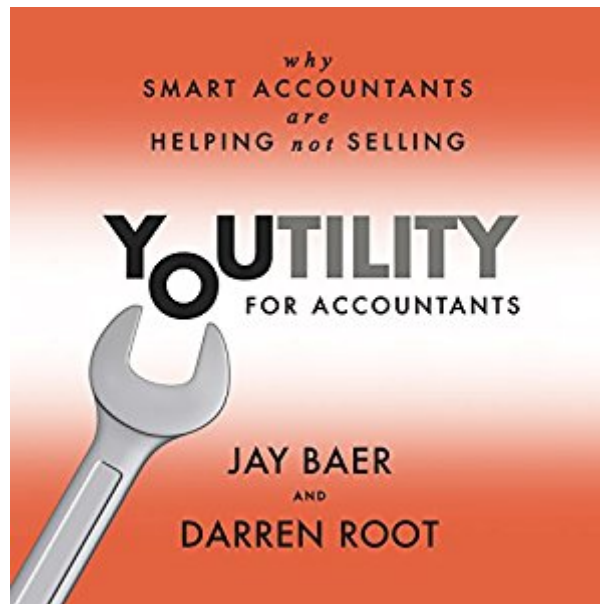


The book was found

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

Audible Audio Edition

Listening Length: 1 hour and 18 minutes

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#662 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #1131

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

Customer Reviews

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.

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.

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.

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.

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Youtility for Accountants: Why Smart Accountants Are Helping, Not Selling Selling on eBay: 44 Killer Profitable Items To Sell on eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay selling, ... ebay marketing, ebay selling made easy,) You Are Not So Smart: Why You Have Too Many Friends on Facebook, Why Your Memory Is Mostly Fiction, and 46 Other Ways You're Deluding Yourself You Are Not So Smart: Why You Have Too Many Friends on Facebook, Why Your Memory Is Mostly Fiction, and 46 Other Ways You're Deluding Yourself What They'll Never Tell You About the Music Business, Third Edition: The Complete Guide for Musicians, Songwriters, Producers, Managers, Industry Executives, Attorneys, Investors, and Accountants Effective Writing: A Handbook for Accountants (10th Edition) Accounting for Non-Accountants, 3E: The Fast and Easy Way to Learn the Basics (Quick Start Your Business) Smart Moves: Why Learning Is Not All in Your Head Smart but Scattered: The Revolutionary "Executive Skills" Approach to Helping Kids Reach Their Potential Smart but Scattered Teens: The "Executive Skills" Program for Helping Teens Reach Their Potential Raising a Sensory Smart Child: The Definitive Handbook for Helping Your Child with Sensory Processing Issues, Revised Edition "Do Not Worry, Do Not Be Anxious, Do Not Be Afraid": A Self-Help Manual for People Who Worry a Lot and Suffer Anxiety and Fear Unjournaling: Daily Writing Exercises That Are Not Personal, Not Introspective, Not Boring! The Not-So-Intelligent Designer: Why Evolution Explains the Human Body and Intelligent Design Does Not Socceronomics: Why England Loses, Why Spain, Germany, and Brazil Win, and Why the U.S., Japan, Australia and Even Iraq Are Destined to Become the Kings of the World's Most Popular Sport Socceronomics: Why England Loses, Why Spain, Germany, and Brazil Win, and Why the U.S., Japan, Australia and Even Iraq Are Destined to Become the Kings of the World's Most Popular Sport Not Everyone Is Nice: Helping

Children Learn Caution with Strangers (Let's Talk) Helping Children Succeed: What Works and Why
Why Do People Die?: Helping Your Child Understand-With Love and Illustrations Give and Take:
Why Helping Others Drives Our Success

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