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Michael Eckstein, EA – 2022 40 Under 40 Honoree



Owner

Resting Business Face / Eckstein Tax Services

<https://restingbusinessface.com/nessface.com>

- Building my practice- Like many other small firm owners, I started my practice as a side hustle. It was just an experiment to see what would happen. Now, I've grown to be one of the top-rated solo firms in town, have saved clients thousands, and built a healthy business. Through all that, I've also become the treasurer of my local Business Improvement District.
- Writing my small business newsletter- I found that there was a huge knowledge gap in small business financial education. I wanted to write a valuable but approachable newsletter that I always wished existed. Every week, I email out a mini-article about the less glamorous (but crucially important) side of increasing revenue, profitability, cash flow, and business strategy. The newsletter's growth, readership, and feedback/reviews have been unbelievable. It's wild to me because I'm a math person, but here's all these people looking forward to my words.
- And, of course, winning this award 😊

What are you doing to make a difference in the profession, your community, the world?

I'm the treasurer of my local Business Improvement District. We receive tax revenue

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