



Edge Events

10X

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The 10x Edge Events are powerful client marketing events designed to generate new clients into your 10x division. These added value events are professionally marketed with direct mail (event style tickets with a high perceived value), SMS reminders and a powerful follow through system.

Normally the Edge Events are held in a 5 star hotel and provide massive educational value to prospective clients attending the event.

The purpose of The Edge Event is to provide qualified leads to the 10x division for both their 10x business and their accounting firm.

Over the last three months our 10x entrepreneurs have held a total of 16 invitation only events **which attracted 2,362 people and 1,315 individual businesses**. That's an average of 147 people and roughly 82 individual businesses per event. The average conversion rate on the night of ticking the box that says "Yes we would like to meet regarding Coaching Club" has been **just over 43%**, which has increased with each event held – this means we are getting sharper with every event. As well as the 43% approving to attend a meeting regarding 'how to get involved in Coaching Club', there are **49% of the attendees** stating via our feedback forms that they would like to **discuss other services ... such as accounting advice**.

Most events are oversubscribed!

If you consider for a moment what it took your accounting firm to get started, how it attracted prospective clients and how long it took for you to build that number into actual clients, you would have to agree that events which attracted an average of 147 people with an enquiry rate of better than 43% is a big deal!

Most of the Edge Events held to date are co-branded with the name of the accounting firm and the 10x division. The reason behind this decision is to build the brand of the accounting firm as well as their 10x Division, and to date it has been working a real treat. The feedback from the accounting firm clients has been awesome. This feedback is very welcome, but the feedback from business owners attending the events that are not already clients of the firms has been outstanding. Business owners have been expressing their delight to find a firm which is proactive in this manner, and they have expressed their excitement as to what this means to them and their business.

So why not get involved and come to one of our Edge Events and find out how we run them, how excited the prospective clients are, how they are keen to meet with the 10x division of the accounting firm and how pleased they are that an accounting firm is being proactive. One of the best ways to learn a great marketing method is to get involved and come and have a look. We have 16 more

events planned over the next 3 months with a healthy intake expected based on current statistics. Given the results from the last two events, as well as the concern business owners have around the economy, the 10x Edge Events have been increasing in size.

If you would like to find out more and would like to discuss how 10x can grow your accounting firm, simply contact us to book a time for a confidential discovery meeting with one of our executive team members.

If you would like to know more about how to market your accounting firm and lots more, then simply subscribe to the monthly Results E-zine and get started on growing your firm today!