

# **Accounting Practices Don't Add Up!**

Why They Don't and What to Do About It

By Rob Nixon

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## **Introduction**

Since May 1994 I have been working exclusively with accountants and accounting firms.

Helping them to grow and develop themselves. I am not an accountant (in fact I finished school when I was just 16) and that gives me a distinct advantage. I tend to look at things a bit differently and I offer a perspective from a 'real world' business point of view.

There was no grand plan to start working with accountants. I literally 'fell' into the accounting profession. Here's how it happened.

I was running a series of customer service seminars in 1994 (I was 24 at the time) and an accountant (Ellis) attended one of my (very small) seminars. He said, 'Will you come to my town and do this seminar for my clients?' He worked in a small country town called Coonamble in NSW Australia - population 2,500. He told me he had 126 clients.

Never one to miss an opportunity I jumped at the chance to apply one of my favourite marketing strategies – host beneficiary marketing. He promoted the event to his clients using my marketing materials and 56 people turned up to the Coonamble RSL club. I made a profit of \$2,500 on the night (the most ever at the time) and he did a great thing for his client base and the community. It was the largest event I had ever done and the first one that made a profit!

I realised right away that accountants had marketing leverage because of their trusted advisor status and loyalty in their client base. So I immediately stopped all of the other marketing activities (mail, fax, radio, print advertising and T.V.) that were sending me broke and decided to concentrate 100% on accountants.

Initially my seminars were for the accountants' clients then I started working directly with firms on a training and consulting basis. I moved on to providing benchmarking services, then knowledge management software and since November 2005 creating a proactive network of accountants who adopt my principals through my unique coaching model 'The Accountants coachingclub'.

I am now entering my 18<sup>th</sup> year working exclusively with accountants (from the micro businesses to the multi- nationals) and I travel the world (they do the same things everywhere) speaking, coaching and consulting. I train accountants in all facets of business improvement, researching, benchmarking and creating tools and products., I have written countless articles on my findings and I have created companies that serve accountants.

Anyone would think I like accountants. I do!

I even have a running shirt that says on the front of it:

**I**



**Accountants**

People look at me strangely when I wear that shirt.

The way I work is by observation. I visit firms; I observe what they are doing and speak with them on a daily basis to see what is working and what is not. I take the best bits from each firm, add my twists and insights and then recreate it for the entire profession.

This book really is a book of 'best practice'. It is a detailed summary of what I have learned over the years on what works and what does not. My promise is that if you apply these ideas, tactics and strategies you will run a better business and in turn you will enjoy your professional and personal life more than you ever thought possible.

Enjoy the ride!

Rob Nixon

Brisbane, Australia, January 2011

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