



**2020 Group USA
2020 Canada**

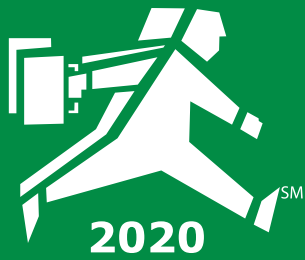
5768 Paradise Drive, 2nd Floor
Corte Madera, CA 94925
(800) 788-0190



2020 Group USA and 2020 Canada
Present

**Chris Frederiksen's
2010 Seminar Series
for Accountants**

DRIVING REVENUE



2010 is the year for driving revenue.
Here are four key initiatives:

1. Identify sources of revenue that have significant growth potential.
2. Offer your clients more services.
3. Get more new (and better) clients.
4. Build infrastructure to expand your practice efficiently and profitably.

COURSE OUTLINE

Introduction

- What do your clients really want?
- What does a perfect practice look like?
- Specialization opportunities – by industry, profession, product and services
- Designing a five-year growth plan

Expanding your existing services

- Which services are really in demand?
- Which services are easiest to expand?
- How to “productize” what you’re offering
- Best marketing strategies to fit your market

Offering new services

- What’s hot and what’s not?
- Comprehensive wealth management is a must
- Business advisory services that add value
- Benchmarking, KPI analysis and profit improvement
- Alliances and support options
- Selecting strategic partners to build competence

Efficiency = profitability

- Electronic workflow systems
- Cloud technology is here to stay
- Slashing the costs of telephony
- New ideas on document management
- Latest hardware and software update
- Security concerns and a legislative review

Using technology to drive revenue

- CRM and contact management database systems
- E-communication systems
- Web site development and SEO

Getting your marketing program right

- Specialization, focus and branding
- Establishing a direct marketing program
- Effective collateral materials
- Driving your referral network
- Getting everyone in the firm to “do it”
- Who’s going to make it happen? What are your support options?

Next Steps

- Working ON your practice
- Designing and implementing your action plan



***If everything seems under control,
you’re not going fast enough.***

– Mario Andretti



////// CHRIS FREDERIKSEN



Chris Frederiksen, CPA, is an internationally known consultant, author and seminar leader working exclusively within the accountancy profession. His experience includes partnership positions with two international accounting firms and building several practices.

During the last year, Chris has been honored as the recipient of the 2009 Everest Award for his lifetime contribution to the accounting profession and inducted into the "Accountants Hall of Fame" at the recent "Winning Is Everything" conference. In 2009, *Accounting Today* named him as one of the *Top 100 Most Influential People in the Accounting Profession*.

"I am passionate about this profession. There are tremendous opportunities right now for progressive firms to achieve greater growth and profitability. I'd like to show you what the best firms are doing."

////// A SELECTION OF 2009 TESTIMONIALS

All Unsolicited

Thanks for sharing your excellent leadership skills, your marketing techniques as well as your vision for the future of the profession. I attended your seminars... and, I get it! I have already put it into practice. I'm back to having fun again!

CPA, Clemson, SC

I just had to thank you for a great seminar. I have been a CPA for 28 years and this was the first seminar where I could not believe how fast the time went. You have inspired me to grow my practices to the next level. I am looking forward to being a member of the 2020 Group and watch my practices grow.

CPA, Pittsburgh, PA

Thanks for your invitation to your workshop. I received a great deal of information from my attendance. I also have already utilized products purchased from you to obtain three clients worth \$2,000 immediately and much more in the future. Thanks again.

CPA, Phoenix, AZ

It is good to see that you keep spreading the good word. I hope there is a new generation listening to you and heeding your strategic and timeless advice.

CPA, Boston, MA

The seminar was amazing and I learned so much valuable information. Thank you again!

Marketing Director, Scottsdale, AZ

////// ABOUT 2020 GROUP USA AND 2020 CANADA

2020 Group USA and 2020 Canada are membership organizations for progressive, independent accounting firms and will appeal to those firms interested in implementing best management practices and offering their clients value-added services.

Members receive a monthly Audio Series, bringing the best practices from around the world to you every month on CD. Leading consultants and practitioners share practical strategies and initiatives that you can implement immediately in your practice.

Members receive discounts on seminars, products and services and have access to 2020-affiliated firms throughout the world including the UK, Ireland, mainland Europe, Africa and Asia Pacific.

Members have access to an ever-growing library of resources, including monthly client mailings, direct mail campaigns, meeting agendas, checklists, client questionnaires, tax organizers and seminar presentations.



SEMINAR DATES AND LOCATIONS

Seminars run from 9:00 a.m. to 5:00 p.m.

July

14 - W Dallas, TX Doubletree Club Dallas-Farmers Branch
 22 - Th Irvine, CA Hilton Orange County Airport
 27 - T San Francisco, CA Galleria Park Hotel
 28 - W Vancouver, BC Hampton Inn & Suites Downtown
 29 - Th Seattle, WA Embassy Suites Bellevue

August

09 - M Atlanta, GA Hilton Garden Inn Atlanta Airport North
 13 - F Philadelphia, PA Hilton Philadelphia City Avenue
 17 - T Fairfield, NJ Hampton Inn & Suites
 19 - Th Boston, MA Doubletree Guest Suites Waltham
 24 - T Pittsburgh, PA Embassy Suites Pittsburgh International Airport
 25 - W Cincinnati, OH Hilton Cincinnati Airport
 26 - Th St. Louis, MO Hilton St. Louis Airport
 27 - F Minneapolis, MN Hilton Mall of America

September

14 - T Ottawa, ON Crown Plaza Hotel
 15 - W Toronto, ON Four Points Sheraton Toronto Airport West

October

26 - T Phoenix, AZ Hilton Garden Inn Airport North
 27 - W Salt Lake City, UT Hilton Garden Inn Downtown
 28 - Th Denver, CO Hilton Garden Inn Cherry Creek

November

02 - T Glendale, CA Embassy Suites
 03 - W San Jose, CA Pruneyard Plaza Hotel Campbell
 04 - Th Portland, OR Monarch Hotel Clackamas
 08 - M Long Island, NY Hilton Garden Inn Westbury
 10 - W Chicago, IL Doubletree Hotel O'Hare Rosemont
 12 - F Hamilton, ON Hamilton Convention Center
 19 - F Las Vegas, NV Platinum Hotel

December

01 - W Charlotte, NC Embassy Suites Charlotte
 02 - Th Orlando, FL Embassy Suites Orlando Downtown
 03 - F Arlington, VA Hilton Garden Inn Courthouse Plaza
 06 - M Houston, TX Hilton Post Oak

If you wait, all that happens is you get older.

— Mario Andretti



Frederiksen & Co. is registered with the National Association of State Boards of Accountancy as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have final authority on the acceptance of individual courses. Complaints regarding sponsors may be addressed to: NASBA, 150 Fourth Ave. N., Suite 700, Nashville, TN 37219-2417. Web site: www.nasba.org

REGISTRATION

Bring Your Partners and Team Members!

Location: _____

Date: _____

Name(s) of registrant(s): _____ Designations*: _____

Firm Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail (required): _____

Check (made payable to 2020 GROUP USA or 2020 CANADA)

Visa MasterCard American Express

Name of cardholder: _____

Credit card number: _____

Expiration date: _____

* CPA, EA, CA, CGA, CFP, PFS, CMA, etc.



Registration Fee (per person):

2020 Members

1st Registrant: \$149

2nd and 3rd Registrant(s): \$99

Additional Registrant(s): FREE

Total Amount Due \$ _____

Non-Members

1st Registrant: \$179

2nd and 3rd Registrant(s): \$119

Additional Registrant(s): FREE

Total Amount Due \$ _____

100% satisfaction guaranteed.

* Canadian taxes may apply to seminars in Canada and are not included in the stated fees.

Course Level: Advanced

Prerequisite/Advance Prep: 1 year exp.

Presented by: Christian Frederiksen, CPA

Delivery Method: Group Live

Recommended for 8 Hours CPE

To register you may:

- Call us toll-free at (800) 788-0190
- Fax this form to (415) 924-3105

- Visit our Web site at www.2020GroupUSA.com or www.2020Canada.ca

- Mail this form to:
 2020 GROUP USA
 5768 Paradise Drive
 Second Floor
 Corte Madera, CA 94925
 or
 2020 CANADA
 16-1375 Southdown Road
 Suite 135
 Mississauga, ON L5J 2Z1

- E-mail us at Seminars@2020GroupUSA.com or Info@2020Canada.ca

A \$50 cancellation fee will be charged if you cancel less than seven days prior to seminar date.