BUSINESS ADVISORY LAUNCH PROGRAMME · BUILD THE ACCOUNTANT-REFERRAL ENGINE

Accountant partnership playbook

Who to target, the reciprocal pitch, the "who to refer me" one-liner, and a nurture cadence.

01 Who to target

Accountants whose clients fit your niche

Which of them do NOT have an in-house advisory arm? (those are partners)

02 The reciprocal pitch

What you send them (accounting/compliance work)

The one-line "who to send me" they can act on

03 The cadence

How often you meet or add value

The first client you can send them, to give first

PREFER THIS DONE FOR YOU?

Want the engine behind these referrals built?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us