

TAX BRANDING ACADEMY / FREE FIELD GUIDE

How To Build My Tax Brand & Business Infrastructure.

A free practical course and field guide. Beginner, intermediate and advanced lessons for founders who want a brand they can operate.

12 Lessons

Practical Worksheets

90 Day Plan



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The Business Behind The Brand

Our communities deserve clear communication, useful technology and businesses that can keep their promises. This guide helps you make informed decisions about the public experience and the systems behind it.

[Open the learning route ↗](#)

[Start the free course ↗](#)

START HERE

The Business Behind The Brand.

Our communities deserve clear communication, useful technology and businesses that can keep their promises. This guide helps you make informed decisions about the public experience and the systems behind it.

How To Use This Guide

Work through one lesson at a time. Create the worksheet or decision described in the exercise. Compare it with the review prompt. Keep your results in a business planning folder; do not put passwords or taxpayer records into these worksheets.

What This Course Is And Is Not

This is original business branding education. It does not award a tax preparation credential, replace provider training or substitute for legal, tax or cybersecurity advice. We focus on risks created by conduct, contracts and weak controls; race is not a cause of misconduct.

**Al Alexander**Founder & Creative Director
Tax Branding Pro

YOUR LEARNING ROUTE

Twelve Lessons. One Stronger Business.

BEGINNER

01 Choose Who You Want To Reach

02 Build An Offer People Understand

03 Plan Your Brand Image Library

04 Map The Journey After The Click

INTERMEDIATE

05 Create A Useful Content Rhythm

06 Review What Is Working

07 Own The Accounts. Contract The Work.

08 Run A Creative Office, Not A Message Pile.

ADVANCED

09 Protect Trust Before You Scale.

10 Build A Course People Can Finish.

11 Grow A Network Without Losing Quality.

12 Build For The Next Season Of Digital Business.

[Open the worksheets ↗](#)

BEGINNER / LESSON 01

Choose Who You Want To Reach

A stronger brand begins with a specific person and a specific need.

Start With One Audience

A tax preparer serving first-time business owners needs a different message from a bureau recruiting experienced EROs. Write down who your primary offer serves, what they are trying to do and what makes the next step difficult.

Describe The Value In Plain Language

Replace broad phrases such as “solutions for success” with a concrete description. For example: “A mobile website that explains your tax services and helps prospective clients request an appointment.” The visitor should not need industry knowledge to understand the offer.

Keep The Brand Promise Within Your Control

Promise the process and deliverables you can provide. You can commit to a clear intake process or a defined website scope. You cannot guarantee a tax refund, customer revenue or a specific number of new clients.

Put It To Work

Write: “We help [specific audience] with [specific need] through [actual service].” Read it to someone outside your business. Ask them to explain what you do.

CHECK YOUR WORK

Your work should name a specific audience, a concrete deliverable and a next action that another person could follow.

BEGINNER / LESSON 02

Build An Offer People Understand

Make it easy to see who the offer is for, what is included and what happens next.

Separate The Outcome From The Deliverables

The outcome explains why the work matters. The deliverables explain what is purchased. A stronger online presence is an outcome; a five-page website, contact form and owner training are deliverables. Put both on the page.

Draw The Scope Boundary

List quantities, review rounds, required client materials and anything billed separately. If photography is included, specify the shoot duration, location and image count. If it is not included, do not let sample imagery imply otherwise.

Choose One Primary Action

A visitor should know whether to buy, apply, book or request a proposal. Use the same primary action throughout the offer page. Explain any approval step before payment or activation.

Put It To Work

Draft an offer card with five lines: Who It Is For, What Is Included, What You Need To Provide, Price And Fees, and What Happens Next.

CHECK YOUR WORK

Your work should name a specific audience, a concrete deliverable and a next action that another person could follow.

BEGINNER / LESSON 03

Plan Your Brand Image Library

Good brand photography serves a purpose beyond looking polished.

Start With Where Images Will Be Used

Plan website hero images, square profile portraits, vertical social crops and photographs with space for headlines. A useful shot list covers the actual layouts you need.

Show The Real Work

Capture portraits, team interactions, workspace details and staged demonstrations using fictitious records. Keep real taxpayer documents, login screens and personal information out of the frame.

Confirm Usage And Delivery

Before a shoot, agree on retouching, image quantities, usage rights, turnaround and file formats. Keep the original files and the approved web versions organized by use.

Put It To Work

Create a shot list of eight images. Beside each one, name the exact website section, social format or campaign where it will be used.

CHECK YOUR WORK

Your work should name a specific audience, a concrete deliverable and a next action that another person could follow.

BEGINNER / LESSON 04

Map The Journey After The Click

A useful website connects the promise to a clear customer experience.

Walk Through The Whole Path

Follow a visitor from a social post to the landing page, form or checkout, confirmation and next step. Look for moments when the person might wonder whether anything happened.

Make Approval Steps Visible

If payment needs manual verification, show that the order is awaiting review. If software requires provisioning, explain who provides access and how the customer will be notified. Avoid presenting a submitted order as completed service.

Give People A Place To Return

Use an account or client desk for appropriate order information and next steps. Keep sensitive documents in a system designed for them, and only expose records to the authorized account.

Put It To Work

Draw six boxes: Discovery, Offer, Action, Confirmation, Delivery and Support. Write one sentence in each box explaining what the customer sees.

CHECK YOUR WORK

Your work should name a specific audience, a concrete deliverable and a next action that another person could follow.

INTERMEDIATE / LESSON 05

Create A Useful Content Rhythm

Consistent content starts with a few repeatable ideas—not daily improvisation.

Choose Three Content Pillars

For a tax office, useful pillars might be preparation checklists, explanations of your service process and introductions to the team. For an educator, they may be short lessons, program walkthroughs and answers to enrollment questions.

Give Each Post One Job

A post can explain, reassure, invite or demonstrate. Avoid asking one graphic to announce an event, sell software, recruit a team and teach a tax topic at the same time.

Plan The Production And Review

Batch ideas, scripts and graphics. Decide who checks factual claims and who approves publishing. Use current authoritative sources for tax information, and date content that may change.

Put It To Work

Plan six posts: two useful explanations, two process walkthroughs, one founder story and one clear invitation. Assign a single next step to each.

CHECK YOUR WORK

Your work should name a specific audience, a concrete deliverable and a next action that another person could follow.

INTERMEDIATE / LESSON 06

Review What Is Working

Measure the customer journey with evidence you can actually use.

Start With The Right Questions

Can visitors understand the offer? Do forms work? Do customers reach the next step? These questions are more useful at launch than celebrating raw page views.

Track A Small Set Of Signals

Review qualified inquiries, completed purchases, form abandonment when measurable and common support questions. Keep the time period and definition consistent so comparisons are meaningful.

Improve One Thing At A Time

If visitors ask the same scope question, clarify the offer page. If onboarding stalls, simplify that step. Record what changed and compare the next period without assuming the change caused every result.

Put It To Work

Choose three metrics for the next 30 days. Write the source, the person responsible for review and the action you would take if the result is weak.

CHECK YOUR WORK

Your work should name a specific audience, a concrete deliverable and a next action that another person could follow.

INTERMEDIATE / LESSON 07

Own The Accounts. Contract The Work.

A beautiful website is only an asset when access, responsibilities and handoff are clear.

The Ownership Map

Create an inventory of your domain registrar, hosting, website administrator, email, booking, payment processor, analytics and social accounts. Record the business owner, recovery method, renewal date and delegated users. Keep passwords in a business password manager, not in this worksheet. Your agency needs named access appropriate to its task; it does not need to become the owner of every account.

A Scope You Can Verify

A useful agreement lists pages, functions, supplied materials, revision rounds, milestones, acceptance criteria, price and recurring costs. "A professional website" is not enough. Write a testable sentence: a new visitor can read the offer, submit a non-sensitive inquiry and see a confirmation. Ask who fixes defects and what counts as new work.

Plan The Exit Before The Entrance

Ask how you receive editable assets, content exports and administrator access. Identify which fonts, photos and plugins have separate licenses. Agree on an offboarding process and transfer assistance. Never promise ownership of a third-party platform or vendor code that neither party owns.

Put It To Work

Build an account inventory with seven rows. Then write five acceptance tests for your next agency contract.

CHECK YOUR WORK

A strong answer names the owner and recovery path for every critical account and describes observable customer actions, not subjective promises.

INTERMEDIATE / LESSON 08

Run A Creative Office, Not A Message Pile.

Give requests, approvals and customer work a home.

One Request, One Record

Use a project record containing the objective, audience, deliverables, deadline, decision maker and links to approved assets. Keep sensitive tax records in the tax practice's approved secure system, separate from marketing intake. Email and text may alert people; they should not be the only place the brief exists.

The Approval Rhythm

Assign one person to consolidate feedback. Use stages: brief received, scope confirmed, scheduled, draft ready, revision, approved, delivered. A missed approval moves the schedule visibly. Record which version was approved and by whom. An agency should be able to show this trail without asking you to search your messages.

A Working Weekly Review

Spend twenty minutes each week checking overdue decisions, live-page accuracy, failed forms, new inquiries and upcoming promotions. Keep a separate change backlog so every new idea does not interrupt work already in production. Your brand becomes reliable through repetition.

Put It To Work

Create a project board with the seven stages above. Assign a decision maker and a next action to your first three jobs.

CHECK YOUR WORK

Every active job should have one owner, one current stage and one dated next action.

ADVANCED / LESSON 09

Protect Trust Before You Scale.

The brand promise includes how you handle information and claims.

Security Is A Business Responsibility

Tax preparation firms are among the businesses covered by the FTC Safeguards Rule. The IRS provides guidance for a written information security plan. Have a qualified professional help determine and implement your obligations. A website template or branding course is not a security program.

Separate The Front Door From The File Room

A marketing form can ask for a name, contact method and service interest. Route taxpayer documents through an approved secure workflow with appropriate access controls. Review who can access information, how incidents are reported and what happens when a staff member leaves. Do not put taxpayer data into an unapproved AI or marketing tool.

Know The Difference Between Error And Misconduct

Poor records, weak review and misleading promises can create complaints and disputes. Deliberate false statements or fabricated tax-return entries can expose preparers to criminal consequences; the IRS also identifies civil preparer penalties. These are conduct and control issues, not characteristics of a racial group. Ethical marketing cannot repair dishonest preparation.

Put It To Work

List the data each public form collects. Remove unnecessary sensitive fields and identify the approved secure destination for documents. Assign a security-plan owner.

CHECK YOUR WORK

A strong answer separates marketing contacts from taxpayer files and names the person responsible for reviewing security with qualified support.

ADVANCED / LESSON 10

Build A Course People Can Finish.

Turn knowledge into a sequence of useful decisions and completed tasks.

Start With The Learner's Job

Choose one measurable outcome: the learner can create a brand brief, rather than the learner understands success. Divide that job into small lessons. Each lesson needs an explanation, an example, a task and a way to check the result. Separate introductory business education from credentials or regulated professional training.

Connect Purchase To Access

Map the sale, payment verification, account, welcome message, lesson access and support route. Decide what happens if payment is pending or enrollment requires review. Test with a new learner account. Keep official provider training on its approved platform unless your license expressly permits redistribution.

Teach And Improve

Track completion and recurring questions, then improve the confusing lesson. A learner who cannot find the first lesson needs navigation help, not more motivational content. Use honest course descriptions and obtain permission for learner testimonials.

Put It To Work

Design a three-lesson mini-course. For each lesson write its task, example and evidence of completion. Draw the purchase-to-first-lesson journey.

CHECK YOUR WORK

The journey identifies access timing, support and a practical outcome for each lesson; it does not imply unearned certification.

ADVANCED / LESSON 11

Grow A Network Without Losing Quality.

White-label delivery needs defined roles as much as good creative work.

Write The Partner Model

Identify the seller of record, service provider, customer support owner and approval authority. State what may carry the partner's brand and what must identify the provider. Document wholesale scope, retail freedom, payment timing, intellectual property, privacy and termination with appropriate counsel. A public price comparison is not proof of another company's margin.

Protect The Unit Economics

Use a planning model: collected project revenue minus delivery labor, contractor costs, allocated tools, payment fees and expected revision/support time. A hypothetical \$1,500 retail sale of a \$1,000 fulfillment package leaves \$500 before the reseller's own costs and taxes, not \$500 guaranteed profit. Define capacity before taking a network-wide order.

Pilot Before Rollout

Start with a small agreed pilot. Measure brief completeness, turnaround, rework and client questions. Use shared templates without flattening each founder's identity. Escalate exceptions to a named decision maker, and do not promise a service bureau's software rights that your agency does not control.

Put It To Work

Prepare a one-page partner operating sheet covering seller, provider, approvals, support, turnaround and exceptions. Calculate contribution on one sample project.

CHECK YOUR WORK

A complete plan separates gross markup from profit and clearly assigns responsibility for customer problems.

ADVANCED / LESSON 12

Build For The Next Season Of Digital Business.

Adopt useful technology without surrendering judgment or ownership.

Our View Of The Opportunity

We expect clearer mobile journeys, secure self-service, useful education and credible founder communication to remain valuable. That is our strategic view, not a revenue forecast. Choose tools for customer needs and measurable workflow improvements rather than novelty.

Use AI With A Review Gate

AI can help draft an outline or organize non-sensitive campaign ideas. A responsible person still verifies factual claims, permissions, accessibility and the final customer experience. Keep confidential taxpayer information out of tools that are not approved for that use. Generated photos should not be used as evidence of events or results that never happened.

Your Ninety-Day Operating Plan

Days 1–30: audit ownership, offers and customer friction. Days 31–60: launch one focused journey and train the people who manage it. Days 61–90: review qualified inquiries, completed bookings, payment status and delivery capacity. Improve the weakest step before buying more traffic. Keep a monthly budget for platform costs and planned maintenance.

Put It To Work

Write your ninety-day plan with one owner, one deliverable and one success measure per month. Choose the first bottleneck to fix.

CHECK YOUR WORK

A useful plan names an observable result and a responsible person, rather than promising unlimited growth.

WORKSHEETS / YOUR OPERATING PLAN

Account Inventory. Make The Work Visible.

Keep these worksheets in your business planning folder. Do not record passwords or taxpayer information.

System

Business Owner

Recovery Contact

Renewal Date

Delegated Access

Exit Plan

Use a separate sheet for each system in your account inventory.

[Return to the learning route ↗](#)

WORKSHEETS / YOUR OPERATING PLAN

Offer Brief. Make The Work Visible.

Keep these worksheets in your business planning folder. Do not record passwords or taxpayer information.

Audience

Problem

Deliverables

Exclusions

Price

Primary Action

Confirmation

Support

[Return to the learning route ↗](#)

WORKSHEETS / YOUR OPERATING PLAN

Agency Review. Make The Work Visible.

Keep these worksheets in your business planning folder. Do not record passwords or taxpayer information.

Written Scope

Proof Of Work

Ownership

Revision Rounds

Acceptance Tests

Recurring Costs

Handoff

[Return to the learning route ↗](#)

WORKSHEETS / YOUR OPERATING PLAN

Ninety-Day Plan. Make The Work Visible.

Keep these worksheets in your business planning folder. Do not record passwords or taxpayer information.

Days 1 to 30

Month | Owner | Deliverable | Customer Action To Improve | Evidence | Review Date

Days 31 to 60

Month | Owner | Deliverable | Customer Action To Improve | Evidence | Review Date

Days 61 to 90

Month | Owner | Deliverable | Customer Action To Improve | Evidence | Review Date

[Return to the learning route](#) ➔

REFERENCES & YOUR NEXT STEP

Keep Learning. Keep Ownership.

Read these primary sources with your qualified advisors. The course does not reproduce a complete legal or security standard.

IRS: Protect Your Clients; Protect Yourself ↗

<https://www.irs.gov/tax-professionals/protect-your-clients-protect-yourself>

FTC: Safeguards Rule - What Your Business Needs To Know ↗

<https://www.ftc.gov/business-guidance/resources/ftc-safeguards-rule-what-your-business-needs-know>

IRS: Tax Preparer Penalties ↗

<https://www.irs.gov/payments/tax-preparer-penalties>

When You Want Help Implementing

Use this guide to evaluate any agency, including us. Tax Branding Pro offers a \$500 Landing Page Launch for one defined offer and one checkout or scheduling journey. Broader branding, learning platforms and ongoing management are separately scoped. Read the product details and service terms before purchasing.

Explore the \$500 Landing Page Launch ↗

Read service terms ↗

Continue the free course ↗