

# There's an App for Tax Rep!

## Download the App & Grow Your Practice



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# Gaynor Meilke, MS, CBC, CTC

- Owner of Charisma Ink, LLC specializing in growth consulting, strategic business planning, and marketing for the accounting and technology market.
- 25+ years of experience serving accounting firms, tech vendors and fintech companies.
- Author and ghostwriter, builder of B2B thought leadership platforms.



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*Charisma*



## Kevin Cuozzo, MBA

- Chief Revenue Officer - Tax Rep Network
- 25+ years of experience serving accounting firms, law firms and professional services firms.
- Sales/Marketing/Strategic Planning Rockstar
- TRN App Master!



# Key Takeaways

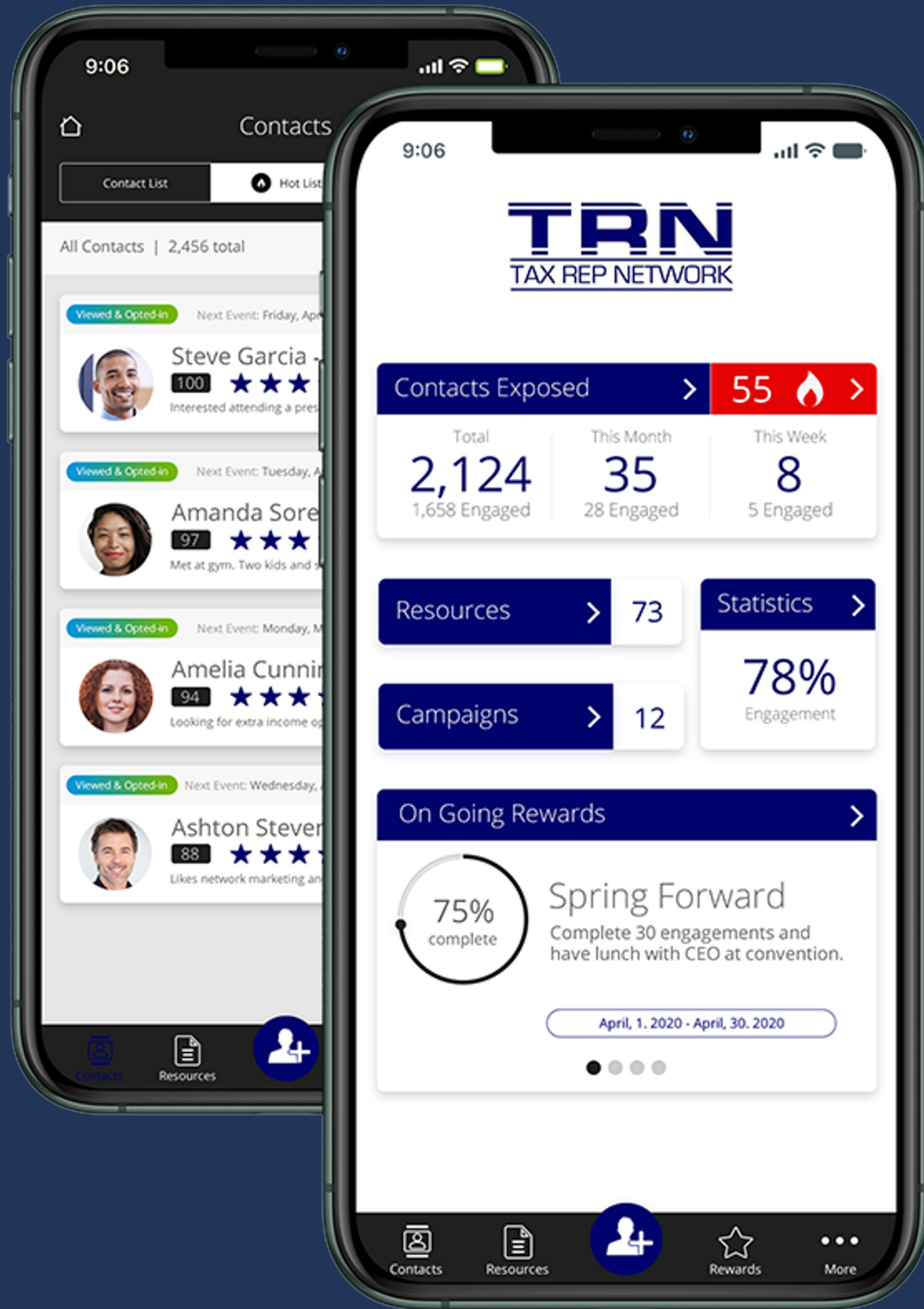
1. Benefits of the TRN App.
1. How to use it - step-by-step.
1. Leveraging tools to grow your business.



# Download the Tax Rep App

- Personas
- What problem do you solve for them?
- Where do they look for information about the solution you can offer.

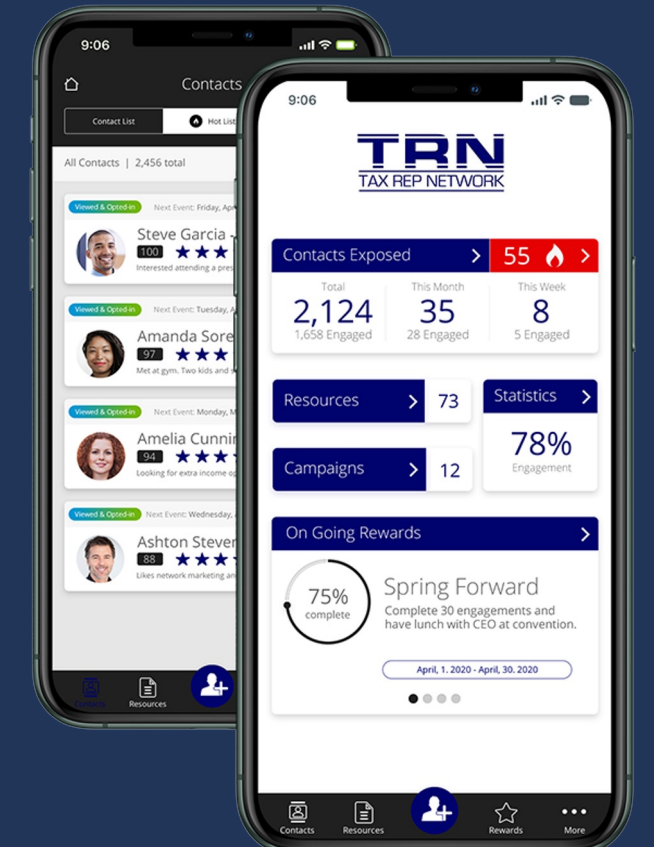
[Tax Rep Network \(rapidfunnel.com\)](https://rapidfunnel.com)





# Why Download the App?

- Free tax resources to access and share like Income Tax Brackets and Capital Gains Rates.
- Power of personalized marketing to individuals who are clients, referral partners, and potential clients/prospects.
- You have the power to stay top of mind with personalized messages in the way they want to be communicated with, be it email, text, or social media.

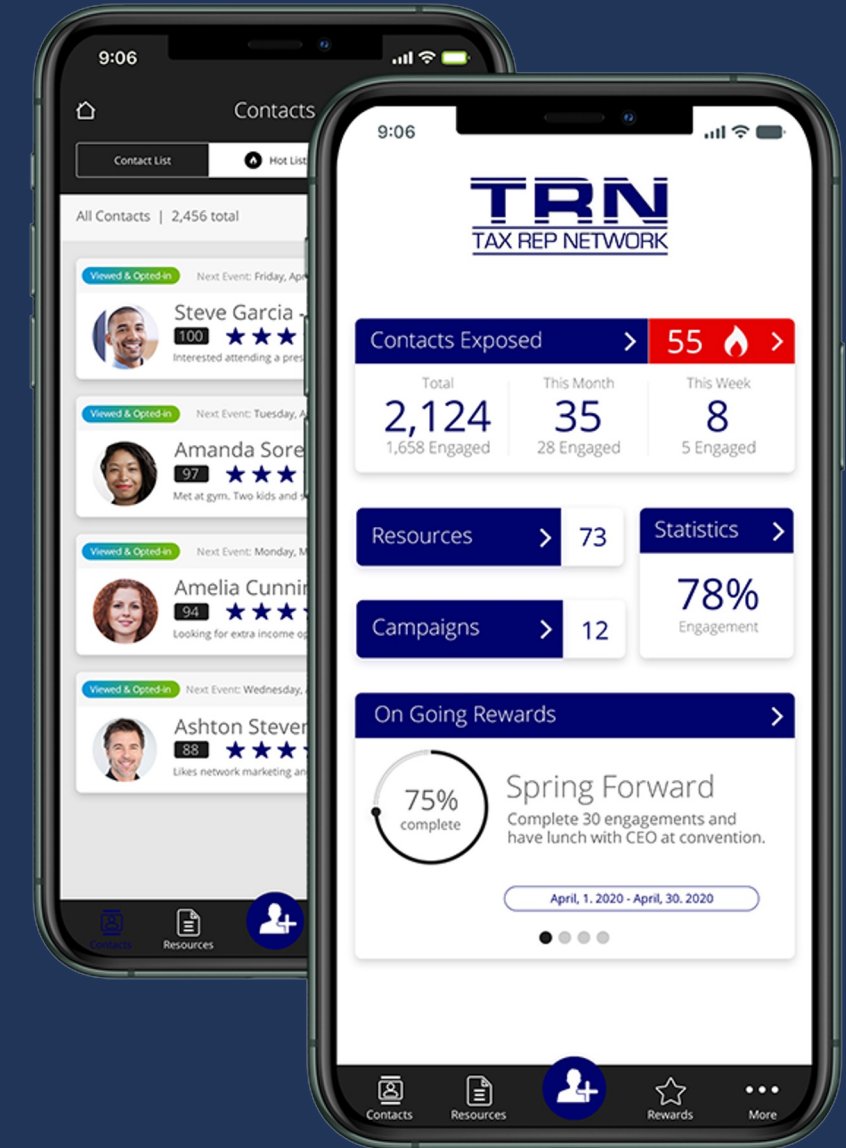


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# Why Download the TRN App?

- Power of a FREE digital business card.
- Custom built Eric Green Tax Representation Campaigns.
  - Tax Preparation
  - Audit
  - Non-Filers
  - Payroll & More



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# All the Bells & Whistles



Put a pre-loaded, business building machine right in your pocket.

[Support](#)

[Get Started Now](#)

[Login](#)

## Dashboard

Get an overview of your business right on the dashboard. See all your current stats at a glance, in real-time.



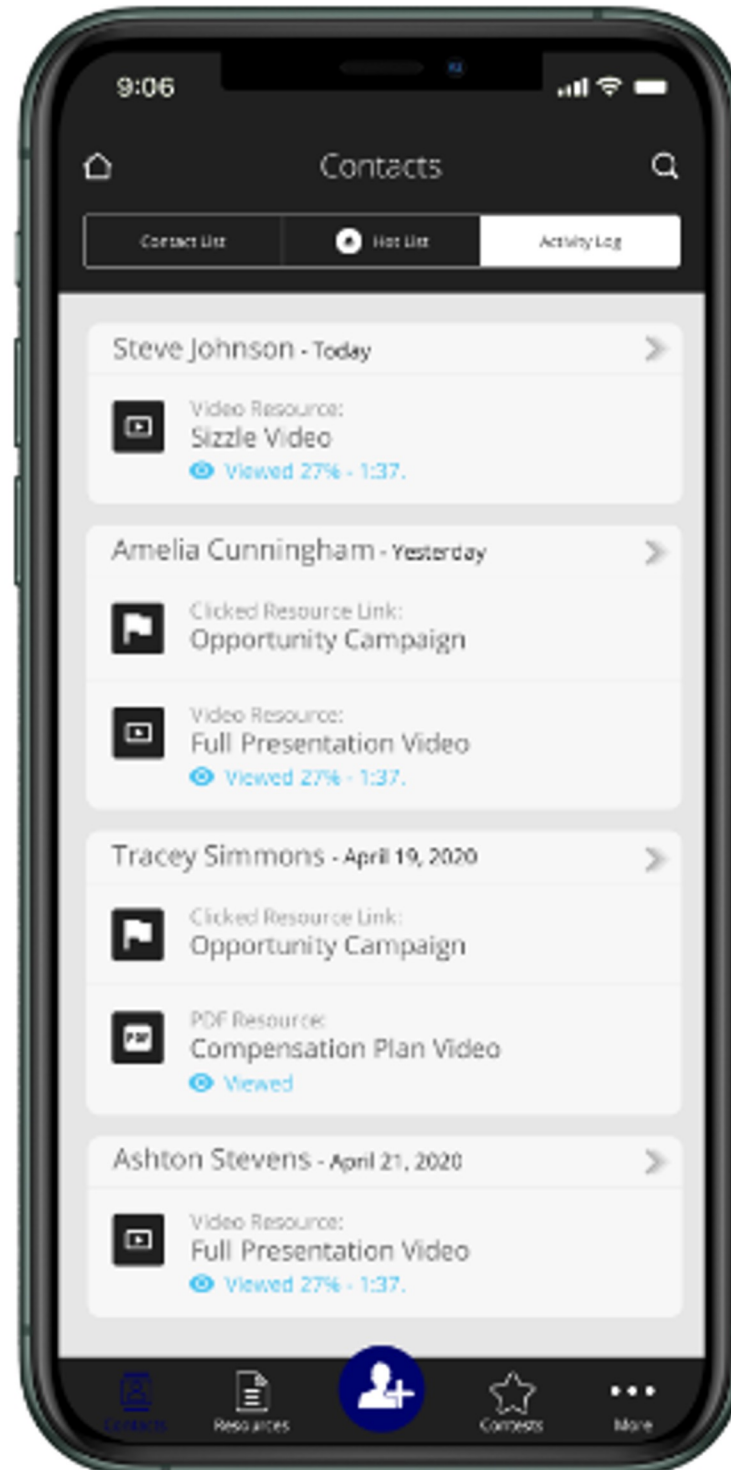
## Resource Library

Filled with company resources and content written for you, ready to share instantly via email, text or social. Everything is personalized from you, with real-time tracking features.



## Prewritten Email Campaigns

Staying in touch is easy with long-running email campaigns that professionally share the company story and resources in short, friendly emails that are personalized from you.



## Hot List

A powerful time-saver that gives you a list of your most interested contacts. So you'll always know who to focus your time on first!



## Activity Log

Click on any contact to instantly view what you've sent them and see what actions they've taken.



## Contests

Get involved in friendly competition, by participating in reward challenges! Your App tracks all details for you and you'll see progress right on your Dashboard.



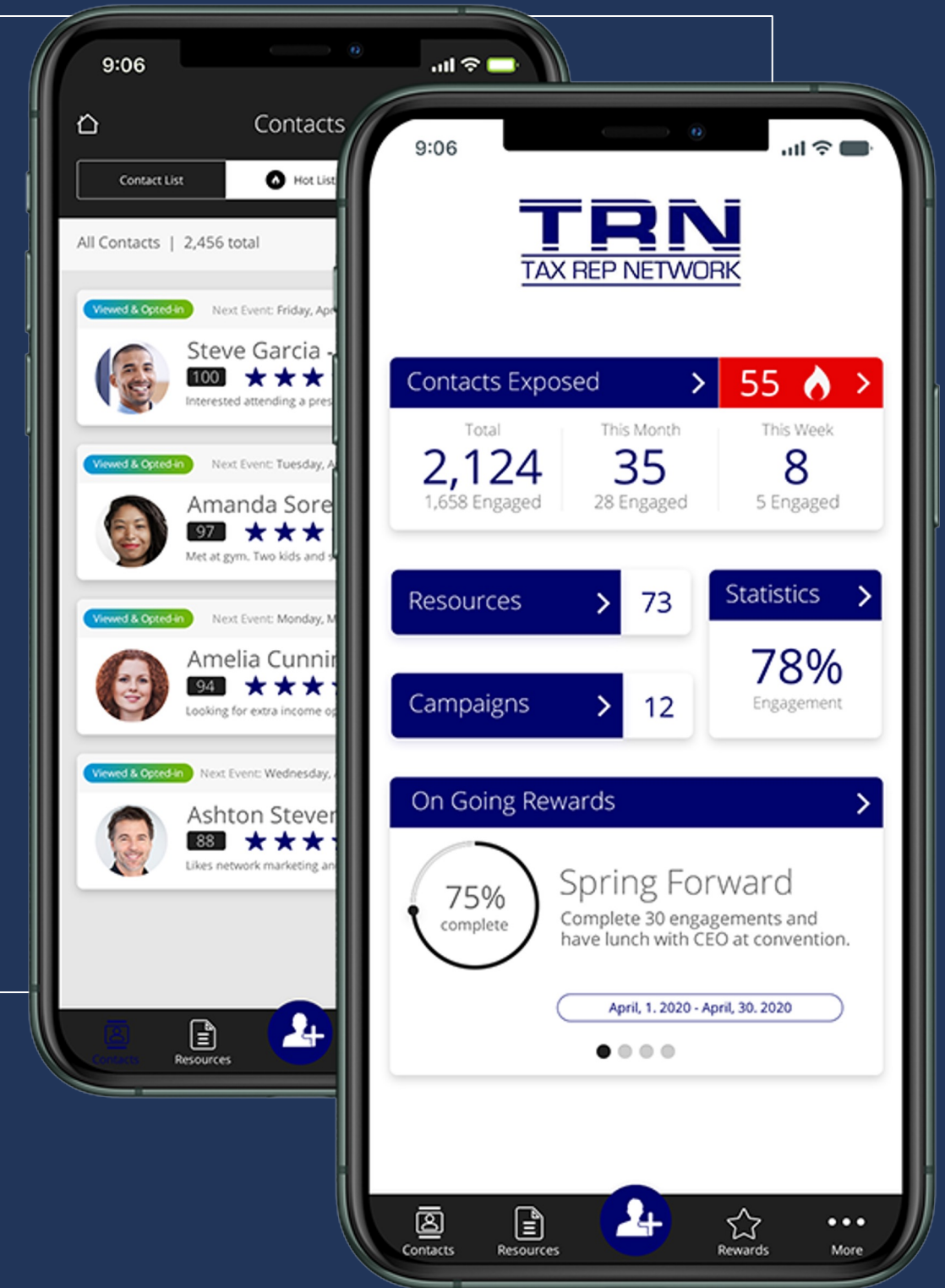
# Time for an App Tour

Power of a FREE digital business card.

Custom built Eric Green Tax Representation Campaigns.

New and Updated Training

Videos in the Coaching section of the Member Area



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# Time for an App Tour

- How to add an individual contact - phone and desktop.
- Adding a group of contacts from Phone contacts or using a computer.
- How to share a resource - Referral form.
- Show them that you can share a resource on social media.



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**Thank You &  
Here's to Your Success!**

