

[« Back](#)[Print](#)

Paul Rafanello, CPA, PLLC Newsletter ISSN #1556-9497

News

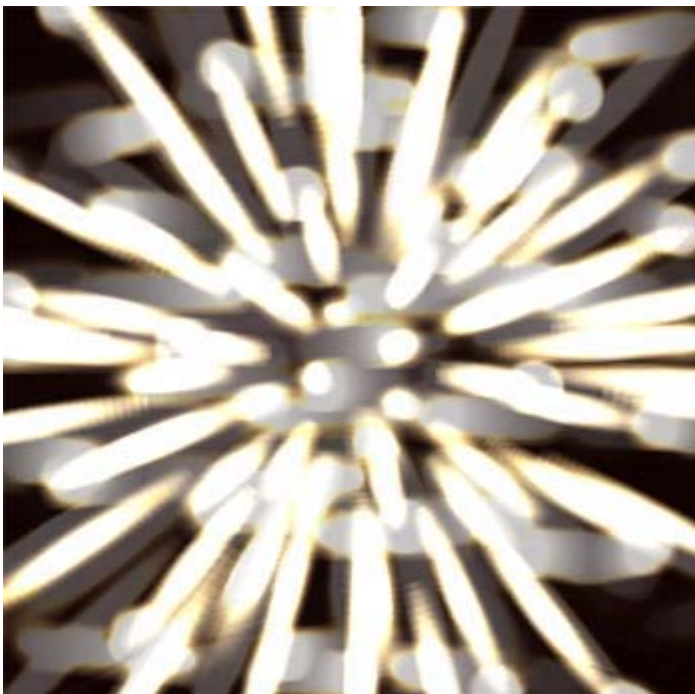
February 2006

Dear Paul,

Is it Winter yet? January had 18 days in which the temperature reached over 50 degrees.

This month:

- Paying Taxes Online
- Orange Networking Alliance, LLC
- Quickbooks Seminars
- Words To Live By
- Quote of the Month
- Write an article for my E-Zine
- Business Networking by Lynn Terry

Orange Networking Alliance, LLC

We had a very successful power networking lunch on January 24, 2006. 49 people attended, and had a wonderful time! Go to my website to see photo's of the event. The next lunch will be held on February

21 2006 at The Landmark Inn, at 126 Route 94N in Warwick, New York. The lunch runs from 11:30am - 1:30pm. You will served a full 3 course lunch, and an opportunity to upsell your business for 2 minutes. \$30 in advance, and \$35 the day of the event. Please make your reservations early as I expect this event will sell out. Contact me if you need further information.



In an effort to better connect with taxpayers, the Internal Revenue Service (IRS) has added online payment options to the usual ways for us to pay our taxes. Paying your taxes online integrates with their current electronic filing program. In 2004, more than 68 million taxpayers filed electronically, according to Bankrate.com.

[Find out more....](#)**Quick Links...**[Register Now](#)[Newsletter Archive](#)[Related Topics](#)[More About Us](#)

[Read on...](#)

Quickbooks Seminars

I will be teaching a Advanced QuickBooks course for Rockland Community College in April 2006. One part of the class will be hands on.

[Read on...](#)

Words To Live By

Relationship Building Remember people's names, and you will be a fantastic networker. People will buy your services based on emotion, and not technical skill. Flash your smile, and you will be a success!

[Read on...](#)

Quote of the Month

"If you want to be enthusiastic, act enthusiastic." Dale Carnegie

[Read On](#)

Write an article for my E-Zine

Would you like to write an article for my e- zine? Feel free to contact me.

Business Networking by Lynn Terry

By networking online, we are able to build relationships all over the world and also to position ourselves to turn a small home based business into a successful international business. We can do this at any time of the day or night, any day of the week - at our own convenience and on our own schedule. Regardless of those variables, positive results are practically *guaranteed*. (Try visiting your local Chamber of Commerce at 3am on a sleepless Thursday night - its quite lonely!) In everything that you do, everywhere that you go and everyone that you meet - - consider the magic key to turn it into a mutually beneficial and rewarding situation for all involved. Tips for Online Business Networking: Listen. Get to know people by reading their messages, visiting their websites and/or speaking with them personally via email or telephone. Introduce yourself and express your interest or your thoughts to them (as it relates to *them*). Make sure your correspondence is personalized - and not a "form letter" or "mass mailing". Consider ways that you can express your personality and your 'brand' electronically: through a compelling signature, eye-catching logo, your photo... and even with the 'tone' of your text. Use your real name (not a screen name or alias), and a photo whenever possible. Offer your telephone number in the case that they would like to follow-up with you. In addition, take every opportunity to meet your core group of advocates, your clients and your peers in person. Consider Seminars, Conferences and Workshops in your industry - - and make it a point to attend at least one event per year. Solidifying 'virtual' relationships with eye contact and a handshake can make a world of difference - - both to that particular relationship, and to the many new ones that will be made available as a result of positive recommendations. Your Competitors Working WITH your "competitors" will actually allow you to position yourself in your industry much quicker than working against them. I prefer to

Affiliations

[Visit Our Sponsor](#)[Visit Our Sponsor](#)**Join our mailing list!**

consider them "peers" rather than "competitors". Using the term "peers" will open your mind to see similar business owners in a whole new light ;) While I am a huge advocate for market research, and competition analysis, I do not believe you should waste one second of your energy *worrying* about your "competition". Once you choose a business model, based on thorough research, and begin to implement your business plan, focus ALL of your energy on becoming successful - period. I encourage you to get to know the people in your industry - with an open mind. Make friends, build relationships, and explore ways that you might work together for mutual benefit. One of the easiest ways to accomplish this online is to join topic-specific discussion forums. This will give you an opportunity to both learn and share information, and to get to know the leaders in your industry. Obviously I would not share all of my guarded secrets with my #1 competitor in the Web Design field. But I *would* position myself with others in my industry, such as: SEO Experts, Programmers, Copywriters, etc. While each of them also has the ability and the talent to design a website, it is not their main focus - or their niche. Likewise, if you are in the Gift Basket industry, you would not necessarily swap recommendations with someone who designs similar products. However, others in the 'gift' business, such as: Wine Merchants, Candy Makers and Gift Card Designers have much to offer you, and vice versa! Imagine how this might work for you in *your* industry. Consider the ways that you can position yourself among your peers for mutual benefit. The relationships that you build, and the friends that you make, will strengthen your business foundation and secure you for long-term SUCCESS.

Business Networking

Quickbooks Training



Need help with QuickBooks®? Not sure which version to purchase for your business? Let me show you the way. I am a QuickBooks® Pro Advisor, and have trained clients since 1992 when it was a DOS program. Most of my new engagements occur when I am brought in to clean up a client's QuickBooks® file that has been improperly set up. Having problems with yours? I will come to your office for a free consultation. Feel free to contact me if you need further information. First hour free!

Quickbooks Training - First Hour Free



Not sure about Quickbooks? I will come to your office, and give you a demonstration on my laptop free of charge! In addition, if you are a member of BNI, Rockland Business Association, or the Orange County Chamber of Commerce, I will give the first hour of training free.

Learn More

email: paul@prcpa.biz
phone: (845) 651-3316
web: <http://www.prcpa.biz>

[Forward email](#)

 **SafeUnsubscribe™**

This email was sent to paul@prcpa.biz, by paul@prcpa.biz
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Powered by



Paul Rafanello, CPA, PLLC | 211 Jessup Road | Warwick | NY | 10990