

# Recruiting Affiliates For Your ComproTax Business

WHY AND HOW TO RECRUIT PEOPLE INTO  
YOUR VIRTUAL TAX BUSINESS



**ComproTax**   
Get *More*

Al Roche - SalesCatchers Marketing

## The Starting Point Is Belief and Passion

First and foremost, the tax business is recession proof. It is not affected by interest rates or the housing market. Second, people have to get it done. Law requires it. But not all tax businesses are alike and we'll be covering that as we go along. And, where can you build a tax business anywhere in the country by building a tax organization through recruiting people.

The first and most important part of recruiting is bar none, belief. Belief in your service and in the business. Without that, it's very difficult to convince people to join your business. A lack of belief means that you can't effectively communicate that belief to others.

Belief is difficult when you've been in a business a long time and have not been successful in recruiting many people or building an organization. But you have to gain this belief if you've lost it and communicate it to all of your team members regularly. As I mentioned, it is hard for people in these businesses that don't see immediate success in recruiting and they see that you've not had any success in recruiting, to lose the belief they had in the beginning.

*It's the most valuable activity that you can do for your ComproTax team and yourself!*

---

Now Passion is the fire behind belief! It is a key indicator of how strongly you believe in something. Belief is difficult to present without some form of passion. You see passion is the second most important part of recruiting people into your ComproTax business. Without passion which is the communication part of recruiting, your recruiting efforts will be fruitless. But how does one develop or have passion. Now that is a question that must be answered before we can go any further.

### These are the questions you have to ask yourself

- How Can A ComproTax Business Help People
- How It Might Be Better Than What They Are Doing Now
- How Is The ComproTax Business Better Than Other Tax Businesses
- How Is The ComproTax Business Better Than Other Business Opportunities.

## Additional Income - Part Time

With, more and more people looking to subsidize their income, having a mobile ComproTax business that they can run from their home or anywhere can be a major benefit. Just putting in about 30 or 40 hours total during tax season can earn you several thousand dollars. This is equal to about a 40 hour work week.



Let's say you're working a part time job, where you have to leave your home or job to go to. Say you make \$8.00 an hour and you work 20 hours. Now keep in mind, if your shift requires 20 hours, you're probably adding another 5 hours in transportation time. So  $20 \times 8 = \$160.00$  gross. After taxes you're probably looking at netting about \$140.00. That's 25 hours of your time for \$140.00

You would have to work about 21 weeks to earn the same income you would earn working 30 hours completing about 30 tax returns. And keep in mind, it is your own business and you don't have to be away from your family for an additional 25 hours a week. And you only have to do it a few weeks out of the year. To earn more, just add more tax clients. You can't get fired! And a special note, some people have turned their part time ComproTax Virtual business into a full time seasonal income with months to do other things and spend more time with family.

---

---

---

---

# Uber/Lyft



We think the concept that Uber and Lyft have brought to the marketplace is great. I use both myself when I don't feel like driving. One of the greatest benefits is that it allows everyday people to earn extra income. But all extra income programs are not alike. You see to earn \$3000.00 with Uber or Lyft, you would have to put in about 400 to 500 hours driving people around compare to your own ComproTax Virtual Tax business of say 30 hours.

You take on the risk associated with picking up and dropping off strangers. It's really not your business, but theirs. They can cut you loose at anytime for any reason. You must have an automobile with a valid license, registration and insurance. If either one of those go, you lose the opportunity to make money. And again you're away from your family.

## ➡ Part Time Business Opportunity

It's no secret that there are a lot of business opportunities out there that people are working part time. Some of these programs from Mary Kay to Legal Shield offers people the opportunity to make money working their business part time. Now there are some great programs out there like the two I mentioned above and there are some not so great programs out there. The key is finding one that's great.

In some of these programs there are people make some great part time income, and there are many making little or nothing. Now keep in mind, this is supposed to be your business and these are supposed to be your customers, but they're not. The business and the customers belong to the company. They can take away your income just like that for any infraction. They can actually kick you out of the company leaving you high and dry. So let's go over it!

- 
- The business is not yours
  - The customers are not yours
  - Your business and income can be taken away
  - If you decide to quit that business, you can't take the customers with you
  - And there may be constant meetings to attend
  - You may be required to make monthly purchases

- You could lose your income if you do not make those monthly purchases
- Compensation plan can change frequently
- You could be out many nights, away from your family



## Let's Take A Look At Tax Franchises

The concept of tax franchise operation like H&R Block is to provide you with the opportunity to start a tax business up under their brand. You pay say a franchise fee in the thousands for the opportunity to use their name and brand to run a franchise. In addition you will have to invest additionally for office space, equipment and office furniture. You'll need to also hire and manage staff.

### H & R Block

H & R Block is the largest franchise tax business in the country with over 12,000 offices worldwide. It was started in 1955 with sales at \$3.1 billion.

- Initial investment between \$31,000 and \$149,000
- Initial franchise fee is \$2,500
- Ongoing royalty

H&R Block Franchise Owner Salaries. H&R Block Franchise Owners earn \$71,000 annually, or \$34 per hour, which is 17% higher than the national average for all Franchise Owners at \$60,000 annually and 15% higher than the national salary average for all working Americans.

### Jackson Hewitt

Jackson Hewitt is the second largest with over 6,000 locations. It was started in 1982 and has sales over \$1 billion dollars.

- Initial Investment between \$39,000 to \$105,000
- Ongoing investment \$15,000 to \$25,000
- Ongoing Royalty Fee 5 to 15%

## Jackson Hewitt

An Owner Franchisee at Jackson Hewitt earns an average of \$38,958, ranging from \$37,821 at the 25th percentile to \$40,057 at the 75th percentile, with top earners (the top 10%) earning more than \$41,106.

## Liberty Tax

Liberty Tax is the third of the top three tax preparation service providers in the country. It has over over 4000 locations. It was started in 1997 and have sales over \$150 million dollars. This is a drop in revenue from the previous year. The franchise is only available for 5 years and must be renewed. Will be renewed if there are not any violations.

- Initial Investment Franchise Fee \$40,000
- Advertising cost between \$5,000 to \$7,500
- Other expenses between \$5,000 and \$10,000

Keep in mind that these franchise operations requires a lot of upfront and ongoing investment to start and keep a tax operation going. And in some cases, you have to renew your franchise after a certain period and there's no guarantee they will renew.

You pay for advertising to brand them, not you. With a virtual tax office you can start and operate a tax business from your home or anywhere, without a major investment and with our marketing tools and training, you can brand you and your business, using our national brand name without a franchise fee.

---



---



---



ComproTax   
*Get More*

## BUILDING YOUR COMPROTAX ORGANIZATION

# Preparation

## How To Recruit Affiliates For Your Tax Business

Earning an override income from building a ComproTax Virtual Tax organization can lead to significant income! That is why it's important to take it serious!

— Al Roche


### ➤ First Thing First

#### Before Recruiting

When starting your ComproTax Virtual Tax business, your focus should first be on building your tax client base. Trying to recruit while you're trying to build a client base may create challenges for you that could prevent you from building a solid tax business and organization.

It is suggested that you don't focus on recruiting affiliates your first year in business, but focus on learning how to prepare taxes properly, setup your business and acquire clients. Once you're successful with these important business activities, then you are ready to present your business to others. In addition, you would by this time have gain confidence and credibility

#### Preparation

 You should not take recruiting affiliates for your ComproTax business lightly. If done successfully, it can make you a significant income. But first to be successful in anything, preparation is a vital key toward success. If you don't prepare yourself for recruiting, success will evade you.

---

---

---



## How To Recruit Affiliates For Your Tax Business

### Preparation

---

Preparing yourself to recruit meaning first understanding your role as a recruiter and what you should do to prepare yourself to be able to do it successfully. And the first leg of preparation is communication. Communication to others about the benefits of having a virtual tax business with ComproTax.

Communication involves three areas. Approach, Presentation and Followup are the three areas of communications that you should work on. But first there's who to approach.

### Who To Approach

The first challenge that most people confront while having to recruit people for their ComproTax business opportunity is “who should I approach”! Well the most important thing to do is determine what benefits your business offers first. So let's take a look at several options, in relationship to your virtual tax business.

#### **A Part Time Business Opportunity**

Your business offers people the opportunity to make a part time income seasonal, while working in many cases a full time job. This person may be looking to subsidize their income by owning a part time business. Their income interest may vary. So let's start here.

- People who may work in accounting and finance
- People who are working full time
- Women who are homemakers looking to start a home-based business
- People who may need to make extra money to buy a house, car or college
- Business owners who may be looking to provide another service to their business
- People in debt and need a way out
- People working the network marketing industry part time
- People laid off from their job or about to be laid off
- Sales Professionals

#### **A Full Time Business Opportunity**

Keep in mind, you're looking for entrepreneurs who are looking to build a tax business and maybe a tax organization. These maybe people that are already successful in their job but looking to possibly leave and be in business for themselves building a successful virtual tax business and organization.

# The Two Parts - Approach and Introduction

## How To Recruit Affiliates For Your Tax Business

### The Approach - In Person or Phone

Approaching people about your ComproTax business is the first of the most critical activities you need to master, if you're going to be successful in building a tax organization of virtual tax entrepreneurs. And the communication part of this is crucial. Doing this wrong can turn prospects away.

First and foremost, you should not approach people directly, asking them are they interested in anything. Your approach first should not include them. People are naturally geared to protect themselves and the minute you approach them about anything that you want them to do, the fear shield comes up. The response you most like will get is, "I'm not interested"!

And please don't ask them';

"I'm doing ComproTax, and do you want to know about it.

Would you like to have a tax business?

Would you like to make money doing taxes?

Whether you believe it or not, many people would freeze up if your approach is about doing taxes. Focus your approach on the benefits. What actually people can achieve from having a virtual tax business. Like they say, "People don't want to buy a three quarter inch drill, they want a three quarter inch hole"!

# 🎯 Questions To Ask

## How To Recruit Affiliates For Your Tax Business

### ▶ The Magic Is In The Questioning

The power in asking the question is that, you'll get an answer immediately, in most cases!

*Do you know anyone who would be interested in making some extra income seasonal, working from home with a national company?*

— Approach Message

*Do you know anyone who would be interested in making a full time income working only a few months out the year and have the rest of the year to enjoy family and friends?*

— Approach Message

*Do you know of anyone who might be tired of working a job and might want to start a part time professional business working from home, that could replace a full time job income with a seasonal work schedule?*

— Approach Message

*Do you know of anyone who have financial goals but see no way of reaching those goals working a job?*

— Approach Message

# How To Recruit Affiliates For Your Tax Business

## ▶ The Magic Is In The Questioning

*Do you know of anyone who would like to have a home based business but don't know what to do or how to get started?*

— Approach Message

Now keep in mind, these are just a few of the approach communications you can use regarding your ComproTax business. Just by asking these questions or similar questions, you take the heat off of the other person. You're not asking them to look at your business, but do they know of someone who would want this benefits.

You're going to get several responses!

- ➔ *What about me? What is it?*
- ➔ *I don't know! What is it?*
- ➔ *I think I know somebody! What is it?*

*No matter what you do, don't tell them what it is. Trying to explain your business on the fly is not a good idea!*

*Don't tell them anything, until you can tell them everything!*

— Communications

Your Response!

Hey, why don't I just send you some information so you can review it at your on convenience! I can send it to your email if that's OK! Now a couple of things happens here. You ask their permission to send them information and you collected their email address.

The other option is, that if they are interested, you can take this opportunity to invite them to a webinar. If they say yes, then let them know you will email the information to them. Again, the pressure is off of you and them.

# The Magic Is In Questioning

## How To Recruit Affiliates For Your Tax Business

### ➤ The Magic Is In The Questioning

Your job is to get the information into the hands of people so that they can make a decision!

— *Questioning*

Too often people try to recruit people by trying to sell people on the business. In doing this they are inclined to use manipulative tactics that can turn the prospect away. This often leads to rejection, which can affect your confidence. After the approach, your job is to get the information into the hands of people so that they can make a decision to participate or not!

#### ✓ Whats Next

Well, as promised, you need to send them the information about the ComproTax Business to them via email!

★ At ComproTax Team One, we have already created email templates with content and presentation attached. All you have to do is select the email campaign to send out. Now we're not talking about one email. We're talking several emails, one or more inviting them to a webinar or a personal presentation.



## How To Recruit Affiliates For Your Tax Business

Recruiting is a marathon, not a sprint! Which is why it in many cases it requires a long term commitment to getting people involved in your ComproTax Virtual Tax Business! Following this concept can lead to a great business!

— Al Roche

### ► Follow Through

We're going to replace the term follow up with follow through! Follow through with a prospect until a definite conclusion is met. Staying connected to the prospect consistently can turn an interested prospect into an affiliate partner.

Now once you've approached a prospect, you contacted a prospect or a prospect contact you, the most important activity you can do is follow up, but I like to call it follow through. Keeping the prospect informed! But keep this in mind, most people don't follow through with prospects and loose out. Take a look at these stats and see for yourself how follow through pays off.

- 2% of sales is made on the first contact
- 3% on the second
- 5% on the third
- 10% on the fourth
- 80% on the fifth to twelfth

You get the message here? If you contact a prospect, stay in contact with them until they say stop!

---

---

---

---

---

# Follow Through - How To

## ► So How Do You Follow Through

There are several ways you can follow through! You can follow through by phone, email or through social media! Occasionally, you can send a greeting card!

- Phone
- Email
- Social Media

## ➔ Follow Through With Prospects

### PHONE

The majority of your time may be following through by phone. The prospect might request that you contact them by phone or you choose to follow through, using the phone. In any case, you need to be prepared as to what you're going to say.

If you're contacting the prospect by phone for the first time, just use the approaches given in the section "Questions To Ask"! If you're following up by phone there will probably be several reasons why!

- ✓ They have some questions about the business
- ✓ They want to know how to get started
- ✓ They want to set an appointment to meet
- ✓ They may ask you call them back on a future date when they may have the resources to join

If they still have questions about the business, you may opt to invite them to a webinar or set an appointment to do a one on one. If the webinar is more than a week away, it'll probably be best to do a one on one. But you don't have to do that in person. You can do an online meeting!

---

### EMAIL AS IN EMAIL MARKETING

In all of the tools that can get you the best results, email marketing is it. As a matter of fact email marketing provides a 4200% ROI. We're not talking about Gmail, Yahoo or AOL. At ComproTax Team One, we use Outstand as our email marketing platform. This platform provides so many benefits that can help you stand out when starting to build a business and organization. This is a powerful tool to not only introduce people to your ComproTax Virtual Tax Business but to follow through with them until they decide to join or not to join.

# ► Follow Through - Email Marketing

## How To Recruit Affiliates For Your Tax Business

### ✉ EMAIL AS IN EMAIL MARKETING

First and foremost you need a place to store information about prospects so that you can stay in touch with them. Outstand comes with a CRM ( Customer Relation Management ) system that will allow you to store information about your prospect such as contact information, anniversary, their interest and a host of other info you need to effectively stay in contact with your prospect.

### Email Campaigns

Email campaigns are very effective in both introducing your prospect to your business and following through with them. Email campaigns will allow you to set up a series of campaigns that can be designed to go out over a period of time without your having to send out single emails at a time.

As a small business owner who have limited time, having an email campaign structure to go out over a period of time for any situation is like having several people working for you without having to pay them.



Here Are Some Campaigns That Are Examples of What We Have Created For ComproTax Team One!

### ► Keep In Touch All Year Campaign

Yearly Campaign - 8

Thanksgiving

Christmas

New Years

Spring Time

Summer - Vacation Time

Fall Is Here

Halloween

★ Birthday



# ► Follow Through - Email Marketing

## ✉ EMAIL AS IN EMAIL MARKETING

Now birthday is the only one you that you should set up for your prospect in the Outstand Calendar, where you can set a reminder days or weeks in advance to send your prospect or client a birthday email.

Keeping in touch with your prospects throughout the year will not only keep you in their mind but can potentially lead to them being more attractive in joining your business than any other. They are hearing from you at least eight times a years as opposed to your competitors who they only hear from during tax season.

### ► Business Introduction Campaign

When you want to introduce someone to the ComproTax Virtual Tax Business, the best way to do that is to put them in your "Business Introduction Campaign" which comes with at least five emails showing them the benefits of owning a ComproTax Virtual Tax Business.

Some of these emails will have the "ComproTax Virtual Tax Business" presentation attached to them so that the prospect can learn more about the business .

When a prospect has an interest in knowing more about the business and you request their permission to send them info in the email, then this is the campaign you send to them. But in addition, put them on the **Yearly Campaign**.

You're now engaging the prospect at least 12 times though out the year. This is a powerful formula for attracting people to your business. Basically, iteliminate the need to hard sell.

### ► Our Business Introduction Campaigns

Thank You For Your Interest In ComproTax  
The Benefits of Owning A ComproTax Virtual Tax Business  
The Life of A ComproTax Virtual Tax Affiliate  
Get Started Now Owning Your Own ComproTax Virtual Tax Business  
Attend Our Monthly Webinar To Hear About ComproTax

🕒 The majority of your time should be introducing people to the benefits of owning a ComproTax Virtual Tax Business and following through.

🕒 The bulk of your time should be spent introducing and following through with as many people as possible regarding your ComproTax Business, using well know online tools such as email, social media, print and SMS! The reason is that these tools makes it possible for you to introduce more people to the benefits of owning a ComptoTax Virtual Tax Business!

# ► Follow Through - Social Media

## SOCIAL MEDIA AS IN SOCIAL MEDIA MARKETING

I'm pretty sure many of you are familiar with social media. Who doesn't know about Facebook or Twitter. But are you familiar with social media marketing. Well it's basically using various social media platform to market your business opportunity. These social media platforms are;

- LinkedIn
- Facebook
- Twitter
- Instagram
- Pinterest

When it comes to recruiting people into your business, I prefer LinkedIn!

Why?

Well first many businesses including Fortune 500 companies use LinkedIn to find and recruit people. LinkedIn by far is the best recruiting platform for recruiting. In LinkedIn, you can get to know more about a person business and professional life than on any of the other platforms.

We would recommend that if you don't have a LinkedIn profile then set up one. Check out one of the other ComproTax Affiliates LinkedIn profiles that we set or contact [SalesCatchers Marketing](#) and they will set up one for you so that you that you have a professional look to attract more connections.

We would also recommend that you set up a Facebook Business Page, Twitter, Pinterest and Instagram account. Don't be frighten by all of these tools because we have a tool that will allow you to post to all of them including YouTube at one time. And since the success of marketing on social media depends partially in posting content, we have a solution for that also.

In addition, we have created some great images with content that you can post to all of the social platform, showing the benefits of owning a ComproTax Virtual Tax Business.

So any time you have a prospect, please ask them will it be ok if you can connect with them on LinkedIn. If they don't have an account, encourage them to get one. It's best for their career and any business they decide to be a part of or launch. In addition, you can also see if they are on LinkedIn and send them a direct message to connect. This connection is easy if you have their email address.

There are quite a few things you need to learn about social media that will make it pay off for your business. More than we can cover in this e-book. Check out our ebook, "How To Use Social Media To Grow Your ComproTax Virtual Tax Business"!

---

---

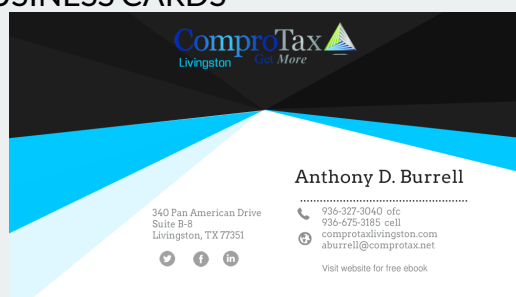
# ► Follow Through - Print

## 📄 PRINT AS IN POST CARDS, BUSINESS CARDS, HAND OUT CARDS AND FLYERS

Online is a great way to grow and scale your business, but when you are starting your business, you may not have a big email list or a lot of connections on your social media platform to get your business going.

You will need to start with print!

### ✓ BUSINESS CARDS



The first thing you should do as soon as you become a ComproTax Virtual Tax Affiliate is to get you 500 ComproTax business cards. This is the way to get started providing people with information about your tax business. Make it your business to hand out your business card to everyone you meet, no matter where. Make sure you give them out to businesses in your neighborhood.

The goal for you should be to give out all 500 business cards in a short time frame, and then order more to hand out! The key is letting as many people know as possible about the service you offer.

Now on this business card you should have all of your contact info, including name, phone, email address and a website. The website gives you credibility and give people the opportunity to find out more about your business. ComproTax Team One can provide you with a quality responsive website for under \$300.00.

# ► Follow Through - Print

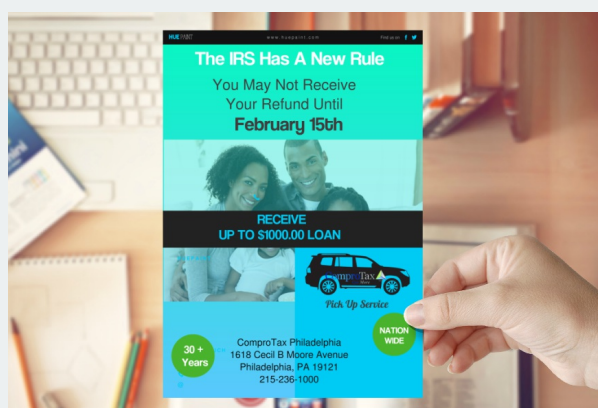
## ✓ POSTCARDS



Many tax preparation services business us postcards to market their business. It's a quick, direct way of letting people know about your business. Some of these businesses send out as many as 5,000 postcards at a time. In this case the cards including mailing may cost say \$1000.00. Lets say out of the 5,000 postcards they get just 200 customers at \$150.00 each. That's \$31,000. An investment of \$1000 leads to a \$31,000 return.

But we realize that you may not have that amount to invest, so the key is sending out less or co-opting with one of your ComproTax partners.

But through Vista Print, you can send out say 200 postcards in your area and people that you know. Just setup a free account with Vista Print, upload your contacts info with address and Vista Print will print the card and mail it for you. They charge for printing and postage. This may cost you a little under \$200, but if you get just 10 customers, it'll be worth it.



## ✓ HAND OUT CARDS and

Hand Out Cards is another print option you can choose to use. A little larger than a postcard and can provide more information about your ComproTax Virtual Business that you can choose to hand out at events, provide to churches organizations and individuals. Unlike postcards, you do not mail out Hand Out Cards.

## ► Follow Through - Print

### ✓ FLYERS

Again, we can also provide you with flyers that you can hand out or post on bulletin boards. We do not suggest you hang on a corner and hand out flyers.

### ✓ ADS

You have a great opportunity to post a small ad into some of the churches bulletin within your community, especially near the end of the year. This is a great way to expose many people in the community about the benefits of owning a ComproTax Virtual Tax Business. Many churches charge as little as \$20.00 to place an ad into their bulletin. We at ComproTax Team One have written the ad for you.

There are also community newspapers that can help get your business out there. These are less expensive than your city papers. Some of these community papers have an online presence and sometimes they will place your ad on both their print and online paper.

★ All of your print designed can be done by our marketing partner, SalesCatchers Marketing!

# Follow Through - Join Organizations

## ► JOIN ORGANIZATIONS

This is one of the most important activities you can do to put yourself in a place where you can not only meet other people and business people, but can get the opportunity to present your ComproTax Virtual Tax Business.

### Chambers of Commerce - Business Organizations - Entrepreneur Groups

If you have a Chambers of Commerce in your city, then by all means join it. In most cases, the fee is relatively low, like \$25 to \$75. The benefits far outweighs the investment. Chambers often have mixers. This is where business owners meet, greet and mix in a social environment that usually incorporates drinks, snacks and food. The objective at these mixers, is not for you to attend with the purpose of recruiting. Bad idea! Try this and people will avoid you at all cost when you attend another mixer.

Your primary purpose of attending these events and collecting information is to building relationships. I know you're excited about your business and need to share it every moment with everyone. You see they could be just as excited about their business as you are yours. Other organizations and groups in your community can be of significant benefit to your ComproTax business.

When attending these events act like a reporter. Don't talk about your business. Ask them questions about their business What business are you in? How long have you been in business? What made you decide to go into this business? What are you getting out of it, that makes you happy about it? By asking questions, you show the person that you're interested in them. Next you set the stage for a follow up.

### ✓ Attending Events/Mixers

Another important activity in getting out there is attending events and mixers. This provides a great opportunity to meet and connect with people. There are business events as well as political and religious events. Again, your purpose is not to attend these events and mixers for the purpose of recruiting people to join your business but to meet, connect and exchange information. Note: In attending these events and mixers, people might ask "what do you do"? Answer: I'm building a tax business and tax organization! Now the key is that after making that one statement, don't say anything. The person will probably ask the question "what's a tax organization"?

Answer:

Well not only do I have my own virtual tax business, I can help other people do the same! Great seasonal income! Stop there! If they ask another question, just state, "why don't I just send you some info, Ok"? Then, get their information, especially email address. Keep in mind, your job is to get all of the information about the ComproTax business in the hands of people so that they can make a decision. Not to convince people or sell people on the ComproTax business.

# The Recruiting Seasons of Your Business

## ✓ THE RECRUITING SEASONS OF YOUR BUSINESS

The tax business has three seasons. It's important to know this so that you can have some idea when recruiting is crucial.

Tax Season - January to May

After Tax Season - June to August

Before Tax Season - September - December

### ✓ TAX SEASON - JANUARY - MAY

This season runs from January to May! As a ComproTax Virtual Tax Affiliates, you're probably busy preparing taxes for your clients, that the idea of recruiting is not present in your mind. The problem with this is that this is the time that many people decide to start a business. The new year with a new beginning is what make this period ripe for recruiting.

### ✓ AFTER TAX SEASON - JUNE - SEPTEMBER

Tax season is over and now you can take a break, wrong! Your tax class starts in August and you have only a few months lead time to recruit new affiliates. The challenge during this period is that this is a high period for vacation. People have saved up money and are ready to spend it going to Cancun or on that long planned cruise.

Now this period should not be just an after tax season recruiting period, but it should be your closing period. This is when you should be closing on all of the people you and your team have presented the opportunity to and they are interested in joining.

### ✓ BEFORE TAX SEASON - OCTOBER - DECEMBER - HOLIDAY PERIOD

Vacation time has ended, kids back in school and the holidays are upon us. This period is the celebrated holiday period of any time of the year. You have Halloween, Thanksgiving and Christmas right back to back. This is also the period where people have budgeted to spend a lot of money. And this is the time when you should be showing them the benefits of becoming a ComproTax Virtual Tax Affiliate.

Now the downside to the people that you recruit coming into the business during this period is that they have a very small window to get clients. The upside is that by joining during this period is that they have an entire year to build up their client base for the following year.

# The Recruiting Seasons of Your Business

## During Tax Season

### ► GETTING CLIENTS DURING TAX SEASON

It's tax season and you're getting ready to prepare tax returns for your clients. And during this time, you still should be marketing your tax preparation services. This is not the time to stop!

#### ✓ Marketing The Tax Preparation Services

- Sending out postcards
- Handing out postcards
- Handing out business cards
- Sending out emails
- Posting on social media
- Asking for referrals

#### ★ Sending Out Postcards

Even though you're in tax season, it's important to continue sending out postcards, especially from January to March. Many people have not made up their minds about who they will have prepared their tax returns. And even for those who have made up their mind, but have not had them done yet, can still be turned.

Keep in mind, you can purchase a list from a list company of everyone in your community including their name, address, city, state, zip, phone and other data. We recommend you start out with a list of 1000. A list of this size may cost around \$50.00. You can then upload the list to an spreadsheet or an email program. Now, it's important that when you get this list, it will include the email address. Do not, I repeat, do not email these people! This is just for sending out postcards!

Sending out 1000 postcards, including postage will cost about \$100.00. VistaPrint will mail the cards for you, including postage for about \$500.00. Getting about five tax clients out of this investment will pay for itself and exposed for tax business to many more people. If you have other people on your team, you can co-op this and share the expense.

#### ★ Handing Out Postcards ★

You should keep some postcards with you at all times. It's good to hand these out to people you come across during tax season. This gives you a great opportunity to give these out to businesses in your neighborhood. I would recommend getting at least a couple of 100's.



# Tax Seasons

## ► GETTING CLIENTS DURING TAX SEASON

### ★ Handing Out Business Cards

You should keep postcards with you at all times. It's good to hand these out to people you come across during tax season. This gives you a great opportunity to give these out to businesses in your neighborhood. I would recommend getting at least 250 and keep at least 25 on you at all times.

### ★ Sending Out Emails

At this point, you should have some prospects as well as clients inside of your OutStand Email Marketing System. You should also have acquired tax preparation email campaigns that you can send out to clients and prospects over a period of time, automatically. SalesCatchers Marketing, a Certified Partner with OutStand has created a series of email campaigns for your tax preparation services.

### ★ Posting To Social Media

If you've already setup some of your social media platforms, like Facebooks, Twitter, Instagram and LinkedIn and have connections, then sure use them to post content and images about your tax preparation services. If you haven't, then bypass this options. It's important that if not, then you should start building the social media part of your business for the next tax period. Watch out for our e-book showing you how to properly setup your social media platforms for maximum effectiveness and how to use them to grow your business.

### ★ Asking For Referrals

Even "asking for referrals is pretty much a standing activity in the tax business, we like to remind you during this time is the most critical, to ask for referrals. You can ask clients who have had their taxes completed by you to refer some people. You can also offer your client a referral fee for everyone they refer to your business who get a tax returned completed by you.

---

---

# The Recruiting Seasons of Your Business

## During Tax Season

### ► RECRUITING AFFILIATES DURING TAX SEASON

I know this may seem crazy, but this is a great time to introduce people to your ComproTax Virtual Tax Business. You may be busy doing taxes and marketing your tax business to get more clients but this is a period where many people are looking for a change, right into the New Year and tax season.

Now you're probably asking, how? Well there are a couple of things you can do to introduce people to your business opportunity while you're busy doing taxes as well as marketing your tax services.

### AUTOMATION

Automation will give you the ability to introduce people to your business while you're doing taxes and marketing your tax services. The key is that you'll need to have someone who's available a few hours a week to run and manage the automated system.

And just as important, the automated system should have been in place and have been used prior to tax season.

### ✓ FIRST AUTOMATED PROCESS

#### Email Marketing Campaigns

The email marketing campaign for recruiting people into your ComproTax business, consist of four emails. We'll be adding more this year! Now keep in mind that you can send this campaign to one person or one thousand! The campaign name is

#### **The ComproTax Virtual Tax Business Opportunity!**

- Opportunity Is Knocking
- This Is My Business After April 13th
- It's May 3rd and Where Would You Want To Be, In Business
- Looking For Virtual Tax Business Builders

In OutStand Campaign System, setup this campaign so that it sends out an email each week starting in January on through to December. Replicate this campaign 13 times so that there are 52 email going out weekly for 52 weeks. And every time you add a prospect to your Outstand system, just click on Campaigns, select the ComproTax Virtual Tax Business Opportunity, select the person the campaign is supposed to go to and click Send Campaign. If you need help with this, please call us at 267-496-8476.

# The Recruiting Seasons of Your Business

## During Tax Season

### FIRST AUTOMATED PROCESS

#### Email Marketing Campaign

For this to work, you would have to have the **Outstand Email Followup System**, which you can try for 30 days free, and have purchased the ComproTax Email Templates with Content!

This will introduce people to your ComproTax Virtual Tax Business Opportunity all year long without you having to do anything other than check for the people who want to opt out and email bounces. You can do this in your Outstand Tracker.

#### Social Media Marketing Campaign

Social Media Marketing Campaigns is pretty much like Email Marketing Campaigns! You'll need a social media tool to pull it off. You can post all of your business opportunity images and content months, even years in advance. So you setup all of your ComproTax Virtual Tax Business Opportunity postings to Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube and WordPress before tax season and set it to post several times a day from January to May. We use **BleuPage Ultimate** to handle all of our social media marketing!

The same as with OutStand, we have designed some business opportunity image along with content that you can use to post to your social media platform using **BleuPage Ultimate**.

- ▶ The Best Business Opportunity There Is
- ▶ A Business You Can Run 4 Months Out Of The Year and Have The Rest Off
- ▶ With This Business You Can Spend All Summer On The Beach
- ▶ The Best Work/Life Balance Business There Is
- ▶ Why Drive For Uber When You Can Have Your Own Virtual Tax Business

THE KEY HERE IS THAT TO RECRUIT SUCCESSFUL, YOU HAVE TO INTRODUCE PEOPLE TO YOUR BUSINESS 24/7, 365 DAYS A YEAR!

AUTOMATION IS THE KEY TO THAT!

# The Recruiting Seasons of Your Business

GET THIS BOOK NOW SO THAT YOU AND YOUR  
TEAM CAN RECRUIT MORE AFFILIATES!

SalesCatchers Marketing

<http://www.salescatchersmarketing.com>

[alroche@salescatchermarketing.com](mailto:alroche@salescatchermarketing.com)



Charles and Dorothy Butler  
ComproTax West Philadelphia  
[cbutler@comprotax.net](mailto:cbutler@comprotax.net)  
[dbutler@comprotax.net](mailto:dbutler@comprotax.net)