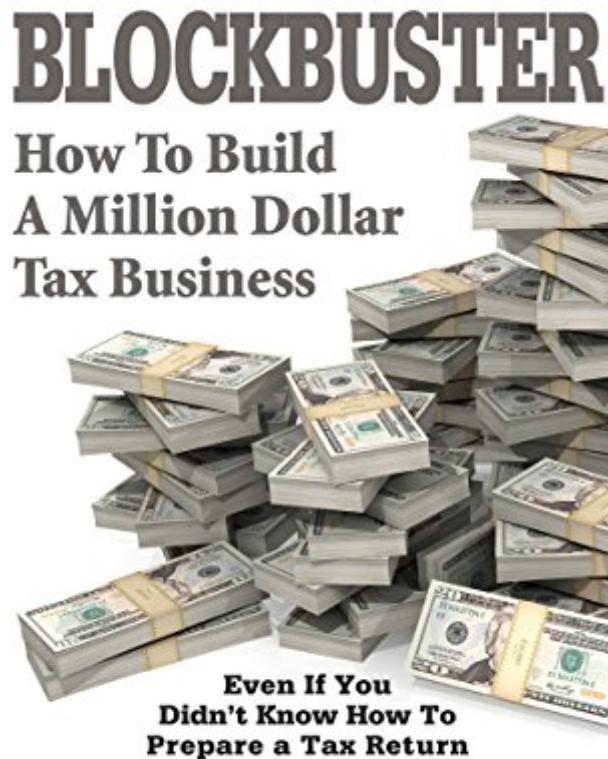


The book was found

BLOCKBUSTER: How To Build A Million Dollar Tax Business



CHAUNCEY HUTTER, JR.

Leading Marketing Consultant & Success Coach
to the Tax Industry



Synopsis

So How Does a Guy with NO Tax Experience Come into a Small Tax Office and ... Build a MILLION Dollar Tax Preparation Business in Just a Few Short Tax Seasons? Well, itâ™s a secret • thatâ™s been kept under-the-radar ... until now. You see, What Most Tax Professionals DONâ™T Realize is Even The Most Tax Law Knowledgeable, Highest Paid Credentialled Professional And The Hardest Working Tax Business Owner On The Planet, Will Live With An Average Or Even Below Average, Disappointing Income Without A Consistent, Steady Flow Of New Clients Coming Into Their Tax Office! If you buy into the line that since you are a tax professional everyone in town needing tax help is going to beat your door down looking to give YOU their money because youâ™ve got the most tax experience or youâ™ve gone to more tax seminars this year or you have some extra letters behind your name etc. -- youâ™re just not living in reality! There is a different, much more productive (profitable) way to be SUCCESSFUL in your tax business. And once youâ™re freed up in your mind that itâ™s OK to be different than your competition, youâ™ll be on your way to growing your tax practice to the next level of success!

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Customer Reviews

Four and a half stars. Definitely not four, closer to five. I do have a few quibbles: The stacks of money on the cover come across as a little cheesy. It's got the look and feel of a self published book. The typesetting isn't the best. It's fairly promotional. It's designed to engage you with the author's and the authors' colleagues service offerings. Which by the way, so far as I know, are very competent programs. Some super-analytical CPA type people won't be enamored with the book's style. Criticisms out of the way, it addresses some of the most important problems that tax professionals deal with. Like: I flip randomly to page 45 and he's talking about 80/20 strategies. My favorite topic. Chauncey is saying that WHILE BEING COURTEOUS TO EVERYONE (!!!) you need to identify your A • B • C • and D • clients and dump the D • clients. Just because someone can fog a mirror or has a tax return doesn't mean you're obligated to do business with them. I gave a speech to a CPA group a couple of years ago and you could see the relief on their faces when I *gave them permission* to get rid of problem clients. "Fire them! Do it politely... but fire them. Life's too short. You all know who they are, too. Don't you?" They all nodded. We all know who the problem clients are. Chauncey shows you how to sort them out, prioritize them, and gingerly move them on to greener pastures. This is a book of solid business advice. He's going to help you zero in on exactly who to sell to, how to find more of those people, and have a much more prosperous tax practice than you had before. This book will get you thinking about getting more clients instead of analysis. Getting clients is where the real money is in almost any business.

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