

# ACCOUNTANT SUCCESS™

— F O R M U L A —

## PROGRAMS



### WHAT IS IT?

The Accountant Success Formula™ is a comprehensive program that allows professional accounting firms to update their business model.



### WHY DOES IT MATTER?

The traditional business model of trading dollars for hours and cranking out as many tax returns as possible is oppressive, robs us of our freedom and conditions us into to believing 3 lies:

1

That our worth is equal to the hours we work.

2

That our clients are naturally price sensitive to our services.

3

That tax time just has to suck.

**We deserve much more from our profession.**

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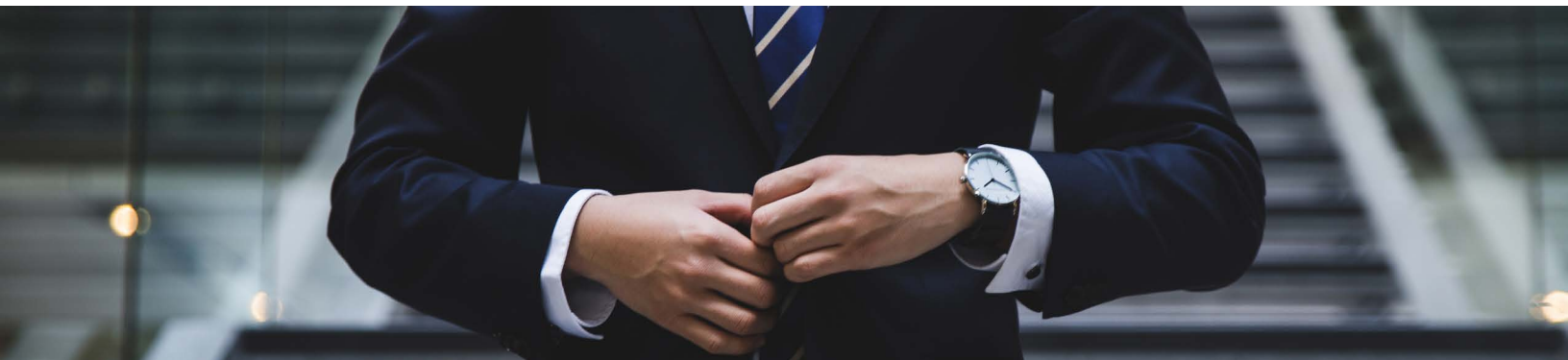
PROGRAMS



### WHO IS IT FOR?

The Accountant Success Formula™ programs are for professional accountants who realize they need to update their business model to:

- Maximize net income.
- Attract ideal clients.
- Claim back the time and freedom they deserve.



### ASF PROGRAM OPTIONS

Each professional accountant has their own style of implementation. To accommodate this, 3 options are provided so you can choose the one that best meets your needs.

In all options, the foremost change is that of mindset. Updating your business model using the Accountant Success Formula™ does not take a huge investment of time and effort. What it does take, however, is a commitment by you to truly want a life of freedom.

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	ASF PREMIER COACHING™	ASF OWNER'S CLUB™	ASF ON-LINE PROGRAM™
Private coaching calls (2 per month)	✓	✗	✗
Unlimited email and text coaching access	✓	✗	✗
Group coaching calls (2 per month)	✓	✓	✗
ASF Coaching Resource Vault™; ASF Toolkit™	✓	✓	✗
ASF templates, scripts and agreements	✓	✓	✓
ASF On-line Video Library™	✓	✓	✓
<b>INVESTMENT</b>	*	<b>\$ 997</b> Monthly	<b>\$ 997</b> One-time

## \* ASF PREMIER COACHING™

### Eligibility

→ \$1M minimum revenue model

### Acceptance

→ By referral or invitation only

### Key Employees

→ Training and coaching for key employees included

### Pricing

→ Customized pricing provided after initial discovery meeting





## CLIENT RESULTS

**Damon Pallan, CPA, CA** - 54% increase in revenues, decreased working hours and goes to a Vegas trip with his friends every year ...in the middle of April.

**Andrew Pitre, CPA, CA** - Within 24 hours of his first exposure to the Accountant Success Formula™ approach he closed a client at 73% higher than he ever would have been able to recover under the old traditional model. As Andrew says, “The Accountant Success Formula™ literally sells itself!”

**Jay Cheek, CPA, CA** - Closed his first client using the Accountant Success Formula™ model at 84% increase over his previous year's fees.

**Wade Sellars, CPA, CGA** - Closed his first client using the Accountant Success Formula™ model at 52% increase over his previous average fees.

**Peter McFadden, CPA, CA** - Three \$25,000/month clients closed using the Accountant Success Formula™ approach.

**Shawn Tulley, CPA, CA** - Closed a special project at \$45,000 MORE than he ever would have received under the traditional billing model.

**Tim Miron, CPA, CA** - Closed a \$2,500/m client within the first few months of being in the program.

**Milene Forte, CPA, CA** - Within a few months of working the Accountant Success Formula™ model landed her first \$6,000/month client and had another \$384K of annual revenue in the pipeline.

**Andrew Severson, CPA, CGA** - Net income up 50% and working hours down 50% after only 11 months in the program.

## TESTIMONIALS

“After learning of your teachings, I can say that after nearly 30 years in practice I have done everything wrong. I am now implementing ALL of Accountant Success Formula™ recommendations into my practice. Thank you Erik, for inspiring me to reinvent my practice!”

- **Jeff Calhoun, CPA, CGMA, PMP**

“Before I met Erik, I was unhappy with my business progress, I felt stressed and this negatively impacted my health. I now have a lot more confidence in myself as I continue to apply the strategies that Erik has given me. I highly recommend the Accountant Success Formula™ to anyone who wants to improve their practice and enjoy a stress-free life. Thank you, Erik from the bottom of my heart.

- **Priti Lad, CPA, CGA**

