



Practice Enhancement: 10 Quick Things You Can do to Enhance your Practice Value

IAAM
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Webinar

Thank you for attending our CPE session on the above topic. To assist with your marketing efforts please find several articles, suggested web site links, marketing ideas and other helpful information enclosed.

Very few people truly know how hard you work. As a Managing Director for Accounting Transition Advisors I speak with tax and accounting professionals every day as I am consider an expert and specialization is strategic transition and succession planning, practice valuation, merger and acquisition consultation exclusively within the accounting profession.

A large part of practice enhancement is effective marketing which will make the difference between “more work-less money” and “less work-more money”. Personally I don’t think any of you need more work.

Marketing Suggestions:

“CAN” -- CAN is an acronym for Client Appreciation Night.

Consider contacting two or three of to your current clients who have a business or provide a service of wide interest (technology or estate planning for example). Ask them if they would like an opportunity to address a group of your clients sharing information about their respective expertise. Let them know you will notify the clients they must pick up the cost of the meeting room and some light beverages or snacks.

Send invitations (email, snail mail or have a staff member call) and encourage your clients to invite their associates, friends that would have interest or other business owners from their golf or country club.

Make sure you announce to those gathered this is a Client Appreciation Night and you wanted to gather them together to hear information of interest because you can think of no better way to express appreciation than to help them enhance their businesses or protect their assets.

Benefits: Potential for more clients; Create loyalty among the clients that attend and those that you invited to present; You establish yourself as a “value-add” professional; No one else has a CPA doing this and that will draw attention. It is important to remember every new marketing effort must be tried several times to determine its effectiveness.

When planning a CAN be sure to take into consideration other local events such as high school graduations, local conventions or other potential impacts on attendance.

**New York • Kansas City • Chicago • Boston • Philadelphia • Baltimore • Fort Lauderdale • Detroit • Los Angeles
Dallas • Houston • Denver • Washington DC**

Web Marketing

The use of web conferencing to announce new tax law changes, focus on a specific group of your clients (business owners for example) or address a membership or association group is a powerful marketing tool. Because you are being seen or heard (video or audio) you are instantly given “expert status”. Other web tools are audio or video emails.

The following links deserve your attention:

<http://www.megameeting.com/>

<http://www.gotomeeting.com>

<http://www.eyejot.com>

Here is information on how to host a successful webinar

http://www.effectivemeetings.com/technology/conferencing/success_webinars.asp

Information to put audio and video on your web site

<http://hitspal.byoaudio.com/>

Streaming audio email

http://www.ewebmercials.com/audio_email.html

<http://www.quick-voice.com/quickvoice/>

Associative Marketing

Researching to find local, statewide or national associations or societies is relatively easy. A search on the Web can produce a list as can using the reference section of your local library.

Keep in mind many national and international organizations, associations or societies have local or state chapters or affiliations. Below is a short list of national organizations having members or chapters:

[Biznik](#) – A community of entrepreneurs and small businesses dedicated to helping each other succeed.

[Cofoundr](#) – A community for entrepreneurs, programmers, designers, investors, and other individuals involved with starting new ventures.

[E.Factor](#) – An online community and virtual marketplace designed for entrepreneurs, by entrepreneurs.

[Ecademy](#) – A business network for creating contacts and sharing knowledge.

[Fast Pitch](#) – A business network where professionals can market their business and make connections.

[Focus](#) – A community focused on helping business decision makers and IT professionals make decisions.

[JASEzone](#) – A professional community where you can find potential clients and business partners.

[LinkedIn](#) – A professional network that allows you to be introduced to and collaborate with other professionals.

[Networking for Professionals](#) – A business network that combines online business networking and real-life events.

[PartnerUp](#) – A community connecting small business owners and entrepreneurs.

[PerfectBusiness](#) – A network of entrepreneurs, investors and business experts that encourages entrepreneurship and mutual success

[Ryze](#) – A business networking community that allows users to organize themselves by interests, location, and current and past employers.

[Ziggs](#) – A professional connection portal founded on the principles of professionalism and respect.

Don't forget to research industry business networks such as real estate, construction, small business, professional services, etc. Offer to speak at their local or state conventions or meetings. Once in front of a group you are the expert !

Summary

Balance traditional marketing efforts with more creative and directed efforts for the best success.

Good Luck !

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