

On-Target Marketing Tips in Bulls-Eye!

Thirty-seven of the industry's most successful marketing and sales minds have come together to share ideas and years of hard-earned experience in *Bull's-Eye! The Ultimate How-To Marketing and Sales Guide for CPAs*.

This new book is designed to be a comprehensive resource for the profession – something you reference often and read more than once. Published by the AICPA and the Association for Accounting Marketing, *Bull's-Eye* was edited by AAM member Tracy Crevar Warren.

“Marketing is *cool* again! As we enter a new economy, what made us profitable in the past will not necessarily be what propels us to profitability in the future,” said Crevar Warren. “The authors of Bull's-Eye will take you on an insider's tour to help you understand what it takes to build and sustain successful business development programs that produce results.”

Topics covered include getting ready, getting started, building the team, marketing techniques that get you noticed, connecting the dots between marketing and sales, measuring results and delivering and measuring client service. And while theories and examples are provided, there is a wealth of information you can implement right away. From client service worksheets to sample marketing budgets to event planning checklists – there are great tools for every marketer and CPA.

“It's one of those practical tools that you will use over and over again no matter where your firm is on its growth journey,” Crevar Warren said.

Cost for the paperback book is \$156.25 or \$125 for AICPA members and it can be ordered online at the [AICPA store](#) or by calling 888-777-7077. If you're looking for great ideas to implement within your firm, this book will be a great resource.