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May. 13, 2020

*CPA Practice Advisor* welcomes periodic contributions from accounting, tax and financial advisors, as well as from technology providers who serve those professionals and firms. We recommend the following guidelines for authors, as they help to maintain the voice and direction of our publication, and provides greater value and knowledge to our readers.

1. Articles should not promote a specific service or product, but should instead focus on the need for technology functions, advancements in technologies, best practices for firms and professionals, and news topics of interest to firms as they serve their clients.
2. Business and tax focused articles should speak to our readers, who are CPAs, accountants, and tax professionals in managerial or partner roles, and other business consultants. Therefore, instead of saying how something can help “your business,” articles should instead speak to how that “can help your clients.” (However, articles focused on accounting/tax firm operations can address firm needs directly.)
3. A general guideline on article length is 750-850 words, however, this is not a limit. If an author feels that a longer article is necessary to appropriately address the topics, we encourage the author to write as much as necessary to do so.
4. Provide a brief (1 paragraph max) bio of the author, which will be at the end of the article. Linking to company website is welcome.

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