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In this video, Karen Reyburn and I chat about the practical steps you need to take to build your brand as a CPA in order to stand out from the crowd and attract the clients you love.

Karen is with [The Profitable Firm](#), a marketing agency helping accountants create powerful content to attract clients. 3 ways to brand yourself as a CPA

- 1. Get glamorous.** Hire a photographer and have an awesome headshot taken.
- 2. Write a weekly newsletter.** Capturing emails and sending regular tips is a sure way to develop trust and convert followers into clients.
- 3. Offer to host webinars.** Connect with your fave accounting applications and offer to host free accounting webinars to their users. It's a triple win- the application loves you, the users benefit from the content and you can build yourself as an expert.

Take action now: Remember your brand is how you want others to feel about you and your business. Write down three adjectives that you want others to feel after engaging with your website, social media profiles or in person.

Danetha Doe (@[danethadoe](#)) is a business strategist and author of the Simple Guide to Accounting and Financial Strategy for New Entrepreneurs. Selected as one of the Top 40 under 40 accounting professionals by CPA Practice Advisor, she helps entrepreneurs take their business to the next level. Visit www.danethadoe.com to learn more.

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