

🌐 How an Indian CA Can Acquire Foreign Clients

1. ✔ Choose Your Niche and Countries

- Focus on 1–2 countries first (like **USA, UK, Australia, Canada, or UAE**).
 - Choose a **service niche** like:
 - Bookkeeping
 - Tax preparation (with a CPA tie-up)
 - Virtual CFO
 - E-commerce accounting (Amazon, Shopify)
 - Real estate or medical accounting
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2. 🛠 Master Foreign Accounting Tools

- Learn cloud-based software:
 - **QuickBooks Online (QBO)**
 - **Xero**
 - **Zoho Books**
 - **Wave, FreshBooks**
 - Get certified in at least QuickBooks and Xero.
 - Understand **VAT, Sales Tax, Payroll, and Tax norms** of the target country.
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3. 📁 Build a Strong Personal Brand on LinkedIn

- Optimize your LinkedIn profile:
 - Clear headline (e.g., *Helping US/UK firms with remote bookkeeping & tax support*)
 - Results-focused summary
 - Showcase certifications, testimonials, and client results
 - Post content:
 - Case studies, client problems, and tips
 - Short videos or carousel posts showing accounting hacks
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4. 💬 Use LinkedIn DMs & Email Outreach

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- Use **LinkedIn Sales Navigator** to find:
 - Small business owners
 - CPA firms
 - E-commerce founders
- Send personalized connection requests.
- Follow up with messages like:

“Hi [Name], I specialize in helping [industry] businesses in [country] manage bookkeeping remotely. Can I send over a short proposal?”

- **Cold Emails:** Target CPAs, CFOs, or business owners with a problem-solving subject line.
 - Tools: Apollo.io, Instantly, Mailrush, GMass

5. 🌐 Create a Website or Landing Page

- Simple, professional site with:
 - Services offered
 - Testimonials or case studies
 - Booking calendar (Calendly or Zoho Bookings)
 - Blog section with SEO-focused posts

6. 🤝 Tie-Up with CPAs or Accounting Firms

- Partner with CPA firms in the US or UK for backend work.
- Offer white-label services or subcontracted support.
- List your services on directories like:
 - Upwork, PeoplePerHour
 - Clutch.co, GoodFirms
 - CPA-focused forums and Facebook groups

7. 🔊 Run Paid Ads (Optional)

- Run **LinkedIn or Google Ads** targeting:
 - Keywords like “outsource bookkeeping USA”
 - Business owners in specific geographies
 - Focus on **conversion-oriented landing pages**
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8. 📞 Attend Online Networking Events & Webinars

- Join global virtual events via:
 - Eventbrite, Meetup
 - Accounting communities (e.g., QuickBooks Connect)
 - Speak at webinars or join as a panelist
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9. 🔄 Ask for Referrals & Testimonials

- After 1–2 successful clients, ask for:
 - Written testimonials
 - Video reviews
 - Referrals in their network or industry
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💡 Example Pitch Line:

“Hi, I’m CA Siddharth Jain from India. I help small businesses in the US/UK manage their books, payroll, and taxes cost-effectively using tools like QuickBooks and Xero. Want to explore how I can help your firm?”

VISIT : [SJMENTORSHIP.COM](https://sjmentorship.com) for more information

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