

Practice



Monday

Education/Careers



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A&A



Thursday

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Friday

accountingWEB FREE Web Seminar

Tips for getting the most out of the LinkedIn group experience

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VOICE OF THE EDITOR

How to Improve Your Payroll Business

Your clients already have a payroll solution, so it's an uphill battle trying to sell them on payroll services, right? Maybe not. If you're thinking about starting a payroll practice, or if you're interested in offering additional services to existing payroll clients, spend a few minutes reading what Michael Alter, president of SurePayroll, has to say. He has some **excellent tips** to share that can help you promote your services and expand your business.

**Gail Perry, CPA**Publisher/Editor-in-Chief,
AccountingWEBeditor@accountingweb.com

WHITEPAPER



Social Media Guide for Accountants

SPONSORED LINKS

→ [Free Webinar: Tips for Getting the Most Out of the LinkedIn Group Experience](#)

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PRACTICE HEADLINES

→ [How to Attract Clients and Promote Your Payroll Business](#)

Customers may be interested in trying your payroll services as an extension to existing services if they see a benefit to making a change from what they are currently doing.



→ [The "Stuff" of Marketing: Collateral Pieces](#)

Collateral is the "stuff" of marketing: brochures, postcards, fact sheets, and the like. Collateral pieces are tangible things that we're all familiar with, so they're easy to talk about.



→ [PwC Makes Several Changes within US Leadership Team](#)

Big Four firm PricewaterhouseCoopers LLP (PwC) announced several changes to its US leadership team on July 24, including the creation of two new leadership roles, effective immediately.



THIS WEEK ON ACCOUNTINGWEB

- [Excel expert David Ringstrom, CPA](#), explains step-by-step how to link your spreadsheets to text files that change periodically.
- When it comes to finding talent, what are CFOs looking for? [Joshua Wimberley of Korn/Ferry](#) sheds some light.
- [Ralph Albert Thomas, CEO and executive director of the NJSCPA](#), shares three tax-savings tips for 2014.
- [PracticeWEB Marketing Manager Elizabeth McMahon](#) outlines a framework that can help your firm get the most out of social media tools.



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