



May 11, 2009

After attending Dr. Harold Wong's "Marketing for CPA's and Accountants" seminar during the American Society of Women Accountants regional conference in Phoenix May 2, 2009, I walked away with techniques on how to market myself and increase my client base.

Dr. Wong brought to light some of the major reasons why clients leave and seek other accountants. With that, he presented tips on retaining those clients, as well as marketing techniques to increase billable hours. During the seminar, we broke out in groups of 4 and the exercise was to quickly introduce yourself and what you do in thirty seconds, but you had to come up with something unique that made you stand out from all others....ha, not always that easy.

As National Director of the American Society of Women Accountants, I found the marketing strategies from this session apply to not just my professional career, but also to my professional volunteer organization. If you attend Dr. Wong's seminars, I am sure you will also learn valuable marketing tools that you could use every day.

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