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## SMALL BUSINESS

# April 2018 Small Business Channel

Apr. 13, 2018

## Top Social Media and Blog Posts:

**How Even the Smallest Startups Can Project a Professional Image.** Entrepreneur.

<http://bit.ly/2puOwHu>

**How to Monetize the Data in a Business.** Inc. Magazine.

<http://on.inc.com/2GbxXe9>

**4 Steps to Forging a Strong Rapport with Prospects.** Thomson Reuters blog.

<http://tmsnrt.rs/2puYQiR>

**Small Business Insurance 101.** Paychex WORX blog.

<http://bit.ly/2GerEq6>

**6 Important Lending Terms for Business Owners.** Kabbage blog.

<http://bit.ly/2FYB9GI>

## Latest News:

**SMB Owners Unsure of Tax Reform Benefits.** Small business owners say they are optimistic about current and future business conditions but also are worried about the impact of the new law.

[www.cpapracticeadvisor.com/12406519](http://www.cpapracticeadvisor.com/12406519)

**Midwest Farmers Worry About Trump Tariffs.** A potentially damaging political game of “wait and see” could harm Kansas farmers as China and the United States take steps toward a trade war.

[www.cpapracticeadvisor.com/12406662](http://www.cpapracticeadvisor.com/12406662)

**More U.S.-Cuba Commercial Flights Approved.** The new flights, which all service Havana instead of lesser-known Cuban cities, indicate demand may be creeping up again for travel to Cuba.

[www.cpapracticeadvisor.com/12406660](http://www.cpapracticeadvisor.com/12406660)

**Harvard Business School Launches Gender Initiative.** The program will support research, teaching, and knowledge dissemination that promotes gender equity in business and society.

[www.cpapracticeadvisor.com/12405864](http://www.cpapracticeadvisor.com/12405864)

**New Invoicing System Modernizes Processes.** Qualpay works in partnership with their customers to address specific payment needs and ensure customer and cardholder data is stored securely.

[www.cpapracticeadvisor.com/12406123](http://www.cpapracticeadvisor.com/12406123)

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