

# INTERVIEW VALET

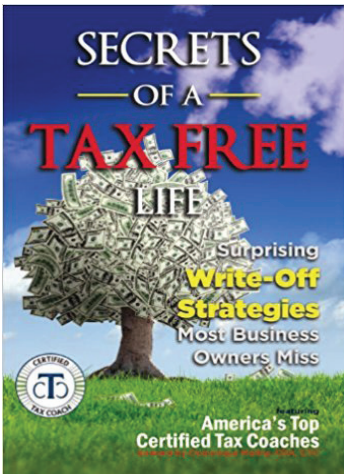
## CRAIG CODY

C.P.A. / *The Secrets of a Tax Free Life*

Craig Cody is Certified Tax Coach, Certified Public Accountant, Business Owner and former New York City Police Officer. In 2016 he turned to leveraging targeted podcast interviews to gain new clients beyond his geographical region. His focus included tax planning, tax preparation, and part time virtual CFO Services.

## GOAL

Craig wanted to build a list of potential clients. Services include tax reviews, tax preparation, tax strategy coaching and virtual part time CFO services. He knew he could grow his brand beyond the usual neighborhood clients of CPAs.



## RESULTS

In his initial push, Craig's main offer on the podcast interviews to move people from being a passive listener to active visitor was a free copy of the book he co-authored called *The Secrets of a Tax Free Life*.

Those opt-ins became leads, of which 8% scheduled the ultimate offer of a sales call.

28% of those calls became paying clients. Those include tax reviews, tax preparation, tax strategy coaching and virtual part time CFO services.

In the first year, Craig saw a 600% return on investment. Over 18 months, that figure grew to 900%. Within 24 months, Craig's ROI doubled to 1200%.



*What's amazing is I get opt-ins and leads from 'way back' over a year ago. Podcast interview marketing is an ever-green investment.*

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