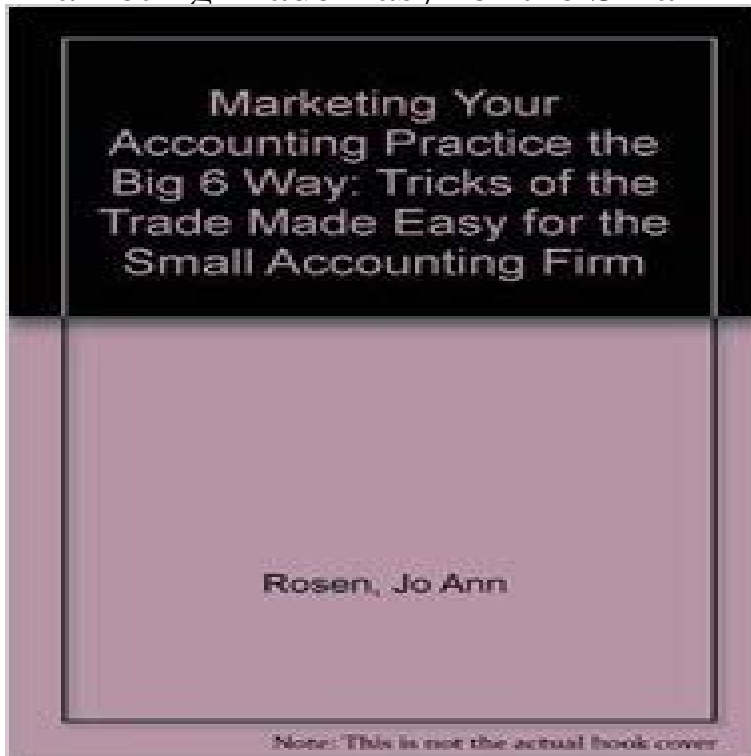


Marketing Made Easy for the Small Accounting Firm



smart accounting professionals are justifiably concerned with finding and keeping clients. The competition is fiercer than ever, especially for small and medium-sized firms. *Marketing Made Easy for the Small Accounting Firm* is a valuable step-by-step guide for every accounting professional who has ever wondered where and how to find the next client. It's an eye-opener for those who have been reluctant to actively market their firm's services either because they didn't know how to proceed or because they were afraid it would distract them from their accounting practice. In this concise, readable book, experienced marketer Jo Ann Rosen shares her knowledge of working with Big 6 as well as smaller accounting firms. She shows you techniques you can apply to improve your practice development efforts and expand your client base. Once you begin using these techniques, you'll start to see your practice in a new light and find business opportunities where you thought none existed before. Based on actual case studies, *Marketing Made Easy for the Small Accounting Firm* shows you why it is important to set specific goals and how to develop a realistic marketing plan. It explains why you need to organize your internal operations, how to establish a powerful database, and, most importantly, how to generate leads and turn prospects into clients. Without spending a dime on added staff or outside consultants, you'll learn essential marketing and public relations techniques that will give your firm greater visibility. You'll discover the amazing power of networking (when it's done correctly), the secrets of effective direct mail, and the best ways to use the media to your advantage. You'll also discover why some luncheons, seminars, and special events generate new business and why others fall short. By helping you organize the business development aspect

of your work, Marketing Made Easy for the Small Accounting Firm will enable you to put in place the necessary goals that will strengthen and expand your client base. In addition, it will give you the freedom to concentrate on delivering the services for which your firm has been retained. Learn what the Big 6 accounting firms have known for years: There is no client development without marketing. If you are concerned about finding and keeping new clients for your small or medium-sized accounting firm, Marketing Made Easy for the Small Accounting Firm will shed light on marketing methods that both large prestigious firms and small aspiring practices use to stay successful. With this invaluable guide, you'll learn: How to set goals, analyze research and demographics, target clients, and clearly identify the services you offer. How to develop a realistic marketing plan, devising flexible strategies; choosing the right business development vehicles; understanding the importance of timing, follow-up, and tracking. Included is a sample marketing plan that can be adapted to your specific needs. How to organize your firm internally for the task of developing new business, working as a team, building and using a data base, and determining the marketing roles of each member of the firm. How to harness the power of networking. How to generate leads that turn prospects into clients, with tips on direct mail, special events, and using the media. Written in a friendly, readable style, Marketing Made Easy for the Small Accounting Firm is packed with real-world case studies that further enhance its value as a resource in your business development efforts.

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