

From: Newsletter from Intuit ProConnection [IntuitProConnection@accountantservices.intuit.com]

Sent: Wednesday, June 28, 2006 1:40 PM

To: vmarechal@marshallassoc.com

Subject: See How You Really Score with Clients

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Dear **V Marechal**,

This monthly e-mail is being sent to you because you have subscribed to the [Intuit ProConnection Newsletter](#). Each issue we bring you articles and other resources to help you serve your clients better. Thank you for being a subscriber since **01/25/04**. For any concerns, please DO NOT REPLY to this e-mail but see our new [Subscriber Center](#), set up to help you manage your subscription.

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Big Ideas

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Score Better with Clients



The Most Important Question. Intuit's **Steve Blundell, CPA**, tells why asking the right question to identify your **Net Promoter Score** is the one best thing you can do to grow your practice.

For You: Steve provides sample survey language and client letters you can use to support the effort.

[More](#)

Dealing with an Employee's Mistake



If one of your employees makes a mistake, how can

When Fraud Knocks on Your Door



Why the Audit Trail Is So Important. **Victoria Marechal, Certified QuickBooks ProAdvisor®** shares how she approaches fraud cases and what you can do to help your clients fend off this small business peril.

For You: A client handout on avoiding fraud that you can personalize as needed.

[More](#)

New Tax Increase Prevention Act



Premium Content. You



you salvage the client, the employee, and the day? **Sandi Smith, CPA,**

provides tips on what to do when an employee makes a really big mistake.

Sandi maps out three steps to help you deal with the problem, minimize fear, and retain the clients' trust.

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Your Best Tips

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probably saw that President Bush signed the new law into effect, extending previous

tax cuts. But less-publicized new provisions can affect some of your clients. Tax specialists **Terry Myers** and **Dee DeScherer** explain the provisions that haven't been covered in the media.

For You: A client letter you can modify as needed. [More](#)

Rootkits: One Tough Security Challenge



The Biggest Security Threat Yet? From **The Norwich Group**, **Anne Stanton** helps unravel one of the meaner threats out there, rootkits -- which are worse than viruses and harder to detect. **PREMIUM CONTENT.**

For You: Her list of defensive steps you can send to your clients.

[More](#)

Latest QuickBooks Tip from CPA911

Using Hidden Accounts. Ever wanted to hide the **Draw** or **Miscellaneous Expenses** or other account to avoid misuse or errors? **Kathy Ivens** from **www.CPA911.com** shows you how to use inactive accounts to achieve this result.

- [Using a Hidden Account in QuickBooks Financial Software.](#)

Your Best Tips in June

Here are helpful tips from your fellow bookkeepers, accountants, tax preparers, and other practitioners in June:

- [Multiple Checks, One Vendor](#)
- [Changing CAPITALIZATION in QuickBooks Files](#)
- [Creating a Company Shell for New Users](#)
- [Tips on Pricing Your Services](#)
- [Help Protect Clients from Identity Theft](#)

[Find more tips.](#)

Send Us Your Best Tip. We want to hear from you.

[Share your tips here.](#)

Use PR for Free Advertising: How to Get Started



The whirlwind behind Duct Tape Marketing, **John Jantsch**, shows you how to do more for less in promoting your firm. Here is his tip on creating press releases for free publicity.

BONUS: John shares his list of idea starters so you can discover all of the potential opportunities in your firm.

[More](#)



Product Smarts

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QuickBooks 2006: Release 7 (R7) Auto

QuickBooks Time Tracker Now Live

Update Now Available

Release 7 was recently enabled on the Intuit site for both auto update and [manual download](#). The new release, R7, enables **QuickBooks Time Tracker** (see related story).

The update also addresses issues that affect performance. Look for improvements in

- In-Product **Help**
- Integration with **Internet Explorer 7**
- Security enhancements for **banking reports**
- **Backup and Portable Company File** functionality
- **File Verify** and **Rebuild** functionality
- **Time tracking** via Web

[See the release notes here.](#)

QuickBooks Merchant Service Now for the Web, Too

Have clients eager to set up a Web store? Investigate QuickBooks Merchant Service for the Web. Intuit has identified some major Web store companies whose Web sites integrate easily with the QuickBooks Merchant payment processing service.



Stores Already Enabled. Included to date are GoDaddy, Homestead, ProStores on Ebay, and Website Pros, with more to follow.

[See an overview of individual stores and their capabilities here.](#)

[Review Merchant Service pricing for QuickBooks ProAdvisors and other accountants, bookkeepers, and consultants.](#)

[More](#)

NEW QuickBooks Enterprise Solution Provider Program

Once QuickBooks 2006 is updated to Release 7 (see related story), users can check out **QuickBooks Time Tracker**. This new Web-based time tracking service is designed to help you and your clients save time, reduce timesheet hassles and avoid errors caused when users manually re-enter timesheet information into QuickBooks.

It's easy to get started and simple to use. Employees or contractors enter timesheets online and you or your clients download them into QuickBooks in one click.

Email reminders can be set up to automatically alert employees or contractors when timesheets are due.

Trials at No Charge. For a limited time, users of QuickBooks: Pro and Premier 2006, or Enterprise 6.0, can try the time-tracking software for 60 days at no additional charge. [More](#)

Learn More about QuickBooks at Intuit Academy, Other Shows

Make Plans Now for August or November. The popular **Intuit Academy** offers introductory and high-level courses for accounting professionals, typically with CPE credits available.

- [Business & Technology Solutions CPA Show](#), Chicago - Aug. 22-23
- [The Sleeter Group's Annual QuickBooks Consultant Conference](#), Las Vegas - Nov. 7-9

The 2005 Sleeter event sold out early; register soon to secure a spot.

More Opportunities with The Sleeter Group. The Sleeter Group hosts several one-day events planned **Nov. 10 in Las Vegas:**

- [2006 QuickBooks Consultant's University](#)
- [QuickBooks Point-of-Sale Consulting Seminar](#)
- [Train the QuickBooks Trainer Seminar](#)

Training Session in July

- [New York CPA Finance & Technology Show](#), N.Y. City - July 17-18

August thru November

Look for us at these other tradeshow, most of which include training events.

- [National Society of Accountants](#), Providence - Aug. 16-19 (informational booth only)
- [Southeast Accounting Show](#), Atlanta - Aug. 30-31
- [Florida Accounting Show](#), Ft. Lauderdale - Sept. 28-29
- National Conference of CPA Practitioners, Long Island, New York - Nov. 15-17 (**516-997-9500**)

Keep track of [upcoming trade shows](#) here.

Small Business Computing Welcomes QuickBooks

Pilot open to Certified QuickBooks ProAdvisors.

Announced at the recent [QuickBooks Enterprise User Conference](#) in Phoenix, Arizona, this new program provides a network of QuickBooks Enterprise Solution Providers who offer the personalized and professional services growing businesses need.

Industry press recognized the concept of providing value-add partners to help mid-market customers find, implement, and optimize their use with the right business management solution. (See [CRN Tech Builder](#), [SmallBizTechnology](#), or [WebCPA](#).)

[More](#)

Easy Estimate

"*QuickBooks Easy Estimate* is an entry-level estimating program designed to help construction contractors create professional estimates quickly," writes **Lauren Simonds** of [Small Business Computing](#). "The theory is that polished, professional proposals will net more jobs and thus grow the business." Lauren writes that the product won't just manage an existing business but actually "help it grow."

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Advisor Spotlight

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William English: Certified QuickBooks ProAdvisor, Certified QuickBooks POS ProAdvisor



How to Stand Out. Differentiation and specialized knowledge can go a long way in building your practice. That's the lesson **William English** says he learned early in his career. Find out how he's used the strategy twice now, to build a one-person practice into a growing, multi-person firm in San Diego, California.

Will now specializes in serving the retail market with QuickBooks Point of Sale, and he gets new business by way of the Certified QuickBooks Referral Database and his own Web site.

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Or, let us know how we can help you as follows. We can help you

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COMING IN JULY: RETAIL EXPRESS LANE

Our special issue on the retail niche will come with unique insights from your colleagues on how to make inroads into this industry segment. Note: Our special issue on **Flexibility Everywhere** is being rescheduled for later this year, with more options for working with clients, by Remote Access from WebEx, file transfers, and more.

DID YOU KNOW?

- **QuickBooks ProAdvisors® Hear News First:** QuickBooks ProAdvisors receive critical product alerts on QuickBooks products, sometimes weeks before information is released more broadly. Interested in joining them? See more information on the [QuickBooks ProAdvisor Program](#) here.
- **You Can Share This Issue:** Each month, the *Intuit ProConnection Newsletter* brings you unique information to help you and your clients succeed with Intuit products. Do your colleagues a favor, and forward them a copy of this newsletter.
- **Why Clients Like QuickBooks:** Eight out of ten QuickBooks users agree that creating reports in QuickBooks takes 25% less time than creating the reports in Excel spreadsheet software.

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