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**The Benefits of Using Seminars and Small Business Management Courses to Build Your
Accounting, Consulting or Tax Practice**

By Kirk Ward

There are many benefits of using seminars and small business management courses to help build your accounting, consulting or tax practice. The primary reason is to build a reputation within your market – capital that you can profit from on an ongoing basis.

By providing seminars or small business management courses, you build your credibility and increase your exposure in the community. You also increase your profitability. You can capitalize on your knowledge and expertise in your field by making it publicly available.

While you may not consider yourself as a speaker or a writer, but there are plenty of ways to build your own skills so that you, too, can provide this valuable service to your customers and clients.

Your clients come to you seeking your guidance and knowledge about accounting, consulting or taxes, but there is so much more to it than what you do for them. It's what they can do for themselves to help their business that they may not realize they are missing out on.

This is where you come in. By offering a seminar or small business management course, providing them with the ins and outs of business and helping them to see ways they can implement your ideas and knowledge into their own strategies will build your reputation, and your client list.

There are vendors out there who can help you capitalize on your knowledge and expertise. They can provide you with materials to help get you started, help you market your seminar or course, and find ways that you can corner a specialized market that needs addressing.

You can find organizations like Toastmasters International (

<http://www.toastmasters.org>

) where you

can build your speaking skills, or services like The Instant Practice Builder (

<http://instantpracticebuilder.com>

) who will provide pre-written scripts for seminars and small business

management courses free to members.

Your small investment finding help to market, create and advertise your seminar or small business management course will prove to be a fruitful investment once your clientele start pouring in to sign up for your seminar or course.

You need not go it alone. Help is out there. Finding it isn't as difficult as you think it may be. There are specialists for this category much like you are a specialist in your category. We can't all be good at everything, now can we?

The basics you need for your seminar and small business management courses are scheduling and location, marketing and advertising and creating, producing and presenting your course or seminar.

Your expert knowledge on accounting, consulting or taxes will be the basis for your course or seminar. Have faith in what you do and what you know and others will have faith in you. There may be some material that you require to help get you started, or to build off of. There are vendors out there who can provide you with material.

Producing and creating a seminar or small business course is a technique that does require some skill. There, again, are vendors and experts out there who can help you get your course or seminar off the ground. They can also provide you with different avenues to offer your course, such as a course at your local community college, an online course, or a teleseminar.

Advertising and marketing are one of the primary targets of your seminar. Once you have created a seminar or small business management course and have the tools in place to present your seminar or course, you have to have students and an audience who are willing to pay to hear what you have to say and want to learn what you are teaching.

Marketing and advertising strategists are available to help you target your market and get you started if you are finding you don't have the clients, audience or students that make your seminar or course a profitable venture.

Kirk Ward provides free marketing resources for accountants, consultants and tax professionals at

<http://instantpracticebuilder.com>

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Or, you can visit

<http://thefrugalaccountant.com>

and Kirk will provide you with free links, an article

distribution service and a press release service to help you get your website noticed.

10 Things You Should Try To Barter For Before Buying

By Larry Dotson

1. Information Products – it could be ebooks, "how to" videos, cassettes, magazines, newsletters, paid e-zines, courses, etc.
2. Advertising Space – it could be banner ads, ezine ads, ebook ads, magazine ads, newspaper ads, tv ads, fax ads, online classified ads, etc.
3. Web Hosting – you could offer a free advertisement for their web hosting service on your site in return for free or discounted hosting.
4. Software – it could be for tax software, web site authoring software, accounting software, newsletter software, graphic design software, etc.
5. Writing/Editing – it could be for web site content, promotional articles, press releases, e-zine articles, promotional ebooks, etc.
6. Accounting/Bookkeeping – you could offer a no cost advertisement in exchange for their accounting and bookkeeping services
7. Consulting – it could be market consulting, legal consulting, computer/software consulting, business consulting, etc.
8. Copy writing – it could be for brochures, business cards, classified ads, sales letters, product packages, banner ads, promotional products, etc.
9. Merchant Accounts – you could offer no cost insert ads in your product packages in exchange for the option of accepting credit cards.
10. Internet Access – you could offer a no cost pop up ad on your web site in exchange for free or discounted Internet access.

<http://www.ldpublishing.com>

As a bonus, Bob

Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and

place a FREE Ad!

<http://adv-marketing.com/business>

10 Things You Should Try To Barter For Before Buying

Guide To The Most Popular Forms Of Management Consulting

Accounting – All Businesses Need One.

How To Market Your Seminar to Your Local Market

9 Things You Must Do To Maximize Your Chances Of Obtaining A Small Business Loan

Expand Your Professional Coaching and Consulting Business

Time Management Secrets

Gate Crash into the Interior Design Industry.

Power Profits Autoresponder Course

101 tips to stay fit and live longer.



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