



Issue Editor: Becca Davis, Marketing Coordinator, Rea & Associates



Leadership Link



Welcome to the latest issue of *The AAM Minute*. As we enjoy the last month of summer, I hope this communication finds you all excitedly implementing some of the things you took back to your firms from the AAM Summit in San Diego. I know several of you have already put some of the things you learned into place and I am excited to hear of your successes so far.

Please be sure to sign up for a committee if you have not already done so. This is a volunteer organization and we would not be as successful as we are without the tireless efforts of our members. We appreciate you and your commitment to AAM more than you know! I would also like to encourage you to take a look at the AAM High! Series, the Firm Size Roundtables and the Advanced Marketer calls. Sign up now for the topics that interest you as the space is limited for some of these. And, as always, be sure to check the AAM Calendar of Events on the Web site at www.accountingmarketing.org.

Enjoy the rest of your Summer!

Jamie



Membership Update

Committee News

Communications Committee Welcomes New Members. The communications committee recently welcomed three new members: Hope Cooper (marketing director at Alexander Thompson Arnold PLLC), Carrie Lewis (marketing manager at Somerset CPAs, P.C.) and Stacy Hagan (director of marketing at Lazar Levine & Felix LLP). For information about joining this committee, contact Melissa Farmer at mfarmer@somersetcpas.com or Kristen Ludwig-Lewis at klewis@amper.com.

The MarkeTrends Committee Needs Your Input! The MarkeTrends committee, the team responsible for putting out the Association's print newsletter every other month, would like to hear from you. It will be setting the editorial calendar for 2009 and would like to know what topics are of special interest to AAM members.

Association for
Accounting Marketing

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Calendar of Events

Visit the AAM Calendar of Events for a listing of educational offerings in the accounting profession.

AAM High!

Don't miss the great 2008 AAM High! lineup

Make your voice heard! Take a moment now to e-mail Anne Angera at aangera@dunlap-associates.com and let the committee know your top five suggestions for issue themes/topics.



Get Connected on the AAM Discussion List

By Becca Davis, Marketing Coordinator, Rea & Associates

As accounting marketers, we often find ourselves in uncharted territory. Whether you're working on a new project, weighing the options of a tricky decision or looking for some quality brainstorming, there's a one-stop-shop to meet your needs: "Connected," the AAM discussion list.

Ask a new question or poke around in the archives to view past discussions – but either way, you'll find that AAM members are more than willing to share their advice, opinions, resources and secrets of success.

Here are some of the most discussed questions over the past month. To view the full archive, including responses to these questions, [click here](#). You must be an AAM member to access this feature.

I am curious to see what companies you are using to blast e-mails and digital newsletters out to your clients and prospects? Also, what advice can you give to a gal who has not undertaken e-mail driven content?

"Email Blasts," July 16, 2008
11 posts

Our firm is looking to put together a formal "Marketing 101" program for our staff that will cover all the basics of marketing. We have zero marketing culture among the staff members (only shareholders and myself are responsible for bringing in business) and I'd like to gently but clearly outline what marketing is and how everyone plays a role in marketing. I'll obviously cover networking, cross-selling, and other sales-related info, but I'd like some guidance from those of you who have a formal program already in place as to how to best organize my program. I've spoken to several of you off line about this subject, but the consensus is that many of us have been doing it informally and not as consistently and clearly as we'd like. Do any of you have a formal marketing training program in place, and, if so, would you be willing to share an outline of what that program consists of?

"Internal Marketing Programs," July 9, 2008
12 posts

My firm is considering a new building in one of our locations. One possible plan has offices for managers and shareholders with the rest of the team members in cubicles. There will be conference rooms available for them to use for client meetings. We have always had offices for each team member, but I wondered if other firms use cubicles. I would really appreciate getting feedback on the benefits or problems experienced.

"Cubicles vs. Offices," July 9, 2008

10 posts

Do you send to your clients/prospects/referral sources an electronic newsletter or print and mail a hard copy? Why have you chosen this route?

“Electronic vs. Hard Copy Newsletters,” June 24, 2008
11 posts

The Warning Signs of Career Disaster

By Deborah Walker, Career Coach, Alpha Advantage

Many of us have recurring dreams. Mine is that I’m driving down the freeway and can’t read the road signs until I’ve missed an important exit. Fortunately, it’s just a dream. But many people have trouble reading signs—not road signs, but career warning signs.

A career warning sign is any change that indicates possible career disaster. While warning signs may vary according to employment situations, there are four basic warning signs to look for:

- Your industry is experiencing a downturn.
- Sales are down in your company.
- Management changes.
- You’ve lost favor with your boss.

[Click here](#) for more information about these warning signs and what to do if you see them in your own situation. And for even more career resources, be sure to check out AAM’s career center – AAM Hire!, the AAM Job Bank and other great online resources.



Conference News



Mark your calendars to save the date for *AAM Summit 2009: Marketingpalooza!* June 2 – 5, 2009 at the Austin Hilton, Austin, Texas.



Chapter Connection

The AAM Los Angeles Chapter Group is now on LinkedIn. To connect and facilitate networking among accounting marketing professionals in the LA area, simply click the link below to join the group. If you are not a LinkedIn member, you will be prompted to join. If you have not already used LinkedIn to build your professional relationships, we encourage you to join and begin building your professional network. Join AAM-LA on LinkedIn:

<http://www.linkedin.com/e/gis/58065/70D17862ACFA>

The AAM Houston Chapter is hosting its next monthly luncheon on August 19 from 11:30 a.m. to 1 p.m. at Del Frisco's Double Eagle Steak House at 5061 Westheimer. "The Rainmaker" Ed Robinson will be presenting "Rainmaking Strategies for Success." Robinson will discuss the qualities of a Rainmaker, formulas for successful rainmaking, the client development process, building a Rainmaker's confidence and marketing and selling strategies. Seating is limited. Log onto www.accountingmarketing.org for the Houston Chapter Events Section to register. For more information, contact Christine Spray, President of the AAM Houston Chapter, at cspray@cfw-cpa.com or 832-264-4041.



Additional News



Laugh Break with Mark Miller: Rejected AAM Summit Seminars Revealed!

By Mark Miller

The many seminar presentations offered at the annual AAM summit have been carefully selected from a larger group of seminar proposals submitted to AAM each year when the call is put out for those who'd like to present a topic of their expertise. In other words, many are called, few are chosen. Which got me wondering about the seminar proposals that were not chosen. What were they like? Lame? Embarrassing? Off topic? Not insightful? Or just bland? I thought it might be interesting to find out. So I asked AAM, but their lips were sealed. I guess they didn't want to embarrass anyone. I said I wouldn't mention any presenters' names, but they still said no way, Jose. Which confused me, because my name is Mark.

So, in order to find out, I took the next logical step and did what any of us would have done. I broke into AAM headquarters after hours, overpowered the six security guards, navigated my way carefully through the infra-red laser alarm beams like Catherine Zeta-Jones in "Entrapment," rappelled down from the ceiling into the 27-inch steel vault where AAM keeps its most sensitive documents, and, using a pair of night vision goggles loaned to me by an ex-girlfriend now working at the Pentagon, I was able to finally locate and take digital photos of the rejected AAM summit seminar proposals. I hope you appreciate the trouble I went through to present them now to you.

Funneling Money From Partners' Bank Accounts Into Yours

Would you consider it too much trouble to hack into your HR Department's records, steal the Social Security numbers of your firms' partners, and use them to withdraw cash from their bank accounts and deposit it into yours? Then stop reading right now, Lazy, and move on to another seminar. As for the rest of you adventurous marketers, you'll learn step by step how to accomplish this fun and lucrative task without anyone suspecting your involvement. Hey, the partners get profit-sharing and you work twice as hard as they do – so why shouldn't you get yours? Conscience bothering you? Hey, it's only money. They'll make more! Get with the plan, Stan!

How to Guarantee Your Phone Calls Are Returned

As an accounting marketer, you may have noticed that your phone calls may or may not be returned on a timely basis, if at all, especially by your firm's partners. Unbelievably, marketing is not always viewed by them as a priority in their lives. You can, however, turn things around by leaving messages that ensure your calls will be immediately returned, always. From "If you want to see your dog Fluffy alive again, you'll return this call by noon," to "This is the Free Clinic with an urgent message," to "This is the State Lottery Board with some exciting news about the recent ticket you purchased," using these techniques and messages will guarantee you'll never again be ignored.

The Narcotics of Accounting Marketing

We all know that we could never make it through even one day of accounting marketing without the proper drugs to deal with the mind-numbing, ongoing madness, anxiety and failure. But which drugs? And in what quantities? And where to get the best deals on them? Find out the ideal illegal substance to ingest, snort or inject, whether you're working on a proposal, a news release or the budget. Special guest speaker: Tommy Chong. \$2,500 "materials" fee required for substance samples, an on-duty paramedic, and Bad Trip Insurance.

Questions to Avoid Asking When Interviewing for an Accounting Marketing Job

Accounting marketers are generally pretty savvy – except when seeking employment. Asking one wrong question can torpedo an otherwise promising job opportunity. We'll explore the questions not to ask, and the reasons for not asking them, during a job interview. Such questions include: "Do you have any secrets for dealing with the soul-crushing boredom of working in an accounting firm?" "How 'bout you and me grabbing a six-pack and we'll talk internal controls?" "Where do I see myself in five years? – In a hot tub in Tahiti with George Clooney and a pitcher of margaritas?" "Are any vacation days available before I start work here?"

How to Steal Enough Office Supplies to Start Your Own Stationery Business

The savvy corporate thief is obviously too bright to back a U-Haul-It trailer up to the loading dock of his accounting firm and carry out boxes of office supplies. Trust me – it can only end in immediate dismissal, humiliation, and a 6-9 month prison sentence. But if you simply bring a good-sized bag or knapsack, you can "liberate" a moderate amount of supplies each day. You'll be surprised how quickly a nice inventory accumulates and before you know it, you can be opening your own electronic stationery storefront on eBay. Carve out your own niche specialty by only pilfering accounting marketing stationery items.

Okay, so maybe there are good reasons why some of the seminar proposals were rejected. Still, their creators, however misguided, should be given kudos for even trying. Or at least reported to the proper authorities.

Mark Miller is Marketing Communications Manager at Stonefield Josephson, in Los Angeles. In addition to his marketing work, Mark has been a nationally syndicated humor essay writer for the Los Angeles Times Syndicate.

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