



# Starting and Building Your Own Accounting Business

*Jack Fox*

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Let expert advisor and author Jack Fox show you how to do it--how he did it--with a minimum amount of anxiety and cost. Part blueprint, rule book, and game plan, *Starting and Building Your Own Accounting Business* offers hands-on, no-nonsense guidance from a leading expert on the actual day-to-day specifics of creating and marketing your own accounting business--while building a foundation for ongoing success. The book offers clear advice on designing a workable business plan, leasing and furnishing an office, as well as tips on prospecting for clients (where to find and rate them) and developing a fee structure (with advice on collecting fees). This bestselling guide, now in its Third Edition, cues you in on what to realistically expect and lets you shrink light-years of trial and error and keep several paces ahead of the competition. The new edition includes other valuable advice on successfully jump-starting your new accounting business:

- \* Selling techniques for the nonsalesperson
- \* Product and service presentations and techniques, with scripts
- \* How to assess the leading commercial computer hardware and software--with advice on selecting just the right equipment
- \* Structuring a formal Prospective Accounting Client Evaluation (PACE)
- \* Tips on using the Internet as well as innovative business software

The book also provides such success essentials as action plans critical for the first year of a new business or for expanding a business and useful fingertip resources such as directories of suppliers (with Web site addresses). For the accountant interested in striking out on his own or the entrepreneur interested in expanding her business and garnering greater profits, *Starting and Building Your Own Accounting Business* is the first step to making it happen.



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