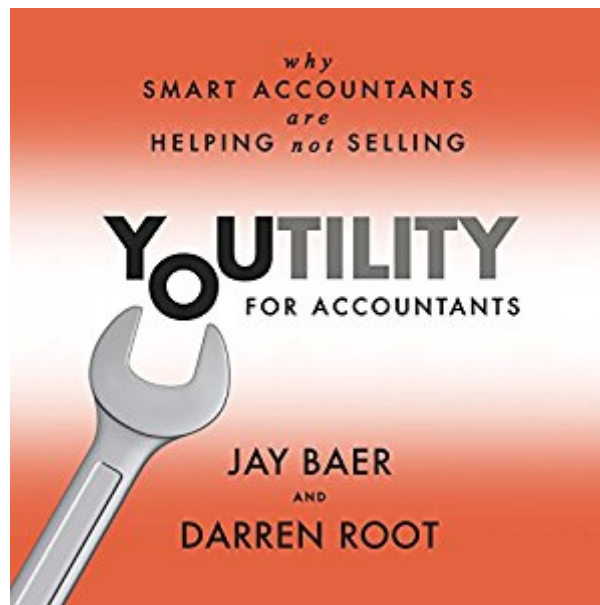




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Youtility For Accountants: Why Smart Accountants Are Helping, Not Selling



Synopsis

Youtility fundamentally changes how accountants and accounting firms think about marketing and their business. Jay Baer defines "Youtility" as information and resources given away for free to build awareness and trust. Youtility creates awareness, customers, and loyalty over the long-term. Due to enormous shifts in technology and consumer behavior, customers want a new approach that cuts through the clutter: marketing that is truly, inherently useful. The difference between helping and selling is just two letters, but embracing the former makes the latter much, much easier.

Meticulously researched, and filled with examples of accountants and accounting firms that have accelerated their business enormously by embracing the principle of Youtility marketing, this special audiobook from best-selling authors Jay Baer and Darren Root provides a groundbreaking plan for using information and helpfulness to transform the relationship between companies and customers. Based on the New York Times best seller Youtility, this is the playbook for modern marketing effectiveness in the accounting industry.

Book Information

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in Books > Business & Money > Marketing & Sales > Consumer Behavior

Customer Reviews

What an incredibly low investment for such a valuable resource. What I liked best were the case studies showing how firms are applying Youtility to grow their businesses. Talking theory is easy. But the practical examples is what makes this book a great read.

Not earth shattering but gleaned some good attitude changes that will help me. Most accountants

are bitter when pumped for information but if you can manage this then it can be a good thing for business.

They only care about what's in it for them, so give them what they want. Solution or directions of reduce or remove their pains.

I have never been disappointed by anything Root has written! Jay and Darren do a great job combining forces.

Great quick read...

great twist on upscaling service

I got no new value from my time spent reading and thinking about the ideas here. Moving on.

This was Youtility repeated. I had hoped to read about accounting and bookkeeping firms utilizing this marketing strategy effectively. Instead, I got the same business examples that are in the main book Youtility. The service industry would greatly benefit from some clear examples of using this marketing concept, I didn't discover it in this short read.

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