The Incremental Growth Method is one of the most effective motivational tactics I have used to encourage students to take the CPA exam because it puts real world results into perspective for students.

There are 3 crucial steps in the Incremental Growth Method:

**Step #1: Real Results**

Show real results of what happened to a specific person after passing the CPA exam, avoid vague benefits. Be specific and use real life examples if possible.

**Step #2: Emotional Connection**

Ensure there is an emotional connection between the student and the results that you show.

**Step #3: The Big Reveal**

Reveal how passing the CPA exam can skyrocket their career and salary via promotions, jumping positions or even career paths.

**What’s Next**

You can either tailor your own story of passing the CPA exam into the 3 steps above or you can use someone else’s story.

Here is my full Incremental Growth Case Study: “How I Added $25K To My Annual Salary In 2 Years After Passing The CPA Exam” that I share with students (feel free to use!)

**LINK:** [https://www.cpaexamguide.com/learn/cpa-exam-worth/](https://www.cpaexamguide.com/learn/cpa-exam-worth/)
Disclaimer:

I don't mean to insult your intelligence, because you're smart and you KNOW this, but...

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Bottom line: I believe those who do nothing achieve nothing.