



# WHITEWOOD SOLUTIONS

## Tax Resolution Specialists

# BASIC MARKETING OVERVIEW

We Do ALL The Work!  
You Get ALL The Credit!  
[MyNewTaxBusiness.com](http://MyNewTaxBusiness.com)



*Hire Your OWN Team of  
Tax Help Experts*

**YEAR  
ROUND  
REVENUE  
STREAMS**



# Marketing Tax Resolution Methods

- **FREE or Low-Cost Marketing Methods**
  - Current Clients
  - Facebook
  - Twitter
  - Constant Contact
  - Flyers in
  - Flyers in Payroll Companies
  - Flyers to Local Business Owners
  - Flyers in Construction Trailers
  - BNI Groups/Chamber Visits/Rotary Club Visits
  - Seminars with Insurance Companies
  
- **Under \$1000 a Month Marketing Methods**
  - Google/Yahoo/Bing Ads
  - Local Papers
  - Val-Pak Coupons
  - Trade Show Booths
    - Trucking
    - Construction
    - Home Builders Associations
    - Sporting Event Sponsorships
  
- **\$1000 to \$2000 a Month Marketing Methods**
  - Per Lead Leads from Internet Lead Generators
  - Local Talk Radio Ads/Shows
  - Local TV Interview Segments
  - Lien Letter Mailings to Targeted Areas
  - Billboards Aimed at Your Market
  
- **\$2000 to \$5000 a Month Marketing Methods**
  - TV Commercials
  - Local Radio Ads
  - Pay Per Call TV Tax Debt Leads
  - Call-Center Verified Tax Lien Leads

# How Do You Market Tax Resolution?

- **First 30 days- Start With Your Current Client Base (EVERY 30 Days)**
  - Send Approved Flyer to Current Clients Explaining the New Service
  - Post DAILY on Facebook and Twitter that you can Release a Wage Levy
  - Visit 5 BNI Groups at No Charge to spread the word
  - Go to 5 Construction sites to drop off flyers
  - Ask Gen. Contractor to bring donuts to their next “Sub” meeting
  - Ask a Payroll Company to provide donuts and do a 15 minute overview
  - Hand 1000 Flyers to Local Business Owners
  - Hand 1000 Flyers to Truck Stops/Trucking Companies
  - Hold a Seminar with a LOCAL Insurance Guy from HBW/Primerica
- **Day 31-60 - Run a Local Ad on Google for \$10 a day for 30 days**
  - Set Your Bid at \$5 per click and use suggested Keywords
  - Run an Ad in the “Coffee News” or “Local Paper”
  - Send a Val-Pak Coupon for a FREE Tax Return
  - Find a Construction Trade Show and get a booth
  - Set up a Booth at your local “Farmers Market”
- **Day 61-90 – Hold a Seminar on Tax Help**
  - Print Flyers
  - Send Press Release to ALL TV/Radio/Internet Business Sites
  - Offer Tickets On-Line to Reserve
  - Ask A Mortgage Broker To Attend and Speak
  - Promote at Hair Salons, Restaurants and Construction Sites
- **Day 91- 120 – Consider An Ad/Interview on TV or Buying 50 “Leads”**
  - TV Will Cost You Around \$3000
  - Interview Spot is MUCH Less and WORKS
  - Pay Per Call TV Tax Debt Leads Run \$50 to \$100
  - ONLY Get “Live Transfers” if you choose “Leads”

**NEXT...START ALL OVER AGAIN**