

Partner Visibility

Marketing yourself, in addition to your firm, is an important step to take to build your own practice. Seven ways partners can garner attention for themselves and their firm, courtesy of Marisa D'Var, author of the book *Building Buzz: How to Reach and Impress Your Target Audience* (Career Press; 2005, ISBN 1-56414-779-7; Cost: \$14.95). *Her suggestions:*

- 1. Carefully choose the events that you'll attend** throughout the year by brainstorming in advance the kinds of people you need to meet.
- 2. Build relationships with featured speakers at networking events** by contacting them in advance and saying you look forward to meeting them. Developing an alliance with key industry figures can pave the way for endorsements and referrals down the line.
- 3. Create short, snappy sound bites** to introduce yourself and establish your credentials in a colorful way.
- 4. Send introductory letters or e-mails to journalists who write in your niche or other practice specialty area.** Offer yourself as a source for future articles.
- 5. Locate information about editors,** beat reporters, and radio and TV producers in media directories located in the reference section of your local library.
- 6. Create a keyword-rich press room on your Web site**—for journalists—which contains articles about your CPA firm, press releases, and pictures in varying resolutions.
- 7. Write articles for trade publications** read by your target audience. Send reprints to clients and prospects. *Source:* PR staff