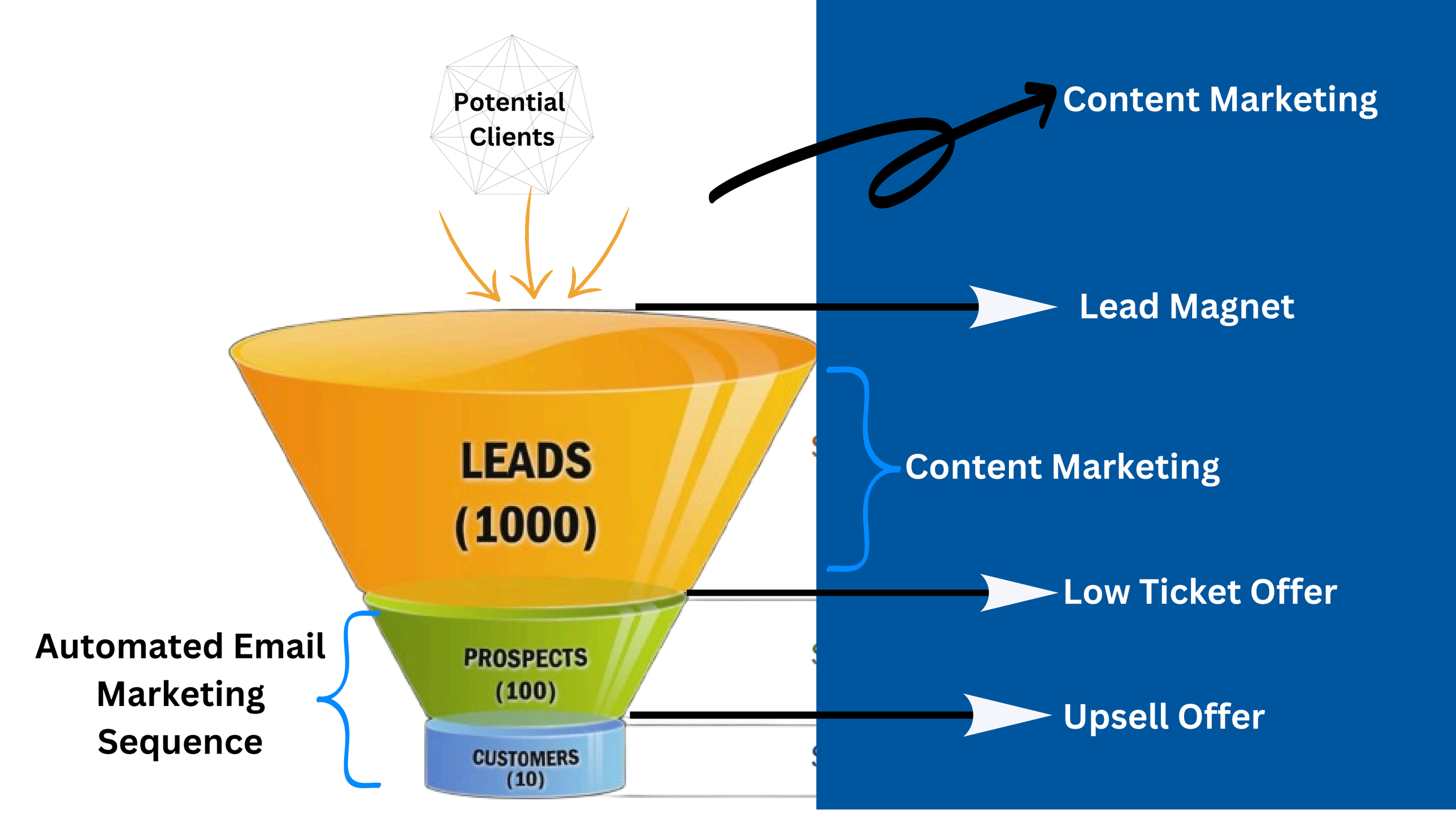
Process

- From awareness to conversion
- Testimonial / social proof



Profit

- **M**oney
- **E**motion
- **A**ttention
- **T**ime


Potential Clients
Content Marketing
Lead Magnet
LEADS (1000)
Content Marketing
Low Ticket Offer
PROSPECTS (100)
Upsell Offer
CUSTOMERS (10)
Automated Email Marketing Sequence

How to Attract New Clients Consistently

- Personal Branding
- Social Media Marketing
- Email Marketing
- Paid Advert
- Cold Outreach + Prospecting

CONTENT MARKETING

How to Be Profitable

GOAL	N3M IN 30 DAYS
SERVICE	Bookkeeping
PRICE	Pdt 1- N50,000, Pdt 2- N500,000
TARGET	Pdt 1: 20 sales, Pdt 2: 4 sales

Understand the Laws of Averages and Large Number

GOODNEWS!!!

AI + YOU= $$

90% + 10%= 100%

LET’S CONCLUDE

SKILLSET+MINDSET+TOOLSET

Thank you

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