



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

News
October 2005

Dear Paul,

I was recently interviewed by Intuit, and how being a Quickbooks Pro Advisor has helped me grow my accounting practice. The interview can be found at http://accoutant.intuit.com/colleagues/spotlight/spotlight_paulrafanello_sep05.aspx

This month:

- Federal Trade Commission announces new "Disposal Rule"
- Tax Planning
- Quickbooks Seminars
- Words To Live By
- Before you Network, Know your Messages
- Write an article for my E-Zine
- How you TOO can positively PREDICT and FORECAST your client flow

Tax Planning

Paul Rafanello
CPA

Now that it's fall, it's time to do tax planning. If your CPA doesn't do tax planning, you will get a surprise when your tax return is delivered to you on April 15, 2006.

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Quickbooks Seminars

November - I am in the process of setting up classes for QuickBooks® in both Orange and Rockland counties. Check back at this space for when more information becomes available. The first classes will be held in Rockland. I'm in the process of setting up two QuickBooks® classes to be held in Orangeburg, NY, just off Exit 6 from the Palisades Parkway. The first course will be for beginners, while the second will be for intermediate uses. I'm also thinking about holding an advanced course aimed at CPA's.



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Federal Trade Commission announces new "Disposal Rule"



The Federal Trade Commission (FTC) has recently issued a final ruling that implements a new requirement imposed by the Fair and Accurate Credit Transactions Act of 2003. The FTC's response is called the Disposal Rule. It is effective June 1, 2005 and applies to "any person that, for business purposes, maintains or otherwise possesses consumer information, or any compilation of consumer information." The breadth of companies to which the Disposal Rule is applicable is greater than that of the Gramm-Leach-Bliley Act. The GLB Act is limited to providers of financial services, as that term is defined in the GLB Act, while the Disposal Rule applies to the universe of companies that have employees, since any such

Words To Live By

Smile Watch all of your relationships change by just smiling. You will find yourself building trust, and alliances that will help you grow your networking skills.

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Before you Network, Know your Messages

Before you Network, Know your Messages Alan J. Braverman Braverman Communications, Inc. "So, what do you do?" Believe it or not, that simple question strikes fear in the hearts of many businesspeople. No matter what your profession, no matter what your business, you most likely rely on networking as a key business-building tactic. As you attend networking events, you will undoubtedly come across people who seem to be "better networkers" than others. What is it that makes them so good at networking? Certainly, confidence and the ability to overcome shyness are important. After all, making the first move and striking up a conversation with a complete stranger can be an intimidating challenge. Understanding that everyone in the room is there for the same reason is one big step in overcoming this hesitation. The next step is knowing, with utter confidence, what it is you will say when someone asks, "What do you do?" For those of us who are not natural salespeople, it's important to put a fair amount of thought into the answer. Being able to succinctly say, within 30 seconds, what it is you do, can make the difference between a positive exchange and one that is lacking in substance. And the key to being able to say it all in half a minute is your key messages. Many businesspeople don't give much thought to their key messages. For those who manufacture physical products, knowing key messages could be a rather simple affair. For example, "My company, Acme Bags, makes plastic bags to specification for a wide variety of industries and business sectors. One area we are seeing tremendous growth in is the home health care sector, due to the huge increase in medical care delivered at home." But what if your product isn't so easily described? What if you provide a service? What if you have some cutting-edge new technology to talk about that would make most people quickly take on that glazed-over look? To overcome that challenge, invest some time in your key messages. Think about your customers and prospects. What are their concerns? How would you address those concerns? Think honestly about how you compare to your competitors. Think of potential questions people will have and how you will answer them. Write all this down and then extract the most effective 30-second speech you could possibly give. # # # Alan J. Braverman is president of Braverman Communications, Inc., a public relations and communications firm based in Pomona, New York. The firm recently introduced Personal Pitch™, a service that helps professionals and businesspeople improve their networking abilities. For more information, please see www.bravermaninc.com.



company maintains consumer information on such employee records. The Rule applies to people at both large and small organizations that use consumer reports, including: consumer reporting companies, lenders, insurers, employers, landlords, government agencies, mortgage brokers, car dealers, attorneys, private investigators, debt collectors, individuals who pull consumer reports on prospective home employees, such as nannies or contractors, and entities that maintain information in consumer reports as part of their role as a service provider to other organizations covered by the Rule.

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[Read on...](#)**Write an article for my E-Zine**

This month, I have an article from Alan Braverman. Would you like to write an article for my e-zine? Feel free to contact me.

How you TOO can positively PREDICT and FORECAST your client flow

If you're like most people in business for themselves, you market yourself in an ad hoc fashion: when you have time, when you think of it or only when a specific opportunity comes along. But wouldn't you agree with me that inconsistency in marketing creates inconsistency in new client flow? That seems to be the bane of existence for most self-employed people like us. So, is there such a thing as being able to PREDICT how many new clients you'll get next month or next year? I say YES! You see, I'm able to predict (with certain accuracy) that I have a full practice at most times; therefore, how much revenue comes in for each month of this year. For example, even though I'm technically on maternity leave right now, I know that when I start up again in a few weeks, I'll have a full practice again. How can I be so sure? Because I've created systems that keep me on track in my marketing, even a year ahead of time. You may have heard me get on my soapbox about being systematic in your networking and in your marketing efforts, but let's take it just a bit further this time and get down to the details of what that actually looks like when you do it (like I do). I recommend buying a year-at-a-glance calendar and plugging in your marketing efforts. For example, your weekly breakfast networking group goes onto the calendar for the entire year, same with your monthly association meetings, writing your articles, giving teleclasses, meeting with your referral partners, sending your newsletter, mailings, speaking engagements, etc. That way, you never have a week where you're not doing ANYTHING to market yourself. That means, you no longer have periods of feast or famine, or an inconsistent pipeline of curious prospects, ready to buy. Client example: A recent client of mine, a real estate broker, decided to take this even one step further. Because much of her marketing depends on several mailings to specific buildings she covers in her territory, she wanted to keep track of them on this yearly at-a-glance wall calendar. On it, she designated a system for seeing what mailings would go to which buildings on what weeks. So it looked like this: Mailing 1 would go to Buildings A, B and C on the first of every month. Mailing 1 would then go to Buildings D, E and F on the second week of every month (and so on for the rest of the month). Then Mailing 2 goes out to the first set of buildings on the first week of the month, and so on. Each week of the month, she now has a color-coded system for sending a mailing, staggered so that she doesn't get overwhelmed, but that will also keep her on track. That way, each month, each building receives a systematic mailing, that's 12 mailings

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per year. Best of all, she doesn't even do the mailings anymore! Her assistant does it for her, so that allows us to focus on other marketing even more. Well done! At the end of the day, it's a predictable, verifiable and 'autopilot' way of marketing yourself, so that, when done consistently and set up over a year's worth of time, your client well never runs dry. Your Assignment: Get yourself a wall calendar (I use the Year-At-A- Glance laminated wall calendar, SKU: 558430) that is erasable and retails for about \$18.99 Then, spend some time plotting out your marketing efforts for this month, then the next, until the end of the year (or 2006). You'll find that you have a bird's eye view of your entire year, and now you just need to follow the simple system you've set up. So easy and it will help you to market consistently, so you can almost predict how many clients you'll have! By the way, there are several worksheets in the Client Attraction Home Study System that will help you figure out WHAT you should be doing to market yourself to the right types of clients for you. You'll also learn how to decipher what makes your business remarkable enough for others to talk about, how to create Raving Fans so you get clients to call YOU, and lots of other crucial stuff to help you fill your practice really quickly. You can read more about it and get a copy at www.TheClientAttractionSystem.com. (Why struggle when you can just attract clients easily?)

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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>

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