

Practice



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VOICE OF THE EDITOR

Tips on Pricing Your Firm's Services

Lisa Tierney, CLSC, a certified professional coach and an award-winning consultant to the accounting profession, is back this week with some great advice on [how to price your firm's services](#).

And resident PR blogger Scott Cytron, president of Cytron and Company, has tips on ways to differentiate your firm and [create a dynamic PR program](#).



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→ [Is Value-Based Pricing a Good Idea for Professional Services Firms?](#)

Considering that professional services providers have traditionally charged an hourly rate, there are only two options, as I see it, to increase revenues – either they stop sleeping or they continually increase their hourly rate.

→ [The One Thing All Great PR Programs Share](#)

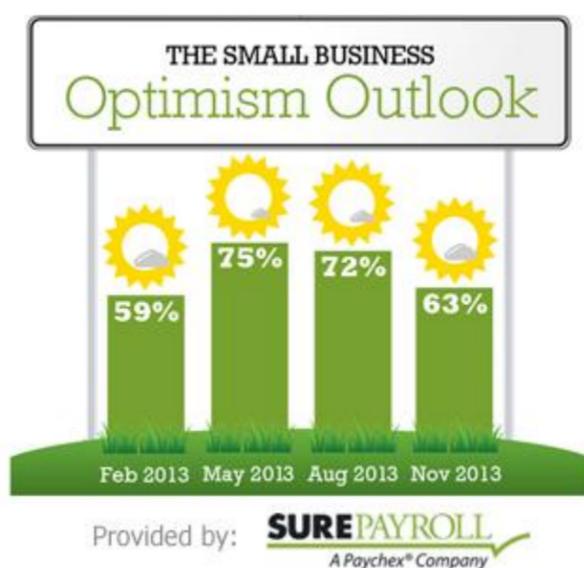
What's the one thing all great PR programs share? They all find a way to stress the differences from their competition, or they figure out what makes them unique and then design their PR programs around those differences.

→ [Marketing Your Cloud Accounting Services Differently Than Audit and Tax](#)

Predominantly, when I meet with new firms and go over the Cloud accounting services opportunity, the first thing they want to do is start putting together a marketing plan. Most firms quickly find they're lost when they start this way.



SIGN OF THE TIMES



THIS WEEK ON ACCOUNTINGWEB

- Talk with your moderate-to-low income clients about taking advantage of the ["retirement saver's credit."](#)
- IRS announces [reduction in standard mileage deduction](#) for 2014.
- [Excel guru David Ringstrom, CPA](#), describes a couple of ways that you can streamline access to the strikethrough feature in Word/Excel.
- [Michael Alter offers client gift-giving tips](#) for the holidays or during busy season, guaranteed to make all of your client meetings a little more rewarding.

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