

START GROW SCALE



A smiling woman with dark hair tied in a bun, wearing a light green sleeveless top, sits at a desk in a bright office. The background is softly blurred, showing office equipment and a window. The text 'LAYING THE RIGHT FOUNDATION FOR YOUR TAX BUSINESS' is overlaid in a dark blue, sans-serif font.

LAYING
THE RIGHT
FOUNDATION
FOR YOUR
TAX BUSINESS

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START STRONG

LAYING THE RIGHT FOUNDATION FOR YOUR TAX BUSINESS

Starting your tax business isn't just about knowing how to prepare returns—it's about setting up the right structure, getting the correct registrations, and ensuring you're equipped with the tools and knowledge to succeed.

At **Swift Financial Partners**, we've helped hundreds of aspiring tax professionals go from idea to income. And it all begins here, with the **foundation**.

THREE FOUNDATIONAL KEYS TO STARTING YOUR TAX BUSINESS

CLARITY

Before you file any paperwork, get clear on your business goals:

- Will you work solo or hire others?
- Will you operate virtually, in person, or both?
- Do you plan to offer services year-round?

Having a vision helps you make better decisions from day one.

COMPLIANCE

The IRS has specific rules and tools for tax preparers. Not understanding them could delay your launch or cause costly mistakes.

We'll show you exactly how to stay in compliance while making it simple.

CONFIDENCE

Starting out can feel overwhelming, but the good news? ***You're not alone.***

We provide year-round support, step-by-step guidance, and all the tools you need to confidently ***start, grow, and scale.***



IRS REQUIREMENTS MADE SIMPLE

THE THREE THINGS EVERY NEW TAX PREPARER MUST HAVE

Let's remove the confusion. Here are the three essential IRS credentials you'll need—and how to get them without the guesswork.

EMPLOYER IDENTIFICATION NUMBER (EIN)

Even if you're a sole proprietor, you'll want an EIN. It's free, quick, and separates your personal identity from your business.

Pro Tip: Use your legal name and correct mailing address to avoid delays.

Apply Here: irs.gov/businesses

PREPARER TAX IDENTIFICATION NUMBER (PTIN)

Required for anyone who is paid to prepare or assist in preparing federal tax returns.

Apply or Renew Here: rpr.irs.gov

Cost: \$30.75/year (subject to change)

You'll use your PTIN on every return you prepare—it's how the IRS knows you're authorized.

ELECTRONIC FILING IDENTIFICATION NUMBER (EFIN)

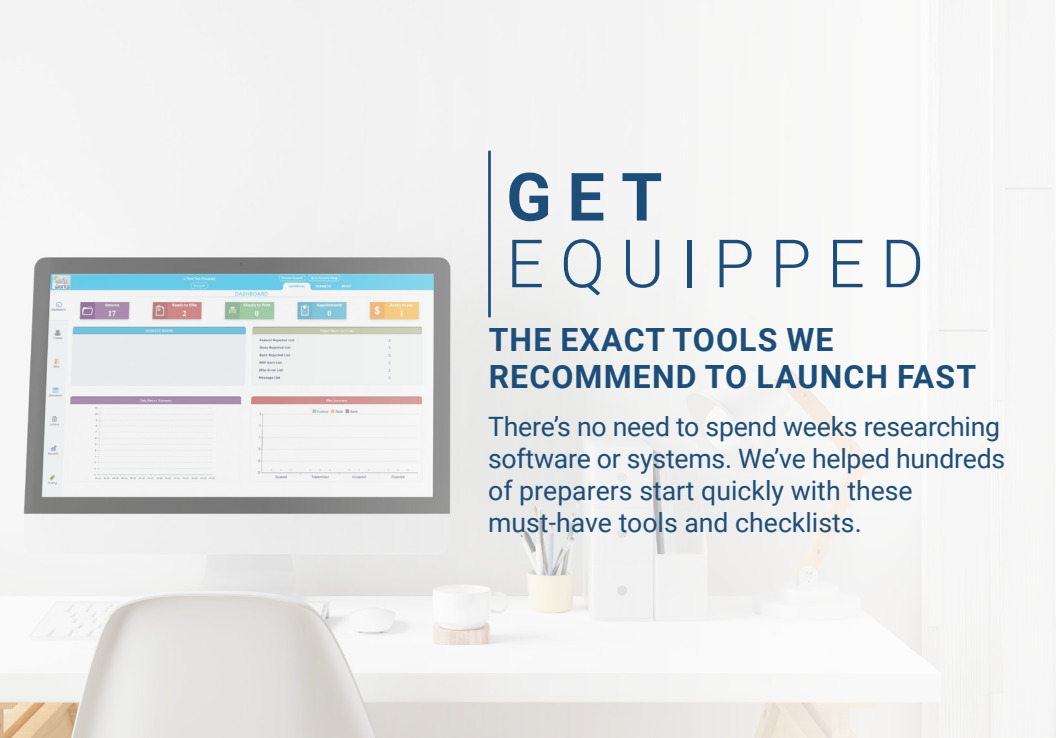
This one takes the most time—but it's critical if you plan to file returns electronically (which you should).

Steps to apply:

- Create an IRS e-Services Account
- Submit your EFIN Application
- Pass a background check and fingerprinting

Timeline:

Typically 4–6 weeks. *Plan early*



GET EQUIPPED

THE EXACT TOOLS WE RECOMMEND TO LAUNCH FAST

There's no need to spend weeks researching software or systems. We've helped hundreds of preparers start quickly with these must-have tools and checklists.

ESSENTIAL TOOLS CHECKLIST:

TAX SOFTWARE

Choose IRS-compliant software with:

- Bank product integration
- E-filing capabilities
- State return support
- Easy user interface

We recommend **SFPWorks**—our all-in-one software built for beginners and seasoned pros alike.

SECURE DOCUMENT STORAGE

You'll need to store client documents securely. Options include:

- Google Workspace (with 2FA enabled)
- Dropbox Business
- OneDrive for Business

BUSINESS EMAIL/PHONE LINE

Keep things professional.

- Google Workspace for custom domain email
- Grasshopper or Google Voice for a dedicated business number

E-SIGNATURE SOFTWARE

Use tools like:

- SignNow
- DocuSign
- Tax software with built-in e-signing

SOFTWARE SETUP CHECKLIST

BEFORE SERVING CLIENTS, MAKE SURE YOU'VE:

- ✓ Logged into your software and set up your firm info
- ✓ Added your **EFIN** and **PTIN**
- ✓ Linked your bank product provider (if using one)
- ✓ Uploaded your logo and branded templates
- ✓ Tested a sample return



BONUS TIP

Want to speed things up?
Schedule a free 15-minute
software walkthrough with
one of our onboarding experts.

Let us help you lay the right
foundation. When you start with
clarity, compliance, and the right
tools—*success isn't far behind.*





GROWTH THAT STICKS

FROM EXTRA INCOME TO 100+ CLIENTS

**You've got your foundation set.
Now it's time to grow.**

But growing your tax business isn't just about advertising—it's about earning trust, delivering value, and building a brand clients want to return to year after year.

At Swift Financial Partners, we've seen solo preparers scale to 6-figure businesses. And while each path is unique, the common thread is this: they took intentional steps to grow with purpose.

HERE'S HOW YOU CAN TOO!



GET VISIBLE WITH SMART MARKETING

YOU DON'T NEED A MASSIVE BUDGET,
YOU JUST NEED THE RIGHT MESSAGE
IN FRONT OF THE RIGHT PEOPLE.

ONLINE STRATEGIES THAT DRIVE LEADS

Facebook Groups: Post helpful tax tips in local community and entrepreneur groups (without sounding spammy).

Instagram Reels & Stories: Show your personality! Break down common myths ("You don't get a bigger refund just because you have kids") or walk through simple tax tips.

Google Business Profile: FREE traffic. Post weekly and ask every happy client to leave a review.

OFFLINE STRATEGIES THAT STILL WORK

Referral Cards: Give 2 cards to every client—one for them, one to refer a friend (offer \$25 off for each successful referral).

Pop-up Booths: Set up at local barber-shops, salons, or church events.

Door-to-Door Drops: Leave flyers at apartment complexes, laundromats, and grocery stores—places working families frequent.

Community Networking: Attend local Chamber of Commerce mixers or small business events.

TURN FIRST-TIMERS INTO LIFERS

HOW TO BUILD TRUST AND LOYALTY EARLY

COMMUNICATE LIKE A PRO

- Send appointment confirmations and reminders
- Offer checklists before their tax prep session
- Follow up when returns are accepted, not just filed

Use automation tools (like the ones in SwiftFP software) to streamline this without extra stress.

EDUCATE TO BUILD TRUST

Clients are often confused or overwhelmed. A preparer who explains things stands out.

- Show them how their refund or balance due was calculated
- Offer quick tips for next year (like tracking mileage or organizing receipts)
- Explain what they can do to avoid issues with the IRS

GO BEYOND THE RETURN

Your long-term value is more than just doing taxes.

- Offer year-round access for questions
- Create a simple email list with helpful tips throughout the year
- Reach out mid-year with tax-saving ideas or reminders



SWIFTFP STRATEGY

Surprise them with a simple thank-you card, a magnet, or a personalized email after tax season ends. Small touches = big loyalty.

CONFIDENCE IN EVERY RETURN

HANDLING YOUR FIRST 100 RETURNS LIKE A PRO

You don't need to know everything to serve your first 100 clients—you just need a process that works.



SYSTEMIZE YOUR WORKFLOW

Here's what a winning return process looks like:

- Client books appointment or uploads docs
- You review and send checklist if needed
- Prep return, double-check entries
- Walk client through summary
- Collect payment and e-file
- Send confirmation + organize digital copy for recordkeeping

STAY CALM UNDER PRESSURE

- Create a daily return limit—e.g., no more than 5 returns/day to avoid burnout.
- If unsure on a complex return, hit pause. Let the client know you'll verify and follow up.
- Use IRS support and software knowledge bases as backup.

LOOK THE PART

Professionalism builds confidence—especially when you're new.

- Clean email signature and branded templates
- Use a client portal, not texting back and forth
- Dress the part (even for virtual meetings)

SYSTEMS MAKE YOU SCALABLE

AUTOMATE ONBOARDING AND CLIENT MANAGEMENT LIKE A PRO

Scaling doesn't mean working harder—it means working smarter. And that starts with building systems that remove YOU as the bottleneck in your business.

When clients can onboard themselves, schedule with ease, and get updates without you manually doing the work, that's when your business becomes scalable.

HERE'S A BASIC TECH STACK WE RECOMMEND AT SWIFTFP TO GET YOU RUNNING ON AUTOPILOT



ONLINE SCHEDULING

Use tools like **Calendly** or **Acuity** to let clients book and reschedule on their own. No more back-and-forth texts.

AUTOMATED ONBOARDING

Trigger a welcome sequence when a client books, including:

- A thank-you email with a checklist of what they need
- A secure link to upload documents
- A branded intake form (Google Forms, JotForm, or Cognito Forms)

CLIENT MANAGEMENT

Track all client details in one place—status of returns, payment info, notes, and follow-up reminders.

Tools: HubSpot, Notion, Trello, or your SwiftFP software

TEMPLATES TO SAVE YOU TIME

Email Templates: Intake request, return ready, refund update

SMS Reminders: Hi [Client Name], just a reminder your tax appointment is tomorrow at 2PM.

Folder Naming Convention:
[LastName]_[Year]_TaxDocs

PRO INSIGHT: BUILD ONCE. REUSE FOREVER.

GROWING BEYOND YOURSELF

HOW TO HIRE YOUR FIRST ASSISTANT THE SMART WAY

KNOW WHAT TO DELEGATE

You shouldn't be spending time on:

- Chasing missing docs
- Sending basic updates
- Manually entering client info
- Scheduling or follow-up emails

Instead, create a list titled:

Tasks Only I Can Do vs Tasks Someone Else Can Handle

WHERE TO FIND YOUR FIRST HIRE

- Online Job Boards: Upwork, OnlineJobs.ph, Indeed
- Referrals: Ask in tax pro communities or business groups
- Local Talent: College interns, admin assistants, family members

Pro Tip:

Start with a simple project or 10-hour/week trial to test fit.

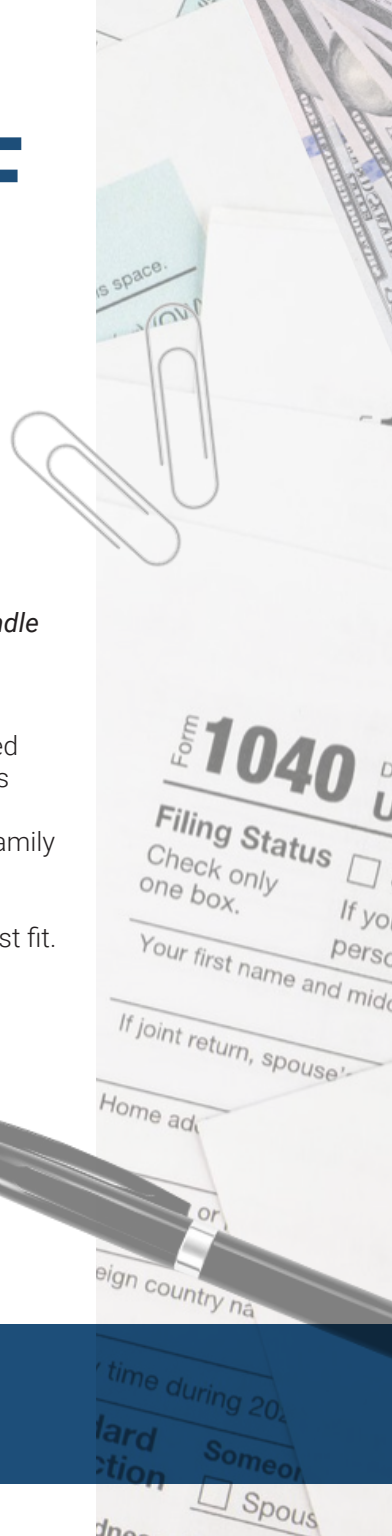
TRAIN THEM ONCE, SCALE FOREVER

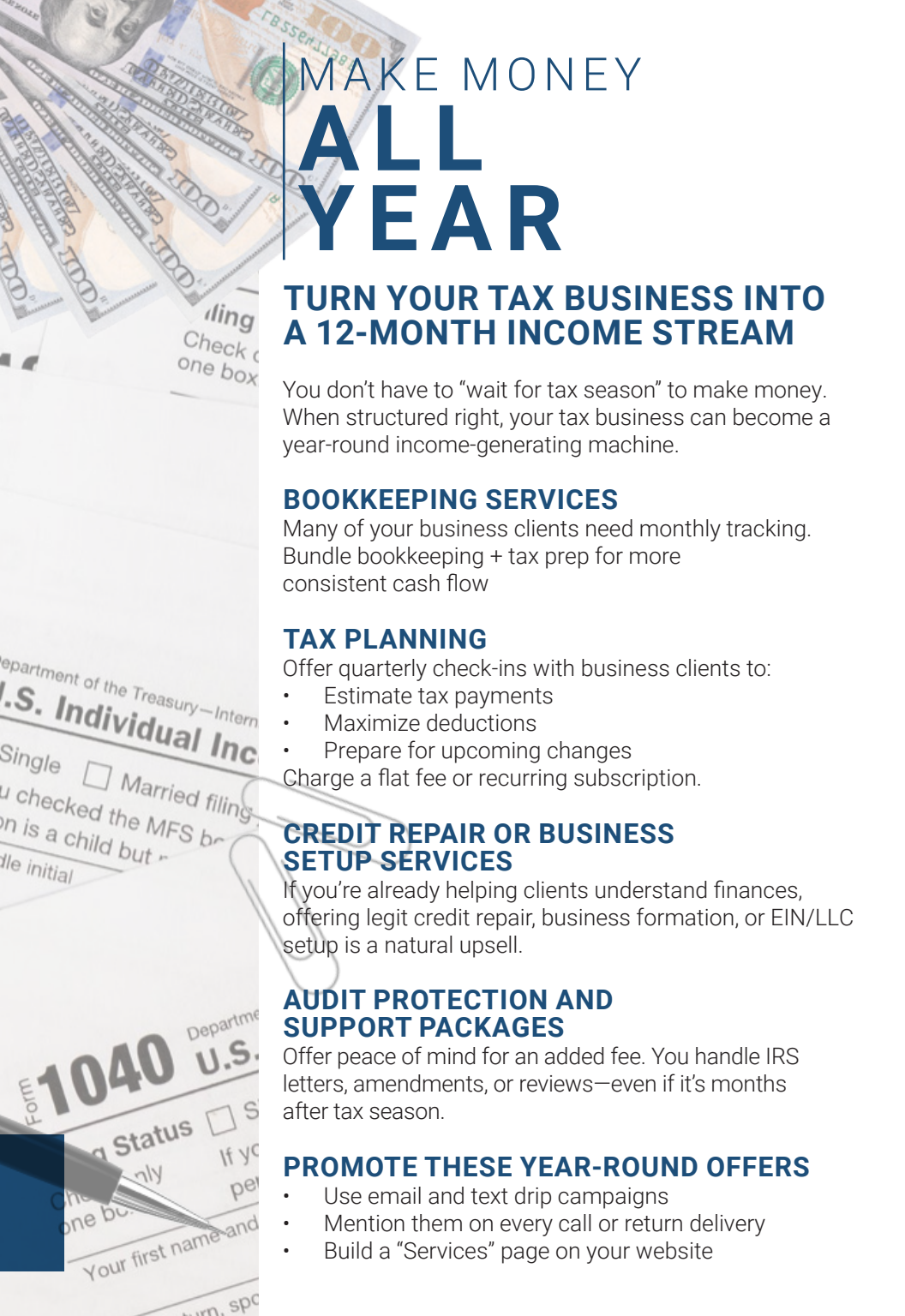
Use Loom or Zoom to record short videos walking through:

- How to check a client's status
- How to update your CRM
- How to send a secure link

Then save those recordings in a Google Drive folder labeled Training Hub.

**YOU DON'T SCALE BY ADDING MORE
WORK—YOU SCALE BY REMOVING
YOURSELF FROM THE WORK.**





MAKE MONEY ALL YEAR

TURN YOUR TAX BUSINESS INTO A 12-MONTH INCOME STREAM

You don't have to "wait for tax season" to make money. When structured right, your tax business can become a year-round income-generating machine.

BOOKKEEPING SERVICES

Many of your business clients need monthly tracking. Bundle bookkeeping + tax prep for more consistent cash flow

TAX PLANNING

Offer quarterly check-ins with business clients to:

- Estimate tax payments
- Maximize deductions
- Prepare for upcoming changes

Charge a flat fee or recurring subscription.

CREDIT REPAIR OR BUSINESS SETUP SERVICES

If you're already helping clients understand finances, offering legit credit repair, business formation, or EIN/LLC setup is a natural upsell.

AUDIT PROTECTION AND SUPPORT PACKAGES

Offer peace of mind for an added fee. You handle IRS letters, amendments, or reviews—even if it's months after tax season.

PROMOTE THESE YEAR-ROUND OFFERS

- Use email and text drip campaigns
- Mention them on every call or return delivery
- Build a "Services" page on your website

Scaling your tax business means you stop running it like a job and start treating it like an asset.

Build your systems, delegate like a leader, and create income that keeps flowing—no matter what month it is.

We're here to help you scale every step of the way.

SWIFTFP.COM 888.550.6119 SALES@SWIFTFP.COM