

Practice



Monday

Education/Careers



Tuesday

Tax



Wednesday

A&A



Thursday

Technology



Friday

accountingWEB FREE Web Seminar

REGISTER NOW

Presented by

 Wolters Kluwer
CCH

 A Firm Growth Checklist -
Improving client service and profitability in the cloud

VOICE OF THE EDITOR

Use Google AdWords to Get Noticed

Have you experimented with or been tempted to use Google AdWords? We'd love to **hear about your experiences**. Scott Cytron brings us the lowdown on **how to use this effective tool** to enhance the visibility of your firm.... How do you make sure your meetings with your small business clients are run in an efficient and effective manner, **make the best use of everyone's valuable time**, and produce the best results? Michael Alter has some tips to make your meetings stellar.... And finally, Alexandra DeFelice shares her insights on how you can **make your accounting firm stand out**. It's easier than you might think!

**Gail Perry, CPA**
 Publisher/Editor-in-Chief,
AccountingWEB

editor@accountingweb.com


PRACTICE HEADLINES

 → **Tips for Running a Productive Meeting with Small Business Clients**

Handling a client meeting with professional efficiency does not mean ticking through agenda items with military precision. The meeting needs to be handled with efficiency and finesse. Preplanning ensures the meeting will be productive and efficiently managed.


 → **6 Things You Need to Know About Google Adwords**

Many CPAs and accountants may find Google Adwords intriguing and effective, especially in smaller cities where there may not be a lot of apparent competition to the average person using Google to search for your services.


 → **What Makes Your Accounting Firm Stand Out?**

Is your firm unique? If so, in what ways? Would your clients agree, or is that something employees of the firm, or maybe just the partners, want to believe?



THIS WEEK ON ACCOUNTINGWEB

- **Bruce Phillips of Harshman Phillips & Co., Mike Ritchie of CCH, Gurmeet Singh of Intuit, and Jamie Sutherland of Xero** share their insights on **managing data using today's technology**.
- **Marcum Managing Partner Jeffrey Weiner** talks with us about Marcum's recent **merger with Cornerstone Accounting Group**.
- **FASB Project Manager Jenifer Wyss** shares her perspective on **FASB's Proposed Accounting Standards Update, Fair Value Measurement - Deferral of the Effective Date of Certain Disclosures for Nonpublic Employee Benefit Plans in Update No. 2011-04**.
- **Sharon Lechter, CPA, financial literacy expert, and best-selling author of Save Wisely, Spend Happily**, offers advice on the **importance of talking to clients** about long-term financial goals.

TIP OF THE DAY

One of the most important traits of a successful business owner is knowing "why" – why you do what you do.

Read more

- *Jeffrey L. Watson, CPA/CFP®, principal, WealthCare Financial Group LLC, 1st Global*

SPONSORED LINKS

- **Free Webinar: Improving client service and profitability in the cloud**
- **Will You Be Attending AccountingWEB Live! This Year?**


Watch the AccountingWEB Live! video trailer

Learn about the groundbreaking virtual conference that gives you the experience of attending a major national conference without having to travel or leave your office.

JOIN THE DISCUSSION

- **Will KPMG's insider trading scandal have a lasting effect on the accounting profession?**

PARTNERS



You are subscribed as ##RECIPIENTADDRESS##.

[Unsubscribe from Practice news](#)

Copyright © 2013, Sift Media US, Inc. All rights reserved.

 AccountingWEB
 9449 Priority Way W Drive
 Suite 150
 Indianapolis, IN 46240

The Sift Media Portfolio includes:

AccountingWEB.com | GoingConcern.com