

TRN

TAX REP NETWORK

The \$100,000 Challenge:
Adding 100K to Your Bottom Line in 1 year!

Eric L. Green

Housekeeping Items

- Criminal Tax Day
- 2018 NE IRS Representation Conference
- Ongoing monthly CPE



The Criminal Tax Investigation

- Full-day Program
- Thursday May 17, 2018
- Agenda will follow
- 8 CPE credits



Quinnipiac
UNIVERSITY
Law

2018 New England IRS Representation Conference

- Thursday 11/29/18 – LITC Workshop
(Quinnipiac Law)
- Friday 11/30/18 – Mohegan Sun
- Members get free access
- Book your hotel early!





Ongoing Monthly CPE

Get free programming through Tax Genius

The Roadmap




My Story

Joined boutique firm

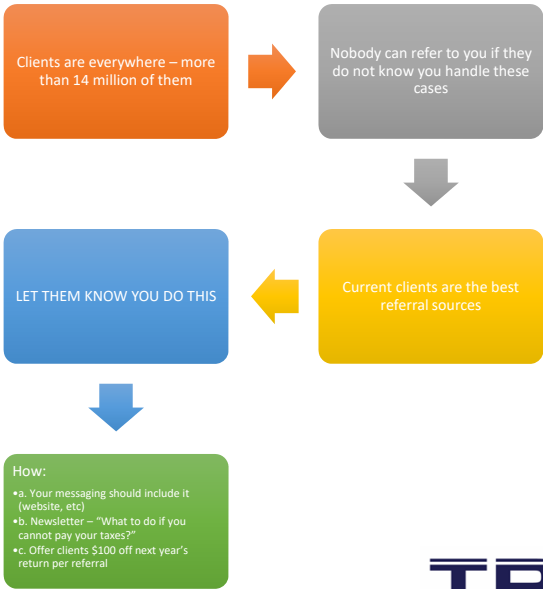
Little support

Needed to find clients, quickly

Real Estate buddy




Finding Clients



```
graph TD; A[Clients are everywhere – more than 14 million of them] --> B[Nobody can refer to you if they do not know you handle these cases]; B --> C[Current clients are the best referral sources]; C --> D[LET THEM KNOW YOU DO THIS]; D --> E[How: <br/> •a. Your messaging should include it (website, etc) <br/> •b. Newsletter – “What to do if you cannot pay your taxes?” <br/> •c. Offer clients $100 off next year’s return per referral];
```

How:

- a. Your messaging should include it (website, etc)
- b. Newsletter – “What to do if you cannot pay your taxes?”
- c. Offer clients \$100 off next year’s return per referral



Your Website

Important because after people get your referral they want to check you out

Will not drive in new clients – static so search engines do not like it

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Hence, Blogging

Blogging does a number of things:

- Each blog acts as a mini-website
- Back-linking can boost your company website
- New content, so Google like its
- Dive into topics proving you're an expert

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The rules for blogging

- 200 – 500 words
- 2%-4% key word density
- Key words in opening and closing sentences
- Localism!
- Your info
- Hyperlink someplace to every page on your website

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The screenshot shows a web browser displaying a blog post on the ActiveRain website. The browser's address bar shows the URL: `activerain.com/blogsview/5107671/new-haven-ct--can-t-sell-the-house-with-a-tax-lien---nonsense-`. The page title is "New Haven, CT: Can't Sell the House with a Tax Lien? Nonsense!". The author is identified as Eric L. Green, with the bio "Your IRS Tax Litigator" and a phone number "203-285-8545". The post content begins with the sentence: "Given that the focus of my practice is civil and criminal tax representation, tax liens are something we deal with frequently. The refrain 'I would love to sell my house but there is a tax lien' is one we hear so much it makes me nuts." The text continues to discuss the IRS's role in selling a house with a tax lien. A sidebar on the right contains a "FOLLOW" button, a "BLOG" button, and a "MY PROF" button. At the bottom right, there is a "Have a Tax Issue?" button and the TRN NETWORK logo.

Blogging

- Twice per week
- 8 per month
- 104 per year:
 - a. 104 mini websites
 - b. search gives potential clients 104 chances of seeing you
 - c. 104 x 5 back-links per entry is 520 link to your website
 - ~ home page, services, attorney profile, contact page, etc



YouTube

- One of the most searched platforms
- Use the blog to create the PPT
- The Powerpoint discussion becomes the video
- Use "Zoom" – available for free
- Create a Youtube Channel for you/your company


Attorneys:
Family/Divorce

- Back-Tax Returns
- Innocent Spouse
- Offers-in-Compromise
- Tax Liens
- QDROs (Qualified Domestic Relations Order)



Attorneys:
Real Estate
(also realtors)

- Tax Liens
- Often leads to Offers, Installment Agreements, etc
- “Selling property from under a tax lien”



Attorneys:
Bankruptcy

- Notice of Federal Tax Liens survive the bankruptcy
- Cannot discharge Payroll Tax/TFRP
- Non-Dischargeable taxes
- Creates opportunities for:
 - a. Offers
 - b. Lien discharge/subordination
 - c. Innocent Spouse
 - d. Make money using THS for CSED calculations!

Pricing: How much to charge?

```

graph TD
    A[Transcript CSED Analysis: $750 ($350 for only report for attys)] --> B[Streamlined Installment Agreements: $750]
    B --> C[Regular/PPIA Agreements: $2,500 retainer (billed hourly)]
    C --> D[Offers-in-Compromise - prepare and respond to COIC: $4,500 flat fee]
    D --> E[Offers-in-Compromise - Appeals: $1,500 retainer billed hourly]
    E --> F[Examinations: $5,000 retainer (billed hourly)]
    F --> G[Voluntary Disclosures: $5,000 flat fee]
    G --> H[Innocent Spouse: $4,500 billed hourly]
    
```

Roadmap: What to do with 1 hour a week?

- Pick a day (Sunday am for me)
- Do 1 blog entry (20 minutes)
- Turn blog entry into Powerpoint (4-6 slides, 20 minutes)
- Record video in Zoom of me doing PPT (10 minutes), post in Youtube
- Create 2nd blog entry about video and linking to it (10 minutes)



The Key?

- It must be consistent
- 1 hour a week, every week (or)
- Take on day and knock out a whole bunch, and just post them each week



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So this week
you will do
what?

- Write a blog entry on topic #1: “How IRS Collection Works”
- You will use the PPT I will send you
- You will record your video in Zoom (download it first)
- You will then go and do a second blog entry about collection and talking about the video, with a link to your video



Resources

- www.taxhelpsoftware.com – transcript/csed calculator (Tax Rep member discount)
- Website – email Klemens (klemensraab@gmail.com)
- Zoom – www.zoom.us
- YouTube – set-up personal channel for your videos
- Blogging – www.activerain.com (\$199/yr or \$39.99 a month), other options include Blogger (free), Patch.com (free but not in every area)



Questions?



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