ACCOUNTANCY PRACTICE LAUNCH PROGRAMME · ACTIVATE YOUR WARM NETWORK

Warm-network activation kit

A contact-list template, a personal launch message, and a follow-up sequence so no warm lead slips.

01 Build your contact list

Write down everyone who knows you, or knows people you could help. Volume matters here.

Former colleagues and managers from previous roles.

Friends, family, and personal contacts who know small-business owners.

Small-business owners you already know.

Anyone in your target niche you have a connection to.

02 Write your launch message

One clear, personal message beats a vague announcement. Name who you help and ask for named introductions.

Your one line: "I have launched my practice, and I help [who] with [what]."

e.g. "I help e-commerce founders keep clean books and stay VAT-ready."

Your ask: "Who do you know that fits that description?"

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What you want back: a warm introduction, not just a name.

03 Follow-up sequence

Most replies come from the second or third touch, not the first. Do not let a warm lead go cold.

- [ ] Send the personal message to everyone on your list.
- [ ] Note who replied, who opened a door, and who went quiet.
- [ ] Follow up the quiet ones once, warmly, after a week or two.
- [ ] Thank anyone who makes an introduction, and tell them how it went.

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