

Practice



Monday

Education/Careers



Tuesday

Tax



Wednesday

A&A



Thursday

Technology



Friday

VOICE OF THE EDITOR

Tips for Taking Your Firm to the Next Level

Marketing expert Sally Glick offers **eight suggestions** on how you can take your firm to the next level. Next up, Jack LaRue talks about "**passive marketing**" strategies you can implement during tax season – simple ways to market your firm that don't take a lot of time or effort. And blogger Scott Cytron also shares tips on marketing your practice **during busy season**.


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Today's workplace fitness exercise is for toning the soleus muscle – the muscle that gives definition to your legs.

[Read more](#)

Put together your own office fitness routine by reviewing the exercises in our Workplace Fitness Library.

[Visit library](#)

PRACTICE HEADLINES

→ First Steps to a Structured Approach

Recently, a managing partner at a local CPA firm approached me for some advice on moving her firm to the "next level." As we discussed the steps she needed to take, I thought AccountingWEB readers also might find my suggestions useful.



→ Low-Maintenance Marketing

It's tax season. Finding time to eat and sleep is enough of a challenge, let alone finding time to market your firm. It just isn't possible this time of year. Or is it?



→ 3 Ways to Find Clients during Busy Season

The best time to market yourself is when you're the busiest, because you feel good about the work you're doing – you're spending time helping clients. Put your good work to good use and carve out time on what seems to be a non-billable activity.



PARTNERS



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THE SMALL BUSINESS Optimism Outlook



60% 60% 60% 59%

June 2012 Aug 2012 Nov 2012 Feb 2013

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THIS WEEK ON ACCOUNTINGWEB

- **INCPAS Leadership and Outreach Manager and 2013 Inspire Awards winner Ali Paul** talks with AccountingWEB about the INCPAS Scholars program for minority high school students.
- Read what staff members at **Somerset CPAs** have to say about the on-site yoga classes the firm offers its 150 employees during busy tax season.
- **Warren Stippich, CPA, Grant Thornton partner** and National Governance, Risk and Compliance Solution Leader, explains why increasing the value of an auditor is even more compelling for small and midsized firms.
- After Xero's release of new survey, **New Vision CPA Group CEO Jody Padar** offers insight into common financial mistakes small business owners make.

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