

The Way People Shop & Buy Has Changed ...Is Your Marketing Keeping Up?



+



Spencer Powell
CEO and Author
Builder Funnel



Diane Gilson
President & Founder
**Info Plus Accounting, Inc. &
BuildYourNumbers.com**



Why We're Teaming Up Today

- **Financial perspective:** Especially in these uncertain times, how do we **invest our marketing dollar\$** to attract the kinds of clients who are **right** for our company?
- Sometimes it seems like marketing options are changing moment by moment! We're **INUNDATED** with SO MANY options (and questions).
- Do we continue to market the same way we always have OR venture into the latest marketing trend?
- What's the best way to reach out and "touch" our potential clients? What are they thinking?
- Can we put together a reasonable plan, and still maintain our core values?



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ABOUT Spencer Powell

- **Experience**
 - Entrepreneur for 12 years
 - Digital Marketing for 12 years
 - Generated over \$150M for his construction clients
- **Host: Builder Funnel Radio & Remodeler Stories**
(Amazing variety of guests!)
- **Speaker**
- **Author: The Remodeler Marketing Blueprint**
...create content that will transform the way you and your clients think about your marketing.
- **Active member:** Construction Consultants Mastermind
- **Husband + (diligent) Dad**
- **Fun Facts**
 - Comes from a long line of builders who've been in business for over 110 years (dating back to his great grandfather).
 - Reads 35-50 Books Each Year
 - Eaten at all 73 Chipotle restaurants in Colorado

ABOUT DIANE GILSON

- **Consultant, Trainer, Speaker, Author and Product Developer**
- **25+ Years Working with Business Owners & Accounting Staff to Help Develop Job-Cost & Management Accounting Systems**
- **Certifications and Awards:**
 - **2022 ProAdvisor of the Year**
 - **Top Niche Practice (Construction) ProAdvisor**
 - *9-year Top 100 ProAdvisor*
 - *Certified Advanced & Enterprise ProAdvisor*
 - *CPA background*
 - *Certified Internal Auditor background*
- **Extensive Accounting Background**
 - *16 years public accounting*
 - *13 years banking*
 - *Founder of Info Plus Accounting in 1994*



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PRESENTER SLIDES...



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Giveaway
result!

Builder Funnel – Q&A

- Would you give us a quick tour of your website and introduce your team?
- What kinds of clients do you work with?
- How are you different from other marketing or business services?
- What kinds of programs do you offer?
- How do you take on new clients?
- How long do your clients typically continue to work with your company?

Q & A



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Learn about Spencer's coaching, courses, and work at [BuilderFunnel.com](https://www.builderfunnel.com) (grade your website in 10 seconds!)

More Questions? Contact Builder Funnel at: <https://www.builderfunnel.com/contact>

To get your free book, be sure to send an email to SPowell@builderfunnel.com and mention that you watched this webinar (or the recording!)



See Job Cost & Various QuickBooks Resources (developed by Diane) at: [BuildYourNumbers.com](https://www.BuildYourNumbers.com)

- Our most popular product - Online Job-Cost Training for QuickBooks desktop: [CAMP – \(Construction Accounting & Management Program\)](#)
- Pre-built Construction Template for QuickBooks: [AccountingPRO](#)
- Find out what your Employees REALLY cost: [eCPA – Employee Labor Cost \(Burden\) Calculator](#)
- Accurate reports every month: [Month-End Closing Procedures](#)
- Free Self-Assessment: [Profitability Management Tools](#)
- We'll help you choose the best QuickBooks & Enterprise software...
- And much more...

For questions or conversation, contact the Info Plus Team at: 734-544-7620 (9-5 Eastern) OR Help@InfoPlusAcct.com



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