

Incremental Growth Method

Professor Worksheet

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/>

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.

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