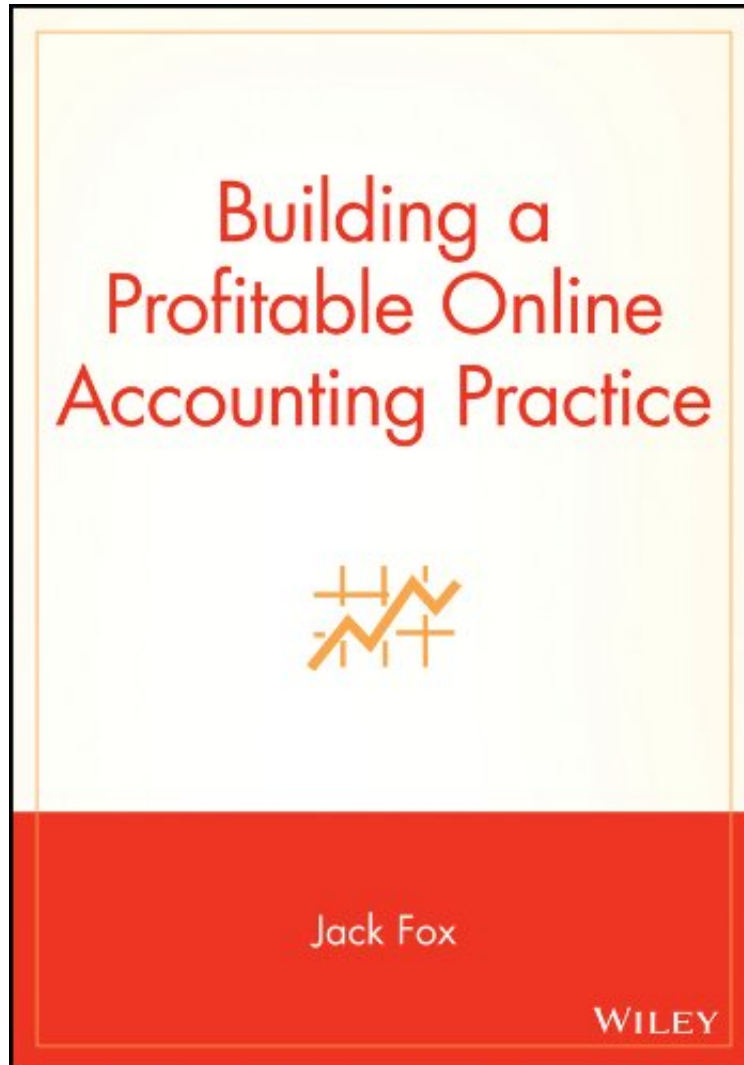


(Download) Building a Profitable Online Accounting Practice

Building a Profitable Online Accounting Practice

Jack Fox

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Jack Fox : Building a Profitable Online Accounting Practice before purchasing it in order to gage whether or not it would be worth my time, and all praised Building a Profitable Online Accounting Practice:

2 of 2 people found the following review helpful. Outdated and of little practical valueBy JR WhiteIn my opinion this book provides very little practical value on building an accounting practice. There is no information on lead generation, client consultation and acceptance, setup, billing, office management or administration. The text is very basic, providing information that is predominately either general ('What is a Business Plan?', 'What is the Internet?') or referential (software provider lists).My suspicions were aroused as early as the second paragraph of the preface, where Mr. Fox comments on why he did not become a CPA. He then mentions the Accounting Guild as an alternative to "empower entrepreneural accounting". After subtly bashing CPAs through the text (e.g. 'Are CPAs Serious About

the Internet?' p. 71), we later learn that Mr. Fox helped found the Accounting Guild and operates a firm by the same name. The book is 10 years old but I doubt the information would have been helpful even when initially published. At best, this is a general business guide. I am surprised and disappointed John Wiley Sons, a highly reputable publisher, agreed to publish this book. 2 of 2 people found the following review helpful. Useful InfoBy LinThis book is a little outdated, but contains quite a bit of helpful information. It is primarily for large accounting firms, who want to develop an online service. However, I have found very good info for my sole proprietorship. It is primarily about the technical/internet aspects - what to think about, how to ensure your goals are clear, how to get everyone in the business on board, how to develop your own database or accounting software (which most people will not do today), and much more. It even discusses writing a business plan, defining your target market, researching competitors, and such, if you have not done that yet with your business. 12 of 13 people found the following review helpful. Don't waste your money!By Virginia MeyersIgnoring all the other bad reviews, I bought this book because it was the only one out there about doing accounting on the Internet. First of all, the content isn't at all what I had expected. Second, the book is full of chapters on stuff that doesn't make any sense. I mean, come on, a chapter on what the Internet is??? Aren't we a little past that? Third, the writing is difficult to follow and what little I did read through just left me confused. I flipped through the whole book searching for SOMETHING useful and maybe found 5 pages total with info I might be able to use. Needless to say, I returned this book. Oh, and the fact that it costs like \$33 is ridiculously expensive and absolutely NOT worth it for what you get...I wouldn't pay \$2 for it!

The first complete guide to taking advantage of the huge and growing market for Internet accounting services for small businesses The Internet provides accountants with exciting new opportunities for expanding their practices by affording them unprecedented access to the huge small business market. The first comprehensive book on the subject, this book describes proven strategies for creating a thriving virtual accounting practice. Expert Jack Fox presents in-depth coverage of the various accounting and consulting services that accountants can offer to small business owners via the Internet. He describes successful techniques for identifying potential clients and packaging and marketing services, and arms readers with a complement of valuable tools for helping them get started in virtual accounting, including detailed business plans, numerous tables, forms, checklists, and connections with leading virtual accounting service providers.

From the Back Cover"Jack Fox literally wrote the book on building your own accounting practice. No one is better qualified to guide accountants into developing an accounting practice in the digital age. Building a Profitable Online Accounting Practice is a road map for trailblazing accountants."-Rick Telberg, Senior Editorial Director, Pro2Net.comThe Internet provides accountants with exciting new opportunities for expanding their practices by affording unprecedented access to the huge small-business market. Now, the first comprehensive book on the subject describes highly effective, proven strategies for creating a thriving virtual accounting practice. Written by accounting practice development expert Jack Fox, Building a Profitable Online Accounting Practice presents:* Successful techniques for identifying potential clients and packaging and marketing services* In-depth coverage of the services accountants can offer to small-business owners via the Internet* Complete marketing profiles of the leading virtual accounting service providers* Detailed business plans. . . and much more, including tables, forms, checklists, and illustrations to help you enter today's lucrative online accounting arena.About the AuthorJACK FOX, MBA, is the founder and Executive Director of The Accounting Guild, www.accountingguild.com. He is the author of six other accounting and business books.