

LISA M GALE  
BUSINESS  
GROWTH  
STRATEGIST

# 100 BEST CONTENT IDEAS FOR ACCOUNTING FIRMS

LEADMAGNETS & BLOGPOSTS

*Use these blogpost and leadmagnet  
ideas to grow your list, generate new  
leads and grow your firm*

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## Content Marketing

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Content marketing is one of the best growth strategies for small businesses. In addition to creating a website, interacting with your target market on social media and attracting your target market through ads and direct contact, you can create content that will be valuable to your audience and share it across all mediums.

Writing one blogpost per week, and then sharing it to your social media platforms, sharing it to your newsletter list and using a plugin like Yoast to add extra SEO, you can begin to engage your audience and convert spectators into clients.

## Tips for Maximizing Growth

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- Add a signature block to your blog using the plugin Simple Author Box with your bio.
- Add sharing tools to your blog with the plugin AddToAny Share Buttons.
- Include an optin box at the bottom of all of your blogposts for your Leadmagnet or a CTA for a free consult.
- Install Google Analytics on your website to track visitors.
- Install a Facebook Pixel so you can run targeted ads at those who already visited your site inviting them to work with you.
- Don't like to write? No problem! Record a quick video on your phone instead! Simply upload to Youtube and share that content.
- Gather email addresses for clients and potential clients using a free software like Mailchimp. Stay top of mind with a newsletter once or twice a month.
- Build a simple and clean optin page for your leadmagnet that is integrated to your email list. Follow it up with 4-6 emails that convert interested individuals into loyal clients!

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- The Essential Guide to Small Business Tax Preparation
- Five Tax Deductions You Probably Missed Last Year
- Small Business Setup Essential Toolkit
- Financial Vision Toolkit
- Business Tax Calculator
- Business Tax Resource Guide
- Hiring Cheatsheet: Employee vs. Independent Contractor
- S-Corporation Tax Benefits
- The Essential Tax Tips Guide to Getting Ready for Retirement
- 25 Tax Tips That Can Save Your \$10,000 on Your Next Return
- The Payroll Setup Cheatsheet
- Health Care and Seasonal Workers
- Reference Guide for IRS Tax Penalties
- 10 Things You Can Do if the IRS Is After You
- How to Get A Tax Lien Removed
- How To Find Out if You Owe the IRS Taxes
- Is There an IRS Statute of Limitation on Tax Liens?
- Does the IRS Tax Bitcoin Transfer from One Account to Another?
- Cryptocurrency and Taxes: What You Need To Know
- What happens if an IRS tax return is postmarked on April 16?
- Home Office Deduction Cheatsheet
- Year-End Tax Planning Strategies for Individuals
- Year-End Tax Planning Strategies for Businesses
- The Home Office Deduction: What's New
- Small Business Payroll Expenses
- Enrolled Agents vs. Tax Attorneys: When To Hire
- Checklist: Small Business Tax Assessment
- IRS Tax Lien: What To Do Now?
- Can the IRS Garnish My Wages?
- How to Respond to a Demand Letter for the Collection of a Debt

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- How to Protect Your Small Business From Identity Theft
- 10 Steps to Take to Get Out of Debt
- Essential Guide to Starting a Business
- Checklist: How to Choose The Correct Entity for Your Business
- Your Guide to Business Entities: S-Corp, LLC, Sole Proprietorship
- When to Outsource Your Bookkeeping
- 6 Benefits to Hiring a Professional to File Your Taxes
- 10 of the Most Commonly Overlooked Tax Deductions
- How do Early Retirement Distributions Affect Your Bottom Line
- Is a Roth IRA Better Than a Traditional IRA
- What is the Difference Between a 401K and a Roth IRA?
- Your 401K and Taxes:: The Complete Guide
- Are My 401K Contributions Taxed?
- What To Do When You Owe Back Taxes
- S-Corp Tax Filing: A Complete Guide
- Sole Proprietor Tax Filing: A Complete Guide
- LLC Tax Filing: A Complete Guide
- Navigating Tax Preparation for the Self-Employed?
- What Are the Contribution Limits on Self-Employed 401K?
- Tax Requirements for the Sale of an Investment Property
- The Realtor's Guide to Filing Taxes
- Your Small Business Guide to Tax Preparation
- What to Look For in a Tax Preparer
- What are the Current IRS Rules for Taxing Bitcoin Income?
- Reporting Stock Investment Activities to the IRS
- IRS Rules for Capitalizing vs Expensing Software Development for Startups
- How Many Tax Forms Does a Startup Have To File
- You Essential Tax Preparation Checklist
- 10 Steps to Take To Protect Yourself from an IRS Audit
- Common Practices that Raise the Red Flag for the IRS

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- How to Calculate Tax on a Stock Equity
- The Essential Guide to Charitable Contributions
- Filing Taxes when you have Startup Investors
- Small Business Tax Deductions for Charitable Gifts
- Health Saving Accounts and Your Taxes
- Retirement Contribution Annual Limits
- Is Prepaid Property Tax Deductible?
- Taxes Owed on Inheritance
- Small Business Tax Loopholes
- Small Business Accounting 101: A Complete Guide
- How to File Federal Income Tax for Small Businesses
- Small Business Taxable Income
- Tax Tips for Hobby Businesses
- Launch Your Business in XXX: A Checklist
- The Sole Proprietor's Guide to Filing Taxes
- Employer Responsibilities Under the American Care Act
- How to Calculate Quarterly IRS Payments
- Making Your IRS Quarterly Estimated Payments
- How to Form a Business Plan
- Self-Employed Tax Tips
- Wealth Management Strategies and Tax Tips
- Non-Taxable Income Strategies
- Small Business Health Care Tax Credit
- Differences between CPA and Tax Professional
- How to Find a High-Quality CPA for Tax Prep and Business Strategy
- Financing Tips for First Time Business Owners
- Creating a Tax Plan for Your Business
- Tax Planning Strategies for Retirement
- Investment Income Tax 101
- Best Countries to Retire for Cheap

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- End-of-Year Tax Planning Options for Investors
- Tax Planning for Individuals 55 and Older
- 6 Ways to Reduce Taxable Income
- Most Common Errors on Tax Returns
- Forms of Payment That Are Non-Taxable
- How Many Years To Keep Your Tax Returns
- Tax Filing Tips for New Parents
- 20 Items to Include in Tax Deductions
- How Does a Tax Write-Off Work?
- Alternative Energy Tax Write-Offs

## *Ready to Outsource?*

Schedule your free 25-minute Strategy Session to learn more about how I can help you grow.

**SCHEDULE**



## A LITTLE ABOUT ME

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I help CPAs and Tax Professionals define their business goals and develop clear strategies for growth. I create sales funnels for businesses and marketing strategies that draw in your ideal client and generate leads for maximum profit. Schedule a strategy session to discuss your business here: <https://lisamgale.as.me>

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