



# Backstage 4 Accountants

## Nashville Nick

### Your Buyer Persona



#### BUYER AVATAR

Name: Nashville Nick

#### DEMOGRAPHICS

Age: 45

Gender: Male

Education: Masters degree in Accounting

Relationship: Married with 2 teenagers

Occupation: CPA owner of a small accounting practice

Income: \$165,000 (USD)

Location: Suburbs of Nashville, TN

#### PSYCHOGRAPHICS

Nashville Nick spends his weekends split between active recreational activities like golfing, fishing with friends, and watching his children's sporting events. He values his local community highly, contributing his time through volunteering and being an active member of the Chamber of Commerce.

#### PAINS

Nick struggles with managing and automating marketing efforts for his accounting practice. He lacks the technical know-how to create an effective online sales funnel and advertising campaigns. The large sums he spends on an ad agency put a considerable drain on his firm's margins.

#### FEARS

Nick dreads being left behind in the rapidly digitizing world, losing potential clients who are increasingly looking for services online. He fears being outcompeted by other firms with a stronger online presence and sophisticated digital marketing strategies.

#### HOPES

Nick hopes to find a solution that can simplify the complexities of digital marketing and help him efficiently

drive online customer acquisition. He aspires to automate his firm's marketing so that he can focus his time on what he does best: providing accounting and bookkeeping services to his clients.

#### DREAMS

He dreams of expanding his business without having to increase his marketing efforts or costs. He envisages a referral program that seamlessly brings in new clients, allowing him to double his business.

#### VALUES

Nick values efficiency, cost-saving, and time-saving measures. He appreciates services that deliver on their promises and offer tangible financial gains. He prefers a 'done-for-you' system that reduces his workload and technological hurdles.

#### MOTIVATIONS

His motivation is driven by the desire to see his accounting practice grow, the ambition to streamline and automate his marketing efforts, and the wish to spend less time on marketing-related activities, allowing him more leisure time with family and friends.

## The Dream Buyer's 5 Biggest Fears

1. FEAR: The first unexpressed deep-seated fear would be that his inability to adapt and effectively use digital marketing tools would lead to the demise of his accounting firm. He may forever regret not addressing his technology limitations when he had the chance.

2. FEAR: He's terrified of not being competent in the digital world and looking foolish in front of industry peers and potential clients. This perceived inadequacy can result in the growth and reputation of his practice suffering irreversible damage.

3. FEAR: His lack of knowledge and expertise in digital marketing could let down his employees who count on him for their livelihoods. He fears he will let those individuals down, resultantly being seen as an ineffective leader.

4. FEAR: He feels an underlying fear that his emphasis on traditional methods will cause his children to view him as outdated or old-fashioned. This perception could impact his relationship with them, leading to a generational divide harder to mend than any financial loss.

5. FEAR: His fear extends to losing core clients who find more digitally equipped service providers. This fear isn't just about the financial loss but losing long-standing relationships built over years, which may have repercussions beyond the professional realm, leading to a sense of personal failure.

## How Their Fears Affect Specific Relationships

1. SPECIFIC RELATIONSHIP IMPACT - WIFE: Were his inability to adapt to digital marketing methods lead to the closure of his accounting firm, he imagines his wife's unspoken disappointment vividly. Her restrained sighs, pitying glances, and attempts to maintain an upbeat demeanor could become daily reminders of his failure. He fears she may not vocalize her discontent explicitly, but he would perceive it in the nuances of

her behavior and the undertones of casual conversation about finances or business.

2. SPECIFIC RELATIONSHIP IMPACT - BROTHER: He has always revered his brother who has excelled in a tech-oriented profession. He dreads the possibility of looking incompetent in the digital world, as he risks losing the sense of mutual professional respect with his brother. In his worst fears, his brother might begin treating him with unsolicited sympathy or offering redundant advice about the importance of digital literacy.

3. SPECIFIC RELATIONSHIP IMPACT - EMPLOYEES: Lack of necessary digital marketing skills could disappoint his employees counting on him for their financial stability. He fears that they may start doubting his abilities as a leader and openly questioning his strategies in team meetings. These strains could severely impact his reputation and rapport within the team.

4. SPECIFIC RELATIONSHIP IMPACT - CHILDREN: Fearing that he would be seen as outdated by his digitally-native children due to his traditionalist methods haunts him. They may casually toss around terms of 'outdated', 'old-school' and his teenagers might show reluctance in introducing him to their peers. His fear projects images of his children, too embarrassed to acknowledge his professional achievements because they're not reflective of the digital age they belong to.

5. SPECIFIC RELATIONSHIP IMPACT - LONG-STANDING CLIENTS: Loss of integral clients to rivals could lead to difficult personal confrontations. An old friend turned client might gently pat his shoulder over lunch, glossing over his decision to switch to a more digitally-apt accounting service, but the sting of such a loss would extend beyond professional boundaries. He may be treated with increasingly veiled reference to times when he was their trusted accounting consultant, subtly remarking on his failure to transform with the times.

## Remarks From People In Their Relationships

1. SPECIFIC REMARK - WIFE: In a subtle, unintended jab at his failed endeavors at embracing digital marketing, his wife might say something along the lines of, "Maybe you could let the younger guys handle the marketing. They seem to know all about this technology stuff." Such a sentiment, however well-meaning, could be perceived as a hurtful indictment of his inability to adapt to modern business demands.

2. SPECIFIC REMARK - BROTHER: A dispirited comment from his brother may look something like, "Buddy, you got to step up! This is the digital age, you can't keep shying away from it." Such remarks, even though issued with the best of intentions, would be a blow to his self-esteem and would enforce his perception of being technologically inept.

3. SPECIFIC REMARK - EMPLOYEES: His inability to cope with digital marketing trends could lead an employee to remark, "Maybe we should consider hiring a digital marketing agency or something. We can't keep missing out on potential clients online." This kind of feedback might sting on two fronts: his failing leadership in guiding the marketing endeavors and his inability to protect the firm's future.

4. SPECIFIC REMARK - CHILDREN: Emphasizing his digital illiteracy, one of his teenagers might pass a comment like, "Dad, you don't understand this stuff, it's just the way it is nowadays. Everything is online." The statement may insensitively belittle his traditional business approach, magnifying the distance he feels

between himself and the digital generation.

5. SPECIFIC REMARK - LONG-STANDING CLIENTS: A particularly harrowing depiction of his nightmare scenario could be a long-standing client remarking, "I have decided to shift to 'XYZ Accounting.' They're handling everything online, it's just easier and saves me a lot of time." The comment would not only emphasize the new service provider's digital prowess but subtly hint at the shortcoming in his services. It would consequently be a bitter pill to swallow, cementing his feared status as an outdated service provider.

## Previously Attempted & Common Solutions

### 1. METHOD: Hiring an ad agency

FRUSTRATION: "The agency fees are putting a significant strain on my firm's profits. It's starting to feel like I'm working for them, not the other way around."

### 2. METHOD: Attempting DIY digital marketing

FRUSTRATION: "I've tried to manage all this digital marketing stuff myself, but it's time-consuming and complicated. I'm an accountant, not a marketer."

### 3. METHOD: Using basic marketing software

FRUSTRATION: "I've used some marketing software, but none of them fully cater to my needs. It feels like I need a degree in IT just to use these things!"

### 4. METHOD: Employing a marketing professional for in-house operations

FRUSTRATION: "I hired a marketer, thinking an in-house solution would work better. But the costs are adding up. The salary, benefits, training, and still, the results aren't as expected."

### 5. METHOD: Relying on word-of-mouth referrals

FRUSTRATION: "Word-of-mouth referrals are great, but they aren't enough on their own. They don't generate a steady flow of new clients."

### 6. METHOD: Purchasing pre-made templates online

FRUSTRATION: "I bought a few of those ready-made templates online, but they are either too generic or too complex to customize according to my niche. It ends up being a waste of both time and money."

## Their Best Friend Explaining Why Those Solutions Don't Work

REAL ROOT CAUSE: Technological Overbalance Syndrome.

DESCRIPTION: The underlying issue your strategies have failed to address is the Technological Overbalance Syndrome - where the balance between delivering professional services and managing complex digital marketing tech swings excessively towards the latter. You've been trapped by ill-suited solutions that either demand more time and expertise than practical, like DIY marketing and customizing generic templates or cut into your margins significantly for the questionable benefits they offer, such as hiring ad agencies or a full-time marketer. The reliance on word-of-mouth is simply not scalable and fails to create a predictable stream of clients.

The root cause stems from a catch-22 situation: small businesses like yours require cost-effective and efficient marketing solutions to scale while also needing to focus on core operational expertise. But the current solutions in the market cater more to large scale enterprises or do not properly understand the unique needs of niche service providers like accountants. They may work in theory, but practically, they become a drain on resources or end up being abandoned, leaving businesses stuck in the pre-digital age.

What you need isn't more expensive advice or demanding software, but a solution tailored to your business type, size, and specific pain points. Something that not only promises results but efficiently delivers them with minimal input from you. A solution designed to restore the balance and eliminate the constraints of the Technological Overbalance Syndrome. It should also function as a bridge between the traditional method of word-of-mouth referrals and the modern practice of digital marketing, catering to your established business relationships while expanding your presence to draw in new clients.

## **Soundbites From Their Best Friend**

1. AD AGENCY: "That agency's bleeding your profits. Sounds like you're their ticket to fortune, not the other way around."
2. DIY DIGITAL MARKETING: "Who knew accounting was simpler than optimizing Google? Those marketing strategies need a whiz, not a spreadsheet maestro."
3. BASIC MARKETING SOFTWARE: "Program after program, they're all Greek. You need a tech expert just to decipher that digital jargon."
4. EMPLOYING IN-HOUSE MARKETING: "Your marketer's cost more than a new car. Does their output match their paychecks?"
5. WORD-OF-MOUTH REFERRALS: "Words in the air don't pay the bills. Fresh clients need more than a good nudge from satisfied customers."
6. PURCHASING TEMPLATES ONLINE: "Template roulette isn't the game for accountants. Too broad or too tangled, you just exchange your dollars for headaches."

Technological Overbalance Syndrome is a one-way street to burnout. No more being a puppet to tech giants or draining your accounts dry on boutique agencies. You need a balance, not a time-sink, not a money pit. It's time you played the digital game on your own terms.

## **Desired Outcomes From The Perfect Solution**

1. OUTCOME: The dream solution would enable him to fully automate his marketing funnel, reducing manual input and allowing him to focus on his accounting services.
2. OUTCOME: The perfect solution would create and manage a referral program that runs on autopilot, generating high-quality leads regularly.

3. OUTCOME: It would offer customized, accountant-specific marketing templates for email and SMS campaigns, freeing him from the tedious task of creating marketing content from scratch.
4. OUTCOME: The solution would be easy to use and understand, without any need for technical expertise or additional training.
5. OUTCOME: It would empower him with the ability to double his business without investing more time or money into marketing efforts.
6. OUTCOME: The magic wand would pave the way for a lower cost service than what an ad agency would charge, ensuring cost savings.
7. OUTCOME: It would allow the dream buyer to easily track and analyze the results of his automated marketing efforts providing actionable insights.
8. OUTCOME: It would allow him to remain competitive and modern in the digital era, eliminating the fear of being left behind.
9. OUTCOME: The solution would offer seamless and efficient affiliate payouts, subtly promoting his business in the process.
10. OUTCOME: It would alleviate his fears of losing clients to more digitally savvy competitors by establishing a strong and well-managed online presence for his business.
11. OUTCOME: The new solution would bring stability to his marketing strategy, giving him peace of mind and freeing up time for his personal life.
12. OUTCOME: It would strike a balance between preserving his established relationships through traditional methods and reaching out to new clients through digital channels in harmony.
13. OUTCOME: This dream solution would increase the business's profitability by reducing inefficiencies in marketing efforts and the associated costs.
14. OUTCOME: It would eliminate reliance on multiple different marketing platforms or tools, providing a comprehensive, all-in-one solution tailored for the accounting industry.
15. OUTCOME: Lastly, this solution would position his business favorably amongst his competitors and industry peers, enhancing his overall brand reputation and appeal.

## **Desired Outcome Soundbites**

1. "QUOTE: If I could just automate my marketing funnel, I could really focus on providing exceptional accounting services to my clients."
2. "QUOTE: A self-running referral program would be a gold mine, providing a regular influx of quality leads, turning my business into a growth machine."
3. "QUOTE: Customized marketing templates designed specifically for accountants would save me from

creating content from square one. I'd have effective campaigns running in no time."

4. "QUOTE: I need something that works efficiently without making me feel like I'm learning a new language. Simplicity in operation is key for me."

5. "QUOTE: Imagine if I could double my business without pouring extra money or time into marketing. That would be a game-changer."

6. "QUOTE: If I could harness the power of digital marketing without the heavy ad agency fees, I'd see a huge boost in my net profits."

7. "QUOTE: With the ability to easily monitor and tweak my marketing campaigns based on measurable insights, I could optimize for the highest returns."

8. "QUOTE: I want to stay competitive and relevant. A digital footprint is non-negotiable today, and I need a solution that could help me assert that presence."

9. "QUOTE: Simplified affiliate payouts would ensure my business's name gets out there effectively, multiplying my visibility without much effort from me."

10. "QUOTE: If my marketing strategy can compel new clients while retaining existing ones, I could sleep peacefully knowing my business isn't going anywhere but up."

11. "QUOTE: With a stable marketing strategy, not only could I expect steady growth, but it would afford me more recreational time with my family."

12. "QUOTE: A solution that respects the relationships I've built while still drawing new clients digitally sounds like the perfect blend. It's a classic win-win."

13. "QUOTE: Better profitability could bring me closer to my visions for expansion, all thanks to well-directed marketing efforts. I can't stress enough how much that would mean to me."

14. "QUOTE: One platform taking care of all my marketing needs would be so freeing. No juggling different softwares, no confusion, just streamlined growth."

15. "QUOTE: If my solution positions me as a leader amongst my peers, that's the cherry on top. The reputation boost could lead to opportunities beyond my widest dreams."

## **Un-Desired Outcomes**

1. NON-ACTION: Nashville Nick doesn't want to waste time learning complex digital marketing strategies from scratch.

2. NON-ACTION: He doesn't want to have to become an expert in graphic design to create visually appealing marketing content.

3. NON-ACTION: He wants to avoid continually updating and tweaking marketing campaigns and funnels manually.

4. NON-ACTION: He doesn't want to negotiate with ad agencies over fees and terms of services.
5. NON-ACTION: He wants to stop wasting time on unproductive meetings with marketing teams discussing strategies that don't yield results.
6. NON-ACTION: He doesn't want to spend precious hours attempting to interpret analytics and make sense of marketing data.
7. NON-ACTION: He doesn't want to be the one managing the tracking and payout of affiliates.
8. NON-ACTION: He doesn't want to hire and train a full-time marketer or a team for managing his marketing efforts.
9. NON-ACTION: He prefers not to juggle multiple software and applications for different aspects of digital marketing.
10. NON-ACTION: He doesn't want to be involved in the constant creation of fresh marketing content -- be it email campaigns, social media updates, or blog posts.
11. NON-ACTION: He doesn't want to be burdened with dealing with software glitches or technical troubleshooting issues related to marketing software.
12. NON-ACTION: He doesn't want to feel compelled to understand the intricacies of Google, Facebook, Instagram, and LinkedIn advertising.
13. NON-ACTION: He doesn't want to be the one manually entering and managing data across multiple marketing platforms.
14. NON-ACTION: He doesn't want to spend hours compiling reports to understand the effectiveness of his marketing strategy.
15. NON-ACTION: Lastly, he does not want to be stuck spending large amounts of money on ineffective marketing techniques that don't yield the desired results.

## **Un-Desired Outcome Soundbites**

1. QUOTE: "I didn't become an accountant to spend hours getting my head around digital marketing strategies. I really don't have the time."
2. QUOTE: "I didn't go to school for graphic design, so why should I waste time learning it to create decent marketing content?"
3. QUOTE: "I didn't start my practice to continually micromanage and adjust marketing campaigns. They should run themselves."
4. QUOTE: "Negotiating with these ad agencies is exhausting. I just want a straight-forward service."
5. QUOTE: "Those marketing team meetings are so unproductive. I'd rather be servicing my clients."



6. QUOTE: "Who has the time to sift through mountains of analytics and try to make sense of it all? I have my own numbers to crunch."
7. QUOTE: "Why should I be the one to manage tracking and paying affiliates? Isn't there an easier way?"
8. QUOTE: "I don't have the time and resources to hire and train a full-time marketer. I should be focusing on providing accounting services."
9. QUOTE: "I'm tired of trying to keep up with numerous marketing software and applications. There should be a one-stop solution."
10. QUOTE: "Why should I be the one plugging away at creating fresh marketing content every week? There has to be a better way."
11. QUOTE: "I've had enough of dealing with software glitches and tech issues. It's not in my job description as an accountant."
12. QUOTE: "I became an accountant, not an advertiser. The intricacies of managing ads on Google and social media platforms are simply too much for me."
13. QUOTE: "The thought of manually entering and managing data across multiple marketing platforms is mind-numbingly tedious. This should be simpler."
14. QUOTE: "I'd rather be focusing on my clients than compiling marketing reports. There must be an automated solution."
15. QUOTE: "I do not want to throw any more money at marketing tactics that just don't yield results. We need a real solution, not just empty promises."

## **Desired Emotional Outcomes**

1. EMOTIONAL OUTCOME: With automated marketing management, he'll gain newfound confidence in his business's future. He can face his industry peers at Chamber of Commerce meetings not as someone struggling with the digital divide, but as a business leader who's successfully bridged it.
2. EMOTIONAL OUTCOME: The reduction in marketing-related stress might see an improvement in his overall health and wellness, resulting in more time and energy for recreational activities like golfing and fishing he enjoys so much.
3. EMOTIONAL OUTCOME: Having control over his business's digital marketing might bolster his image in his children's eyes, positioning him as a forward-thinking and modern parent who keeps up with the trends, bridging any potential generational divide.
4. EMOTIONAL OUTCOME: The efficiency achieved could afford him his most ambitious desire: early retirement. He could potentially retire 15 years earlier than planned, providing him with time to explore other interests.

5. EMOTIONAL OUTCOME: Adopting a comprehensive digital marketing tool will lead to external perceptions of competence and modernity, raising his esteem in the eyes of clients and prospects.
6. EMOTIONAL OUTCOME: Ensuring his firm's future success could increase his wife's admiration and respect, knowing he's taken the necessary steps to safeguard their financial well-being.
7. EMOTIONAL OUTCOME: His father-in-law, who sees business success as a measure of one's worth, might finally acknowledge him as a worthy partner for his daughter.
8. EMOTIONAL OUTCOME: With extra income, he could indulge in expensive hobbies that he always dreamed of, like owning a boat for fishing trips with friends.
9. EMOTIONAL OUTCOME: The expansion of his business could create new employment opportunities in his community, earning him a reputation as a job creator and contributing more significantly to local prosperity.
10. EMOTIONAL OUTCOME: Increased financial stability could enable more generous contributions to local charities and organizations, positioning him as a community pillar.
11. EMOTIONAL OUTCOME: Feeling secure about his digital presence, he could sleep better at night, unbothered by worries of losing clients to more tech-savvy competitors.
12. EMOTIONAL OUTCOME: The growth of his business and his mastery over digital marketing could influence his children to consider joining the family business, imagining a legacy that lasts generations.
13. EMOTIONAL OUTCOME: By decreasing reliance on an external ad agency, he'd regain control over his business's public image, which could empower him personally and professionally.
14. EMOTIONAL OUTCOME: He could finally afford that vacation home on the lake, realizing a dream that was previously out of reach.
15. EMOTIONAL OUTCOME: His increased leisure time might strengthen his bonds with friends and his children, as he's not constantly preoccupied with work.

## **How The Dream Buyer Wants To Be Seen By Others**

1. VIEW: His spouse would see him as a forward-thinking and smart businessman, saying, "I'm so proud that you've really embraced technology to grow your business. Your determination to learn and adapt is what sets you apart."
2. VIEW: His children would admire him for being technologically savvy and keeping up with the times. They'd say, "Dad, you're not the typical old-fashioned CPA. You're doing some cutting-edge stuff with your business!"
3. VIEW: His employees would see him as a leader who is not afraid of tackling new challenges and solutions. They would express this by saying, "We look up to you for bringing in so many innovative practices and tools into our workplace. You're always ahead of the curve."

4. VIEW: His peers and other accounting professionals would respect him for his strategic adaptation to technology and its sophisticated use in his firm, stating things like, "Your knowledge of automating marketing for accounting is genuinely impressive. We need to catch up!"
5. VIEW: His clients would appreciate him for being on top of the trend, expressing their satisfaction with, "Your online presence and seamless marketing efforts have made us believe more in your capabilities. We could not be happier with your services!"
6. VIEW: Local Chamber of Commerce members would see him as a leader who sets excellent examples of integrating technology into business, saying, "Your ability to grow your business through digital means serves as an inspiration to all of us."
7. VIEW: His golfing buddies would commend him not only for his golfing skills but also his business acumen, saying, "You've turned your accounting practice into a real success by embracing digital marketing. How about a lesson or two?"
8. VIEW: His trusted advisor/mentor would express their admiration for his growth, saying, "I remember when you were apprehensive about digital marketing. Now, look at you embracing it and taking your firm to new heights!"
9. VIEW: His casual acquaintances at social gatherings would say, "We heard about how you've revolutionized your accountancy firm with digital marketing. It's really admirable!"
10. VIEW: His alma mater may use him as an example of success, stating, "Your story is inspiring — an accountant who, despite initial hesitations, mastered the art of digital marketing. You're a great example for our students!"

These are the perceptions and accolades Nashville Nick would love to receive in his social and professional circles. His digital transformation journey for his accountancy practice would earn him recognition for being a forward-thinker, a risk-taker, and a successful business owner amongst his family, friends, and peers.

## **The Dream Buyer's Hopes & Dreams**

1. DREAM: Deep in his heart, Nashville Nick dreams of becoming an industry leader in the accounting sector within his community and beyond. This involves not just excellent service delivery but showcasing a cutting-edge approach to business, embracing new technology, and becoming a beacon of modernization amongst his peers.
2. DREAM: Nick has a profound desire for financial success that would allow him the security and freedom to enjoy life outside work. Though committed to his practice, he would love to balance his pursuit of professional growth with quality time spent with family, friends, and on recreational activities such as golfing or fishing.
3. DREAM: On a deeper level, Nick hopes that successful utilization of digital marketing could serve as a confidence booster. He dreams of gaining mastery and competence over the digitization process, subsequently overcoming his fear of being perceived as technologically inadequate.

4. DREAM: Nick yearns for a solution that would enable him to lead his team effectively into the digital age. He dreams of leading his practice into becoming a benchmark for others, earning the respect and admiration of his employees and driving his firm towards sustainable growth.

5. DREAM: Lastly, and perhaps most intimately, Nick fantasizes about setting a progressive example for his children. He dreams of showing them that it's never too late to adapt, learn, and innovate, thereby bridging the generational gap and fostering a legacy of adaptiveness and resilience.

## **The Dream Buyer's Frustrations**

1. Lack of Control: Nashville Nick feels a significant lack of control over his firm's marketing efforts. The external ad agencies do their job, but Nick feels like a mere bystander in his own business's growth plan. This situation frustrates him deeply, as he wishes to understand and have a say in how his services are portrayed to potential clients.

2. Exorbitant Costs: The costs associated with traditional marketing solutions are one of Nick's main points of contention. Paying for ad agencies or full-time marketing professionals eats into his firm's profits considerably. It's gotten to a point where he finds himself questioning if it's worth it. The fear of his firm facing financial difficulties due to this constant drain of resources keeps him up at night.

3. Time-Consuming Endeavors: When Nick tried to delve into digital marketing himself or tried to customize premade templates, the time taken was disproportionate to the level of success achieved. This imbalance was supremely frustrating for him, he felt his time was being diverted from providing quality accounting services to trying to decode a whole new field. Lost time is an issue he cannot reconcile with.

4. Inefficiency: Despite his best efforts, Nick doesn't see the efficiency in outcomes that he expects from his marketing efforts. The traditional and DIY digital marketing methods are not yielding an adequate amount of leads or conversions. This inefficiency worries him, leading to apprehensions about his practice's survival in the long term.

5. Sub-par Customization: Coming from a niche area of businesses i.e., accounting and bookkeeping, Nick finds most ready-to-use marketing solutions are too generic. They don't cater well to his specific requirements which leads to sub-par results. The fact that he has to compromise on the quality of his digital marketing efforts strikes a nerve with Nick, making him feel less competent compared to competitors who seem to have it all figured out.

## **Dream Buyer Avatar Summary**

### **SUMMARY**

### **DEMOGRAPHICS**

- Nashville Nick is a 45-year-old male
- He holds a Master's degree in Accounting.

- He is married with two teenagers.
- Nick is a CPA and owner of a small accounting practice.
- He earns an income of \$165,000 (USD) and resides in the suburbs of Nashville, TN.

## PSYCHOGRAPHICS

- Nick's weekends are occupied with recreational activities such as golfing, fishing, and attending his children's sports events.
- He heavily values his local community and is an active member of the Chamber of Commerce.

## PAINS

- Nick struggles with understanding and managing digital marketing for his accounting firm.
- He finds it hard to design an online sales funnel and execute advertising campaigns effectively.
- His dependency on an ad agency has been straining his company's profit margins.

## FEARS

- Nick fears being outcompeted by gadgets-savvy firms with strong online sites and refined digital marketing techniques.
- He dreads falling behind in the ongoing shift towards digital, potentially leading to loss of clients seeking services online.

## HOPES AND DREAMS

- He seeks to simplify the complexities linked to digital marketing and efficiently boost online customer acquisition.
- Nick aspires to automate his company's marketing process, allowing him to concentrate more on accounting and bookkeeping services.
- He visualizes a referral scheme bringing new clients and doubling his business without requiring him to increase his marketing efforts or costs.

## FRUSTRATIONS

- Nick is frustrated with the expenses linked to hiring an ad agency.
- He finds Do-It-Yourself marketing time-consuming and complicated.
- He has used marketing software but they fail to cater to his needs adequately.
- Hiring a marketing professional for in-house operations is another process that has caused him frustration due to the high costs.
- Relying on word-of-mouth referrals hasn't paid off well as they are not consistent.

## EMOTIONAL OUTCOMES

- Automating his marketing efforts will enable him to face competition confidently.
- Freeing up time for recreational activities like golfing, fishing may result in improved well-being.
- Showcasing digital competence might bridge the perceived generational divide between him and his children.
- He may plan for early retirement if his business streamlines.

- Contributes significantly to local prosperity and be considered as a community pillar.

#### KEY REMARKS FROM PEERS

- "The agency fees are straining my firm's profits."
- "Managing digital marketing is time-consuming and complicated."
- "None of the marketing softwares cater fully to my needs."
- "The in-house marketer is causing an added expense without the expected result."
- "Word-of-mouth referrals are not enough to sustain."
- "Purchased templates online are either too generic or too complex to customize."

#### CONCLUSION

Nashville Nick represents a demographic of accounting firm owners striving to master the digital landscape of marketing without incurring the prohibitive costs of agencies or substantial time investments. He is driven by fears of seeming inadequate in a digitizing world and hopes to find a solution that simplifies digital marketing, delivering tangible, cost-effective results. His sense of community and value for family time underpin his motivations. The ideal solution would empower Nick without causing strain on his professional responsibilities, allowing him to strike a pleasant work-life balance. The resulting emotional outcomes would position him firmly as an industry leader, respected parent, and treasured community member.

## Typical Day In The Life

6:00 AM: Wake up and prepare for the day ahead. A quick glance at the automated business reporting dashboard on his phone, he's reassured that his marketing efforts are performing effectively.

7:00 AM: Over breakfast, he catches up on the news and reviews the chamber of commerce's latest meeting agenda, preparing himself for any contributions to the topics.

8:00 AM: Heads to his accounting firm, routinely catching up with his team on the day's responsibilities, confident of his firm's marketing strategies playing out smoothly in the background.

9:00 AM: Workflow starts. Nashville Nick dives into the world of numbers, crunching, and analyzing financial data for his clients.

10:00 AM: Checks his automated marketing reports one more time, pleased to see that new leads have been captured, nurtured and assigned for follow-up, all without his direct involvement.

11:00 AM: In his dedicated productivity blocks, he engages in important client consultations.

12:00 PM: Uses his lunch break judiciously, switching off from work to read up on new tax amendments and industry trends, staying well-informed and ahead of the game.

1:00 PM: Resumes high-priority activities such as strategic planning for his business, confident in the automated marketing running smoothly in the background.

2:00 PM: Continues with his afternoon consultation appointments, undistracted by marketing or lead generation concerns.

3:00 PM: Takes a brief break, indulges in a quick round of golf or a walk in the park near to his office, invigorated with the ample time available as a result of effective automation.

4:00 PM: Uses his final productive block of the day serving client needs, concluding business deals, or working on creating beneficial accounting strategies for future projects.

5:00 PM: Checks in with his team and ends his workday with a quick review of the day's accomplishments and setting out the plan for the next day.

6:00 PM: Heads home for family time over dinner, discussing his children's day and sharing his own experiences, establishing depth in family conversations.

7:00 PM: Engages in personal hobbies and interests, relaxing and unwinding after a successful and productive day at work.

8:00 PM: Spends quality time with his wife or friends, catching up on their days and perhaps watching a favorite TV show or sporting event.

9:00 PM: His mind at ease from work, he avoids late-night work stress, and instead enjoys leisurely reading on his patio, enhancing his knowledge about various subjects apart from work.

10:00 PM: Quality uninterrupted time with his wife because the worries of the business are no longer brought home.

11:00 PM: Retires to bed with peace of mind, sleeping soundly in the knowledge that his business continues to gain leads through automated marketing strategies overnight.



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