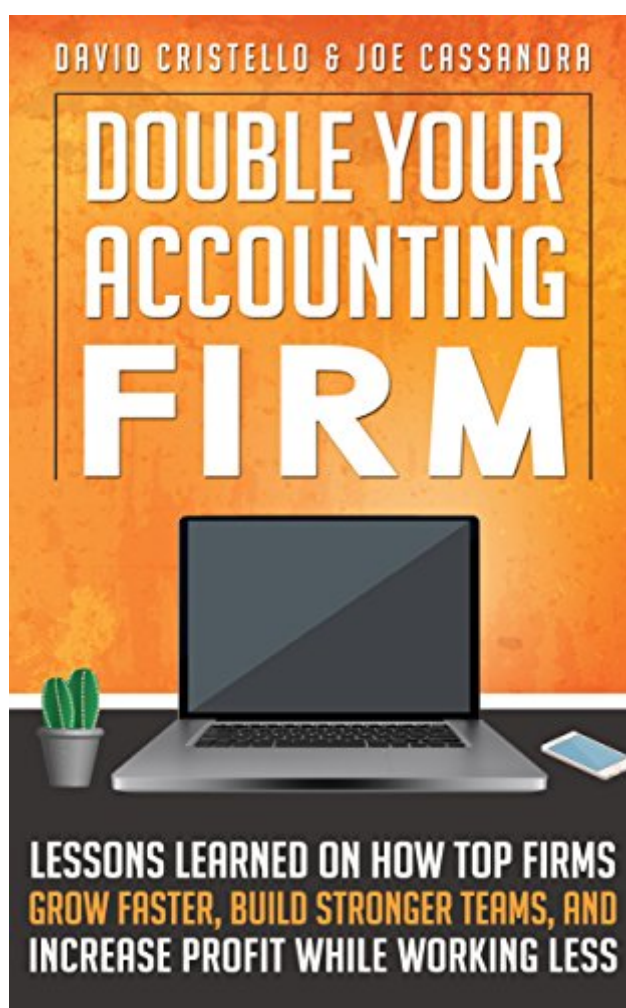


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# Double Your Accounting Firm: Lessons Learned On How Top Firms Grow Faster, Build Stronger Teams, And Increase Profit



## Synopsis

Most accounting & bookkeeping firms stagnate because they haven't found the right way to: + Acquire the right type of client, predictably & consistently + Maintain quality service delivered through a high performance team + Develop workflows that drive client retention and firm profitability Smart firm owners know that in order to grow their firm, they'll need to adjust. Doing the "same old" will not magically create a better practice. But instead of randomly searching through the world of books, blogs, conferences and journals, this book shows you the exact steps you need to take to build a sustainable, high growth firm. In *Double Your Accounting Firm*, David Cristello (CEO of Jetpack Workflow) and Joe Cassandra (Principle of JC Copy) curated some of the best frameworks and principles from 100+ top practitioners, and their community of 20,000 accounting professionals. Inside you'll learn how to: + Make the transition from hourly billing to fixed (and then to value). Hint: It doesn't happen overnight + The key questions (and mistakes) that will make you rethink your workflow. For example: How often do you consider the client experience in your process creation? + How to identify your core client, and create a Unique Selling Proposition (USP) that positions your marketing material + The ideal way to run a consultation, so clients view you as the expert (and not a commodity that is traded on price!) + How to drive rapid growth through service expansion or M&A (note: you'll want to create a solid workflow and process structure before doing so!) And much more. *Double Your Accounting Firm* is a seminar worth of material, condense into an easy access book. At the end of each chapter are also links to interviews with the experts, which you can access for free from your computer or smartphone. If growing your firm is a priority, then this book is your springboard towards acceleration.

## Book Information

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## Customer Reviews

Well written book packed with relevant and actionable content. It's a fairly quick read. I came away with lots of notes and ideas for building my firm

This book has all the info needed to quickly and drastically improve your accounting firm. It is well thought out and easy to read. David and Joe are setting the benchmark for all others!

Excellent book for anyone who is building an accounting/bookkeeping business.

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