



# SHORTCUT TO SUCCESS

## **IPA= Income Producing Activities**

Income Producing Activities are the thing you do that make you money. It is important to follow the 80/20 Rule when it comes to your business.

### **80/20 Rule**

**Spend 80%** of your time **Marketing** Your Business

**Spend 20%** of the time Providing the **Service**

In other words, spend 80 percent of the time you are dedicating to doing your tax business to telling people about your tax business. The other 20 percent should be used doing returns.

*For Example:* If you are committed to spending 10 hrs per week to working your business. 8 of those hours should be spent marketing and advertising your business. 2 hours should be spent doing taxes.

20 hrs. = 16 hours marketing, 4 hours doing taxes. etc.

If you do not have customers you cannot make money! Put everything else you are doing to the side. EVERYTHING. Your easy tax money will be made from now until the end of February. Put first things first. Income producing activities is your priority.

### **IPAs**

1. Contacting your immediate circle and asking for help. They may not get their taxes done with you but might refer a client. Let them know that you are willing to pay a referral fee. Be specific about the kind of client you want. (Parents)
2. Inboxing your FB friends using the FB script.
3. Calling Churches, Day Cares, Schools, Dance schools, Music schools, gymnastic schools, Apartment complexes... any group or organization that will allow you to touch a group of people at one time. (keep in mind, fundraisers are only for non-profits- the company will give donations to non-profit organizations only. Any group that is not a non-profit, you will be responsible for providing a referral fee, so charge accordingly)
4. Writing & Speaking YOUR GOALS. Revisit your goals daily. Remember your WHY. What will this extra income help you do?
5. Pass out business cards and flyers on the street, mall, grocery store... etc.
6. Post valuable financial content on your social media sites as well as marketing videos.

PERSISTENCE WILL GET YOU IN THE DOOR... CONSISTENCY WILL KEEP YOU INSIDE.



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IN BASEBALL, IF YOU GET THINGS RIGHT 30% OF THE TIME.... You make BIG MONEY. Look at this the same way. If someone is not interested, ask them if they know someone that might be. If not, keep calling, texting, posting. Expect 1 yes per 10 no's. Never quit. Let's get it!