



You Spoke, We Listened!

by Sara Robertson, Marketing Manager, GBQ Partners LLC

Hopefully you read about *MarkeTrends*' transition to *Growth Strategies: The Journal of Accounting Marketing and Sales* in the March/April issue of the publication. As this progresses, the *AAM Minute* is getting a makeover of its own.

In 2009, the *AAM Minute* was launched as a way to provide timely, interactive information that impacts accounting firm growth. Last year, we asked members for detailed feedback on the various AAM communications, and as a result, we're making some tweaks.

After several months of research and development, we are ready to take the *AAM Minute* from bimonthly to monthly. The goal is the same – to give you quick access to valuable information. Now, you'll just get it timelier than before.

In July, the first monthly issue will launch with a new look and new content. The e-mail alert committee has worked closely with *MarkeTrends* to make this transition and ensure you find value in both publications. While you'll see higher-level content and material in the new *Growth Strategies* journal, we will put a new twist on some of your favorite features from *MarkeTrends* in the new *AAM Minute*. Know someone who would benefit from receiving the *AAM Minute*? Our hope is the new content will allow us to gain even more subscribers. To subscribe, visit www.accountingmarketing.org/aam_minute_signup.asp.

Call for Articles

The email alert committee is always looking for *AAM Minute* content. Email info@accountingmarketing.org to submit your article ideas and contributions based on the current *AAM Minute* editorial calendar - <http://bit.ly/jw0Yu7>.

Please consider the following criteria:

- Supply the author's full contact information with article.
- Submit articles in Microsoft Word.
- Provide images in JPEG format.
- Articles with incorrect or inappropriate links will be declined.
- Each submission will be reviewed by an editor who may correct spelling and grammar and edit for length.

One new addition to the *AAM Minute* is the **Marketer News of Note** section. Have you recently changed jobs or received a promotion or award? Have you joined or been appointed to a local board? If so, we want to hear about it. AAM will run this information in a future issue of the *AAM Minute*. Email info@accountingmarketing.org to submit a summary or press release, along with a headshot (if applicable).

Please note: AAM cannot guarantee that all submissions will be published. Firm submissions will not be accepted. This feature is for individuals and members only.