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# BLOCKBUSTER: How To Build A Million Dollar Tax Business

## BLOCKBUSTER

How To Build  
A Million Dollar  
Tax Business



**Even If You  
Didn't Know How To  
Prepare a Tax Return**

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Leading Marketing Consultant & Success Coach  
to the Tax Industry



## Synopsis

So How Does a Guy with NO Tax Experience Come into a Small Tax Office and ... Build a MILLION Dollar Tax Preparation Business in Just a Few Short Tax Seasons? Well, it's a "secret" that's been kept under-the-radar ... until now. You see, What Most Tax Professionals DON'T Realize is .... Even The Most Tax Law Knowledgeable, Highest Paid Credentialed Professional And The Hardest Working Tax Business Owner On The Planet, Will Live With An Average Or Even Below Average, Disappointing Income Without A Consistent, Steady Flow Of New Clients Coming Into Their Tax Office! If you buy into the line that since you are a tax professional everyone in town needing tax help is going to beat your door down looking to give YOU their money because you've got the most tax experience or you've gone to more tax seminars this year or you have some extra letters behind your name etc. -- you're just not living in reality! There is a different, much more productive (profitable) way to be SUCCESSFUL in your tax business. And once you're freed up in your mind that it's OK to be different than your competition, you'll be on your way to growing your tax practice to the next level of success!

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## Customer Reviews

Four and a half stars. Definitely not four, closer to five. I do have a few quibbles: The stacks of money on the cover come across as a little cheesy. It got the look and feel of a self published book. The typesetting isn't the best. It's fairly promotional. It's designed to engage you with the author and the author's colleagues service offerings. Which by the way, so far as I know, are very competent programs. Some super-analytical CPA type people won't be enamored with the book's style. Criticisms out of the way, it addresses some of the most important problems that tax professionals deal with. Like: I flip randomly to page 45 and he's talking about 80/20 strategies. My favorite topic. Chauncey is saying that WHILE BEING COURTEOUS TO EVERYONE (!!!) you need to identify your "A" and "B" and "C" and "D" clients and dump the "D" clients. Just because someone can fog a mirror or has a tax return doesn't mean you're obligated to do business with them. I gave a speech to a CPA group a couple of years ago and you could see the relief on their faces when I "gave them permission" to get rid of problem clients. "Fire them! Do it politely... but fire them. Life's too short. You all know who they are, too. Don't you?" They all nodded. We all know who the problem clients are. Chauncey shows you how to sort them out, prioritize them, and gingerly move them on to greener pastures. This is a book of solid business advice. He's going to help you zero in on exactly who to sell to, how to find more of those people, and have a much more prosperous tax practice than you had before. This book will get you thinking about getting more clients instead of analysis. Getting clients is where the real money is in almost any business. In my own business I had an employee who admittedly is growing by leaps and bounds, ask for a huge raise. I said, "The only people who make that kind of money here are the ones who bring in new customers. Bringing in new customers is THE high-paid job that will transform a small tax practice into a million dollar firm and this book shows you the way. Nice job, Chauncey."

Chauncey is the real deal! He comes from a totally different mind set than us in the business. He's not an accountant, CPA or tax preparer, but he took his father's small tax practice and grew it into over 40 locations! He works with all sizes of tax practices and has the experience, knowledge and skill set to provide a tax practice with the tools, processes and inspiration needed to achieve your goals. He has been invaluable to my practice. I would have quit and given up long ago if not for him.

We know some truths are timeless... and this book takes me right back to some of the fundamentals including some that I feel all of us could get value from if we only reflected on them. Chauncey takes me back to some lessons we've all learned yet have lost in the time-filled hurry of these days. This book is an easy and yet a rich read... And then a catalyst for each of us to reflect on our business and our lives and ask... "where do I really want to go?" You can do it... Read it!

That's how they make it? Not but it's reality.

Being a new tax preparer this book gave me a lot of great ideas that I have implemented into my business. Great information.

Very informative. I will use this as my guide when I start my next tax practice.

A Must Read Book! If you are looking out for the right strategy and wisdom for tax business, this book can help you big time! I love how the author shared his personal experience and testimonies before he even became what he is today. His views and principles simply nailed this book. This book didn't just teach about what to do and not to do, but also the attitude, commitment, and determination a business person must possess. I must say that the author's consulting capabilities are outstanding. This book is very motivational and inspiring to everyone who has lost their confidence over their recurring failures to succeed in this line of business. I highly recommend this!

I have been inspired by Chauncey to try his systems for my own tax business. I will keep you posted on the progress!

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