

## Rhonda H. Smith, Inc.

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Dear Accountant,

It's that time of year again! The time of year that many of your clients start to feel frustrated because they realize another year has gone by and they still have not organized their business finances. At this point they begin to dread seeing you and many of them put it off as long as possible, then they come to you at the last minute, hoping for a miracle. You have probably already explained the benefits of getting their records in order by using **QuickBooks**.

### So, why don't your clients take your good advice?

It's not because they don't believe you. It's because they don't know how. It's because, for a busy business owner, the thought of taking time to learn another software program is just too much. It's feels overwhelming, time consuming, and confusing. Even if you have told them you can help them get started and answer any questions for them, they still hesitate.

You want to know why...they do not view their accountant as someone to train them on software. They don't think they can afford you for training, they don't always understand what you say when you talk about accounting, and they don't realize there's another option. This is the story I continually hear from my clients.

I am the other option! I love teaching small business owners how to use QuickBooks. I am an **Advanced Certified QuickBooks ProAdvisor** who speaks the small business owner's language and who works at a trainer's rate of \$60 per hour. You can check out my ProAdvisor profile on Intuit's ProAdvisor site at <http://proadvisor.intuit.com>.

As a QuickBooks trainer, I serve as a go between with the small business owner and the accountant. I will never steer your clients away from you! I will totally support your relationship with your clients. I am not a CPA. I do not give advice related to taxes or tax strategy. I frequently remind my clients throughout the set-up and training to discuss matters with their CPA. I encourage clients to speak to their CPA throughout the year, not just at tax time. I want our clients to build lasting, trusting relationships with both of us. I can work as a resource you recommend to your clients *or* directly for you on contract. Either way your clients will know you truly care about them and their business and not just what's in it for you at tax time!

### You will be the hero!

Next year your client's will be fully prepared and proud of their organized bookkeeping. This will make them excited to see you and you will be the hero, because you provided the resource that made it all possible!

Now, who do you know that could really benefit from getting QuickBooks up and running this year?

Please consider recommending my services to your clients who need QuickBooks set-up and/or training. This time next year you *and your clients* will be glad you did!

Warmest Regards,

Rhonda H. Smith

P.S. I would love to introduce myself and services in person to you and your staff. Please call me at 386.785.4444 and I will meet with you at your convenience.