

Successful QuickBooks Consulting: The Comprehensive Guide to Starting and Growing a QuickBooks Consulting Business ----Ideal for Bookkeeping or Bookkeepers, Accounting or Accountants, or Consultants

By Michelle L. Long



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This book will help you start earning money in your OWN business with the wealth of information it provides. It includes steps to start your own business (and estimated start up costs); how to define your services and set billing rates (includes average billing rates); how to improve your knowledge and experience; obtain new clients and effective marketing ideas; details about websites, client engagements, market opportunities, growing the business, and MUCH more. The book includes results of a national survey of QuickBooks ProAdvisors about their annual income, use of engagement letters, over 300 comments and advice on things they wish they had known sooner or done differently, their KEYS to SUCCESS and more! Bookkeepers, accountants, tax preparers, and consultants will all find beneficial information in the book. With your own business, you can decide what hours you want to work, services to provide, and work from home if you choose! This book will help you SUCCEED!

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Editorial Review

From the Author

- * Thinking about starting your own consulting business?
- * Need ideas to help grow your business?
- * Not sure how to get clients or what rates to charge?
- * Want advice from other top consultants?

If so, then Successful QuickBooks Consulting is for you! After owning my own traditional accounting practice for about five years, I realized I did not really enjoy the work I was performing. I went back to school and earned an MBA in Entrepreneurship. Now, I am the owner of M. Long Consulting, LLC. Speaking, training, consulting, and writing are now my focus, and I could not be happier!!! I have been able to be my own boss, set my own work hours, and select the clients and type of services I want to provide. Most importantly, I have been home with my children while they are growing up! It is my hope that I can help share my knowledge to help others achieve the same in their lives! I truly enjoy helping others start and grow their own business as well as helping small and growing businesses to utilize QuickBooks to manage their business with good financial information.

Alison Ball, Sr. Manager, Accountant Training Network, Intuit, Inc.

"Michelle Long has created a very comprehensive guide for anyone considering starting a QuickBooks Consulting business. Her use of real-life examples and the fact that she has used her own experiences along with those of other leading QuickBooks Consultants is very compelling."

Cheri Streeter, MBA and Small Business Development Center Director, Overland Park, KS

"Sharing best practices is what Michelle Long does best -- whether it's teaching QuickBooks in the classroom or sharing her tips in this book. The best part is: Michelle actually practices what she preaches -- in her own consulting business. Michelle's guide is full of practical how-to's and is the perfect first step for anyone contemplating starting a QuickBooks consulting business."

About the Author

Michelle L. Long, CPA, MBA is the founder of Long for Success, LLC specializing in QuickBooks Online services and helping small business owners (including accounting professionals) start and grow their business. Michelle was named one of 10 Women who Inspire a Profession by Accounting Today, a Small Business Influencer Awards - Community Choice Winner by Small Business Trends, and a Financial Services Champion of the Year by the Small Business Administration in recognition of her dedication to helping entrepreneurs and small business owners. As one of the elite national trainers for Intuit, Michelle has presented numerous seminars and webinars and courses for Intuit Academy. She has presented webinars for Staples and Office Depot and spoke at various conferences nationwide. She has been quoted or mentioned in the New York Times, Inc.com, Business Week, Investor's Business Daily, WebCPA, Accounting Today and more. Michelle is the author of the books Successful QuickBooks Online Consulting: The Comprehensive Guide to Starting and Growing a QuickBooks Online Consulting Business and How to Start a Home-Based Bookkeeping Business and numerous courses for Intuit Academy. Since 2000, Michelle has helped tens of thousands of QuickBooks Online users and accounting professionals learn about QuickBooks Online in

seminars, webinars and conferences nationwide and recorded QuickBooks Online courses sold on DVD, online video or an iPad app. Michelle is a CPA, Advanced Certified QuickBooks Online ProAdvisor, holds an MBA in Entrepreneurship and is a Certified FastTrac Facilitator. Her blog was named 10 Accounting Blogs Worth Watching by Accounting Today. Her Linkedin Group (Successful QuickBooks Online Consultants) has nearly 30,000 members and is a great resource and networking opportunity for accounting professionals.

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Jessica Keith:

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