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MADISON, CT, May 3, 2010—Build Your Firm, a full-service marketing and practice development company for accounting firms, will integrate social media into its 1-Day Accounting Marketing Workshop program. The social media instruction will educate accounting firms on how to capitalize on social media marketing for growing their practice.

“We developed the social media educational program over the past six months to help small accounting firms capitalize on this medium, while minimizing their investment in time,” said Allan Ratafia, President, Build Your Firm, and head of Ratafia & Co., CPAs, PC. “In researching the marketplace, we learned many accountants were well aware of social media, but most saw it as either a fad or sink hole of time. After using social media in my own firm, we have been pleasantly surprised by the results.”

Build Your Firm's 1-Day Accounting Marketing Workshop teaches accountants how to use an integrated marketing system to generate leads from small businesses and close business with less effort. The marketing system that Build Your Firm advocates uses direct mail, Internet marketing, referral marketing, and now, social media, to generate leads. Each year, Build Your Firm teaches up to 10 workshops throughout the United States.

About Build Your Firm

Established in 2003, Build Your Firm is dedicated to the tax and accounting profession. Build Your Firm works with accounting professionals all over the United States to help them learn how to market, price and sell their services. The firm's proven accounting marketing system helps accountants acquire

business clients with ease, operate at higher hourly realization rates and profit

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