

Immediately after opt-in

Subject

The report you wanted

Body Text

Hi [Name],

Thanks for requesting access to the report about ethically managing delinquent taxpayers in your practice. Here's a link:

[Delinquent Taxpayers: Top 5 Pitfalls When Running an Ethical Tax Practice]

This field is evolving all the time. I see critical changes almost daily. When I do, I'll send an email. Sometimes entertaining. **Always relevant.**

Once a month, I do a free clinic for frontline tax professionals. I love **Talking Tax** and you're certainly welcome to join anytime.

If you ever want to leave, just click the unsubscribe link at the bottom of any of these critical updates.

[Client]

Small Offer

P.S. [Talk with me!] Delinquent tax returns are basically financial heart attacks. The patient needs a sharp, quick response to survive. In other words, sometimes your client needs a specialist. **I'm happy to help!**

Next day after opt-in

Subject

Are you seeing more contractors falling behind lately?

Body Text

[Client First Name]

<Text from Immediately after opt-in>

Email in a regular series-some time after “Next day email”

Subject

My woodchipper is in pieces

Body Text

[Client Name] here, your friendly Tax Resolution Specialist, with a quick story.

I live in Minnesota. Something to know about flyover country: **we all have barns**. My barn isn't like everybody else's barn though. My barn has a roof with a hole in it. And the wall is torn out. And the door doesn't close anymore.

After owning my property for *one week* we had a windstorm that took out a precariously overgrown limb, that fell on our barn. Then we had two problems. A broken barn, and hundreds of pounds of debris blocking our driveway.

We promptly called the insurance company who was already dealing with hurricanes, tornadoes, and other such things in other such places. Even places with no barns to speak of, how barbaric.

And now we have three problems, a broken barn, debris, and a stubborn insurer. In a fit of DIY inspiration, I bought a wood chipper which won't start. Bringing my count to four. Now I have to repair a woodchipper too. Oof.

It was a blessing. Here's me, Mr. Smarty Pants Accountant preaching about “the fundamentals”, i.e. paying quarterlies timely, keeping books current, etc etc. [The whole time, missing a **gargantuan** limb poised forty feet above a building composed principally of...sheet metal.] And I passed by it every day.

It reminded me about our client's perspectives. Taxpayer misses a payment, one thing leads to another, and suddenly there's a lien on the house. Another taxpayer fires the bookkeeper and eighteen months later, Trust Penalties. For the uninitiated, problems are obvious only after disaster.

I did end up calling a specialist...after trying everything else. I assembled the woodchipper to find out it wouldn't start. Our local small engine shop picked it up, repaired it, and brought it back. Cost a grand total of \$141. And about five hours of my time.

I've often said that Delinquent Taxpayers are experiencing financial heart attacks right in front of us. Learn about the problem signs before it is too late.

[Client First Name] “like the woodchipper from *Fargo*” [Client Last Name]

Sig/Offer

Do a free consult with me

[Talk with me via Calendly.] About 80% of my referral partners **earn a consulting fee** when I resolve their clients' tax problems. I love to work with frontline tax professionals to extinguish delinquent taxpayer debt. When I'm done, **I always send the client back**. Talk with me about your “special” clients and what we could do to **help them get compliant**.