



ACCOUNTING GROWTH

INSTITUTE *by Catalyst*



Unlock
your firm's
POTENTIAL!

What is the Accounting Growth Institute?

The Accounting Growth Institute is a revolutionary marketing engine developed specifically to empower growth within leading local accounting firms. The program was designed by industry leading growth and marketing consultants from Catalyst CPA Marketing to bring the power of dynamic marketing to leading local CPA firms. The Accounting Growth Institute unchains the potential for growth and profitability that already exists within local firms.

Why the Accounting Growth Institute?

Sustained growth at a professional service firm requires a specific set of factors. It requires strategy, branding & messaging, marketing tools, effective communication, and the ability to actively attract ideal clients. This formula has been mastered by the largest firms in the country — but mastered at significant cost. Unfortunately, the large firm model is not functional for smaller firms. Local firms need the same ingredients, but their budget doesn't allow them to invest in creating each element from scratch. The cost of doing so would consume their budget before they ever got started.

How does the Accounting Growth Institute work?

The Accounting Growth Institute works by making a previously unattainable growth model work within a small firm environment. We take advantage of economies of scale and collaboration technology to deliver high value services, resources, and direction at the right price.

Why do you need the Accounting Growth Institute?

Because you need to grow. It's that simple. The Accounting Growth Institute provides the right formula for growth. It combines the tools, resources, strategies, and training that will allow you to dominate your market and achieve dynamic growth.

GETTING

STARTED

Becoming a Market Leader Firm is a great first step towards growth. Once you make the decision to grow with us, the start-up process is critical to the ongoing success of the program and the future growth of your firm. The Accounting Growth Institute provides the tools and training your firm will need to sustain growth, but your ultimate success will depend on developing and nurturing a culture of superior service and growth within your firm.

So how do you get started with the Accounting Growth Institute? The startup process takes four months. During this time period, we focus on building the cornerstones of the four critical areas of growth contribution:



REVIEW THE STEPS >>



BRANDING & MESSAGING

FIRST MONTH

New Market Leader Firms undergo an extensive brand review and analysis upon starting the program. We start with a comprehensive review of services and expertise; followed by a review of your branding and style guidelines. New or modified branding and messaging is provided to your firm to help position you to attract your ideal client.

Your brand promise and message is the foundation for future growth. We help firms find the right message and speak with one voice. Branding and messaging startup services include:

- Logo & Art
- Style Guidelines
- Service Delivery Messaging
- Brand Promise Development
- Branding Strategy and Firm Roll-Out





GROWTH STRATEGY

ANNUALLY

Sustained growth doesn't happen accidentally. It happens as a result of a well-thought out and well-executed plan. At the start of the program, we provide one-on-one growth consulting to help you identify goals and understand how the Accounting Growth Institute will help you get there.

We'll provide a proven plan for growth that includes setting goals and objectives, managing marketing and business development, measuring results, and creating a culture of growth within your firm. Ongoing growth strategy support is provided through the monthly Growth Management Workshops for management.

SETTING A GOAL

IS *NOT* THE

MAIN THING.

It is deciding
HOW

YOU WILL GO ABOUT ACHIEVING IT
and **STAYING WITH THAT PLAN.**

T O M L A N D R Y



MARKETING TOOLS & RESOURCES

O N G O I N G

Upon starting the program, we'll customize a dynamic set of marketing and communication tools for your firm. Marketing Leader Firms will be provided with the marketing, sales and business development tools needed to execute their marketing and communication plans and bring new clients into their firm.

Digital Business Development Hub

- Optimized Website for Inbound Lead Generation
- Blog and Monthly Content
- Client Center
- Performance & Traffic Reporting

Branding and Sales Tools

- Marketing Communication Tools

Communications

- Monthly Small Business Newsletter
- Branded E-blast & Newsletter Templates



BUSINESS DEVELOPMENT

ONGOING

The Accounting Growth Institute provides ongoing business development workshops for your entire professional staff. We have several programs running concurrently at any given time. Our setup process involves matching your professionals to the right program and ensuring that the training is coordinated with your growth strategy.

Our Market Leader Institute includes two distinct tracks – Growth Management for firm management; and Business Development for all professionals. Online workshops for each track will be provided monthly. Our first priority is getting selected professionals within your firm on the right track and coordinating their activities with firm goals.

Market Leader Training programs include:

- Monthly Business Development Workshops
- Monthly Growth Management Workshops & Roundtables





The Accounting Growth Institute is a membership-based growth program designed specifically to help leading local accounting firms achieve their growth potential. Member firms, called **Market Leader Firms**, receive growth consulting from experienced advisors, innovative marketing strategies, differentiating messaging, and the tools and resources that they need to help them build their client base.

Can your firm be a Market Leader Firm? The truth is, not every firm fits the profile of a Market Leader Firm. The Accounting Growth Institute is designed for a very specific type of firm with a clear vision for their future.

Marketing Leader Firms understand the value of marketing, strive to build a culture of growth, readily embrace technology, and desire to serve small and mid-sized closely held businesses and their owners.

If you want to learn more about becoming a Marketing Leader Firm, we would love to speak with you. Call us today at (317) 564-5015 or email us at agi@catalystcpamarketing.com to schedule your growth consultation.

Connect with us!



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