



# How to Start a Professional Tax Practice

Mariette Martinez, EA

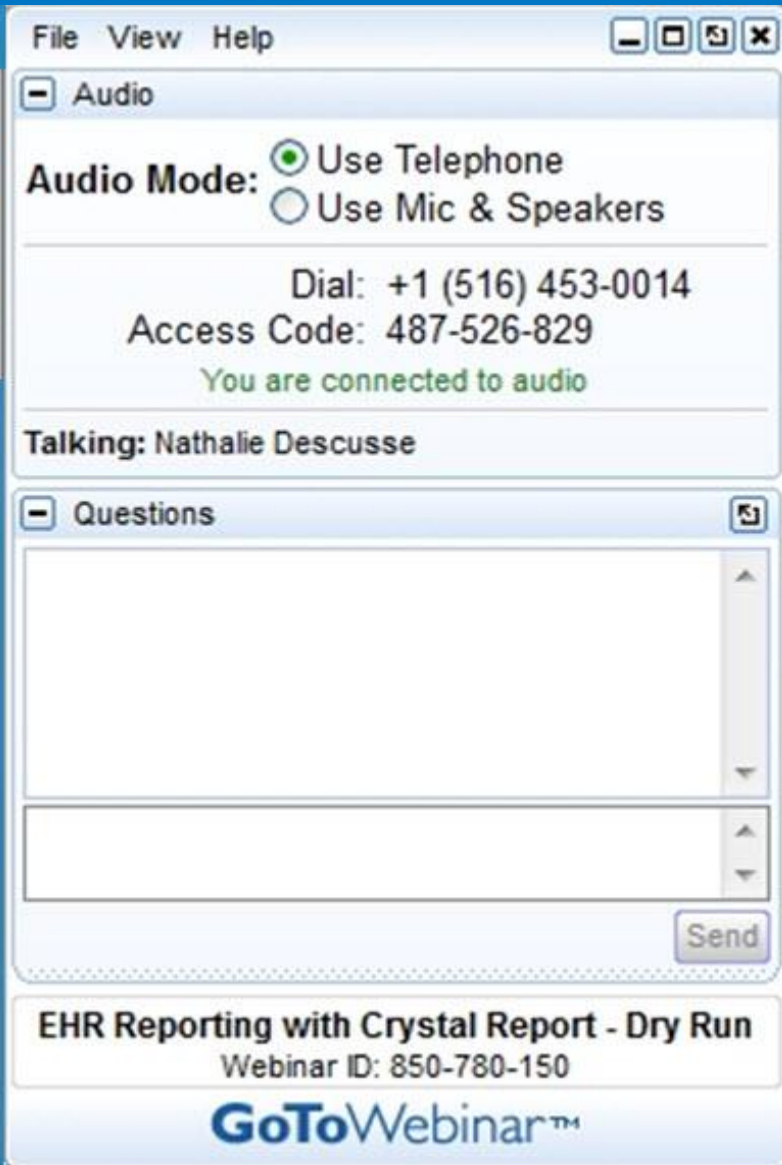
[Q&A with Mariette Martinez, EA & Tara Stratton](#)

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# Housekeeping

- Your phone is silenced automatically and you may utilize the chat feature if you have a question.
- Please save your questions for the question and answer session – feel free to use the chat feature to save your question.
  - If we cannot answer all your questions during the live event due to time constraints we will be sure to answer all questions post event.



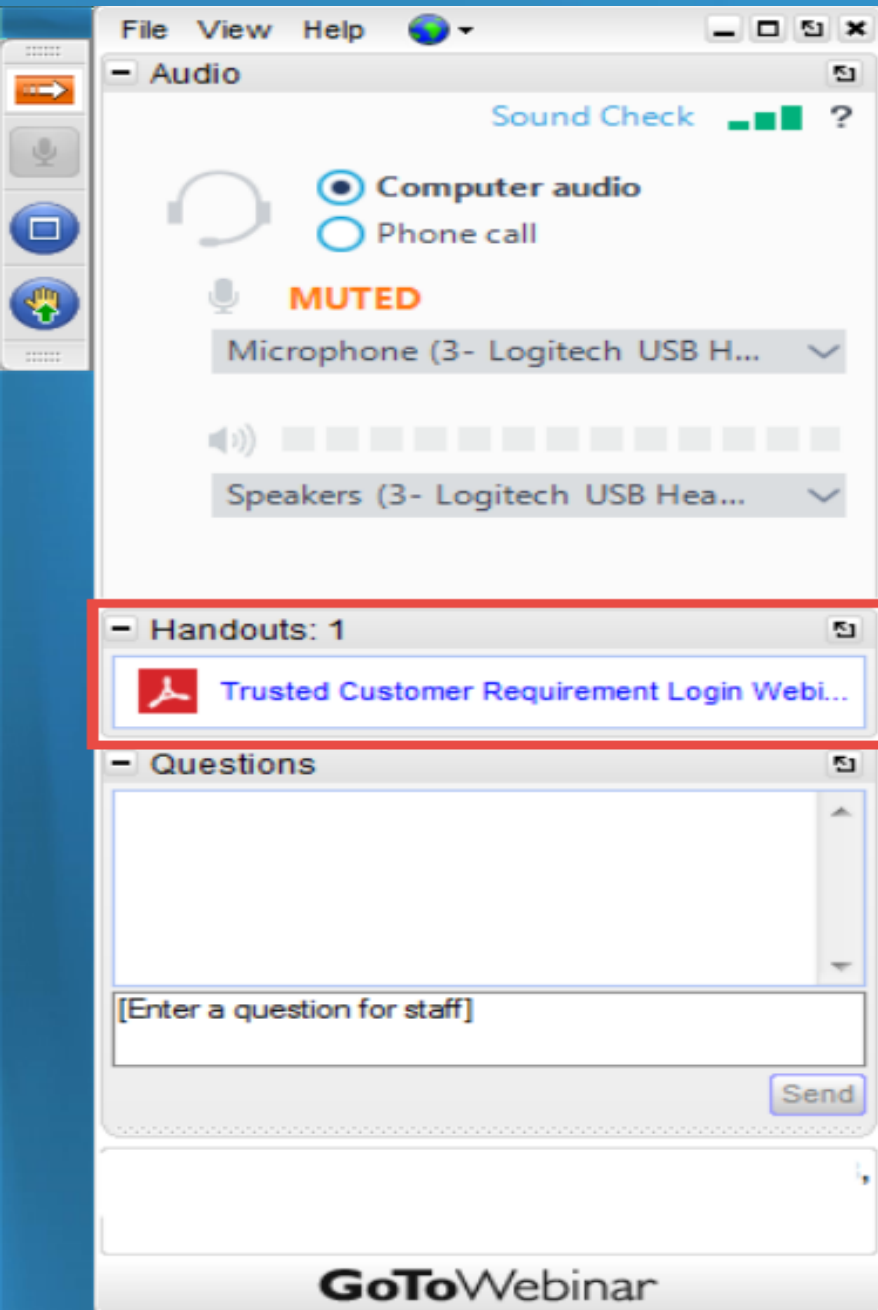
# Handouts (Windows)

You will see a Handouts pane in the Control Panel. Click the name of a handout to access it.

Your default web browser will automatically launch and open a blank page, and the handout file will automatically start downloading.

Click the downloaded file to open or save it.

[Handouts \(Mac\)](#)



# Mariette Martinez, EA – A Cloud Accounting & Tax Professional

- Check out the [AMAZING Intuit ProConnect FAQs](#)
- Follow Me on Twitter: [@MMartinezEA](#) I share **FOR ALL MY FOLLOWERS**
- Elevator Pitch: I provide professional software training, consulting on small business accounting technology & workflows, strategic financial & retirement planning and tax preparation. I love contributing to the Solopreneur community (especially #MommyPreneurers like ME) and deliver my insights by embracing social media.
- Short History Lesson: Graduated from Cal State Northridge, worked in public & private accounting sector, worked in technical support for a tax software company and took the Entrepreneurial leap in 2010!
- My Real Life: Team Mom of 3 kids, wife of 1, sibling of 6. Start every morning with the goal to make a positive difference in someone's day. #MarietteLovesSocial #MakeADailyDifference #MarietteLOVESHashtags =)



# New Practice Workshop Agenda

- Determine your type of entity
- Get registered
- Get insured
- Define your business
- Get tools to streamline tax preparation
- Get support
- Grow your business



# Determine Your Type of Entity

- Sole proprietorships
- Partnerships
- Limited liability company (LLC)
- S corporation OR C corporation
- More References here:
  - [Intuit Blog](#)
  - [Choose Your Business Entity video](#)
  - [SBA – Choose Your Business Structure](#)



# Get Registered



- Register your business with your state and potentially your city

[www.sba.gov/starting-business/business-licenses-permits](http://www.sba.gov/starting-business/business-licenses-permits)

- ✓ Obtain a [Federal Employer Identification Number \(FEIN\)](#), (recommended)

- Obtain an Electronic Filing Identification Number (EFIN) from the IRS

[www.irs.gov/tax-professionals/e-file-providers-partners/become-an-authorized-e-file-provider](http://www.irs.gov/tax-professionals/e-file-providers-partners/become-an-authorized-e-file-provider)

**For PTO Users, NEED to PROVIDE [EFIN Verification](#)**

- Obtain a Preparer tax identification number (PTIN) from the IRS

[www.irs.gov/ptin](http://www.irs.gov/ptin)



# Get Insured

There are many different types of insurance to consider:

- Property insurance
- Liability insurance
- Business interruption insurance
- Data loss and identity theft protection
- And many more!

For more information, check out Intuit Blogs:

[Which SMB insurance is Right for You?](#)

[Five Types of SMB Insurance](#)





# Define Your Business

**Determine your business model: how will you earn revenue?**

- Seasonal tax practice vs. year-around tax services
- Taxes ALONE or Taxes + Accounting, Tax Planning, etc.
- Business tax vs. individual tax vs. both
- What kind of clients do I want?
- Will you meet with clients in person, digitally or both?
- [What will your pricing model be?](#)
- [Package Pricing from a Real Tax Professional](#)
- [One on One conversation with Pricing Expert](#)
- [How to Implement Value Pricing in Your Firm](#)



# Define Your Business

Understand certification options to see if any are a fit for you and your business

- [Complete IRS Annual Filing Season Program](#)
- Certification from The Income Tax School
- Enrolled Agents (EAs)
- Certified Public Accountants (CPAs)
- Tax attorneys
- [Be aware of state requirements](#)
- [Tax Return Preparer Credentials and Qualifications](#)



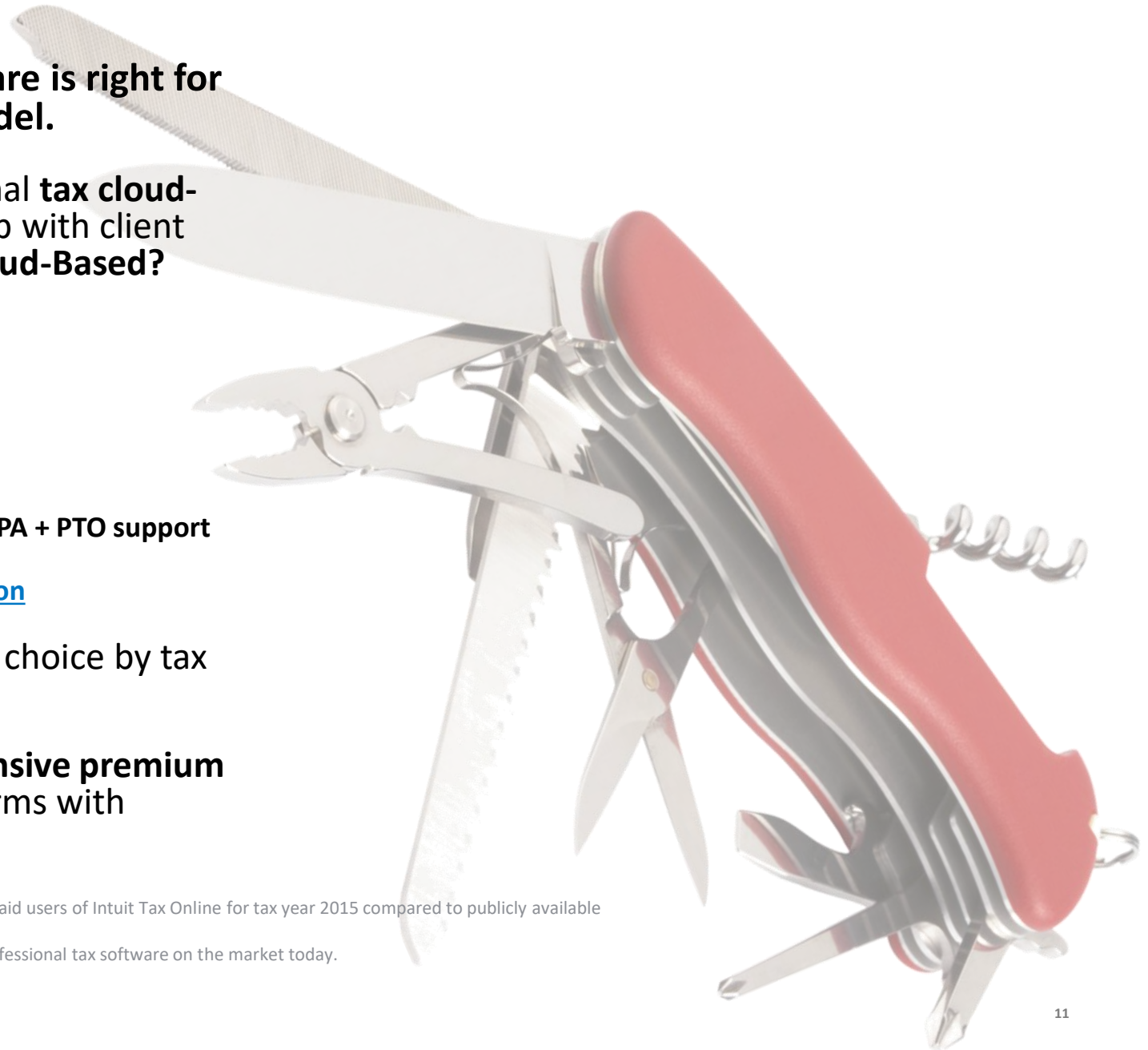
# Get Your Tools

**Step 1:** Consider which professional tax software is right for your business. Stay TRUE to your business model.

- [ProConnect™ Tax Online](#): The #1 professional tax cloud-based software.<sup>1</sup> Allows streamline tax prep with client collaboration. **Do you want to be 100% Cloud-Based?**
- **Amazing promotions (limited time):**
  - 25 PTO FREE returns (15 personal & 10 business)
  - 5 for \$99
  - [New to PTO OR Switching to PTO](#) – Darrel James CPA + PTO support
  - QBO In the Know on the [New PTO/QBOA integration](#)
- [ProConnect ProSeries®](#): The #1 software of choice by tax professionals.<sup>2</sup> Form based & affordable.
- [ProConnect Lacerte®](#): The **most comprehensive premium** desktop solution. For tax and accounting firms with complex individual and business clients.

<sup>1</sup>"#1 online professional tax software" statement is based on Intuit internal data of the number of paid users of Intuit Tax Online for tax year 2015 compared to publicly available statements from competitors for the same time period.

<sup>2</sup> With more than 65,000 practices choosing ProSeries for tax year 2015, ProSeries is the leading professional tax software on the market today.



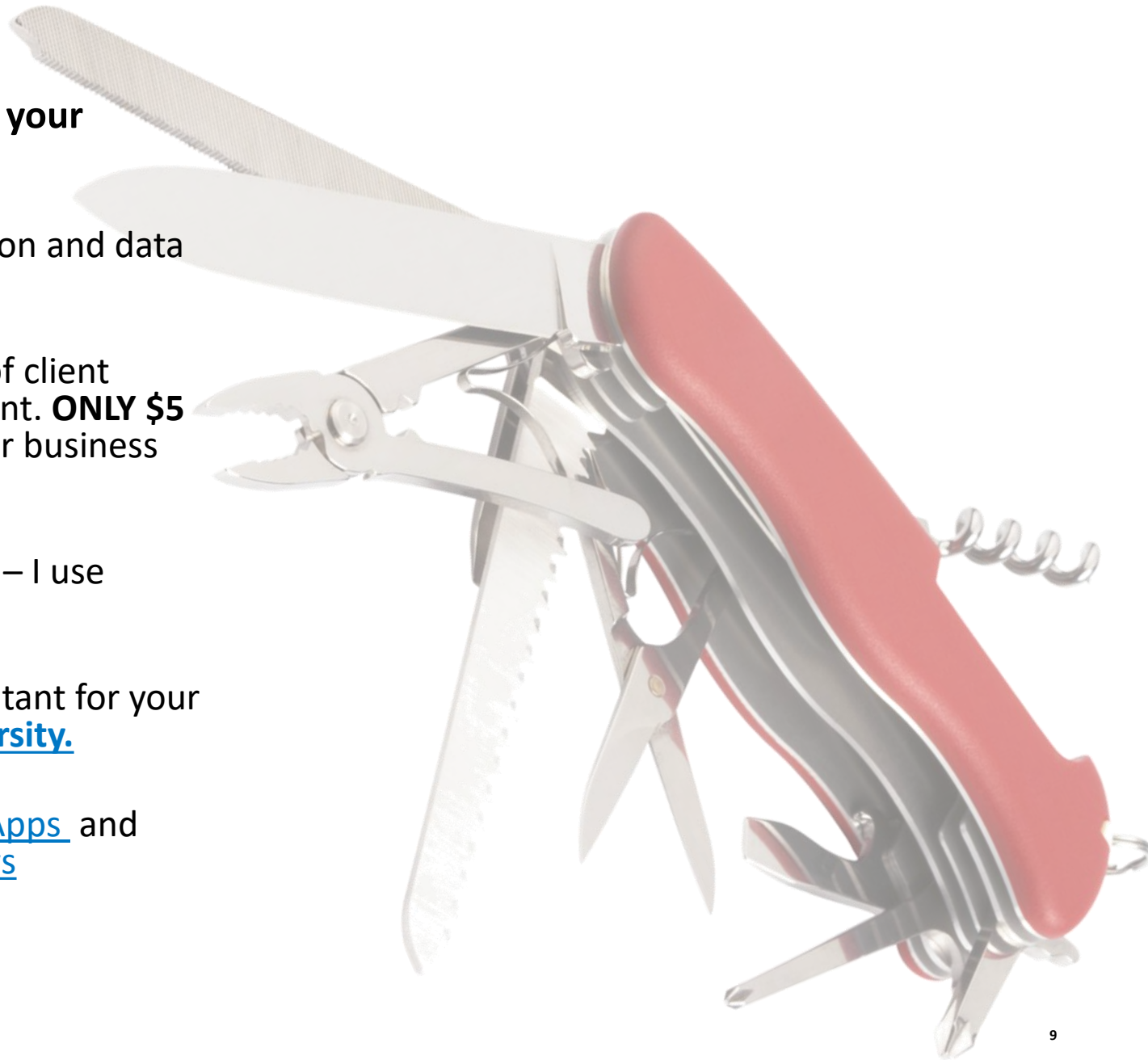


# Get Your Tools

## Step 2: Consider other tools to help streamline your workflow

- [Intuit® Link](#): Helps simplify client collaboration and data collection. Check out my [YT playlist on Link](#).
- [Intuit eSignature](#): Helps simplify collection of client eSignatures for Form 8879 as well as payment. **ONLY \$5 Per Return, NOT per signer.** Not available for business returns.
- [OfficeTools](#): Practice management software – I use [17hats!](#)
- [QuickBooks](#): Use QuickBooks Online Accountant for your own books~ **ITS FREE!!** [Check out QB University](#).

Find out which tools other tax pros are using : [12 Apps](#) and [Paperless Practice](#) and [CPA Practice Advisor reviews](#)

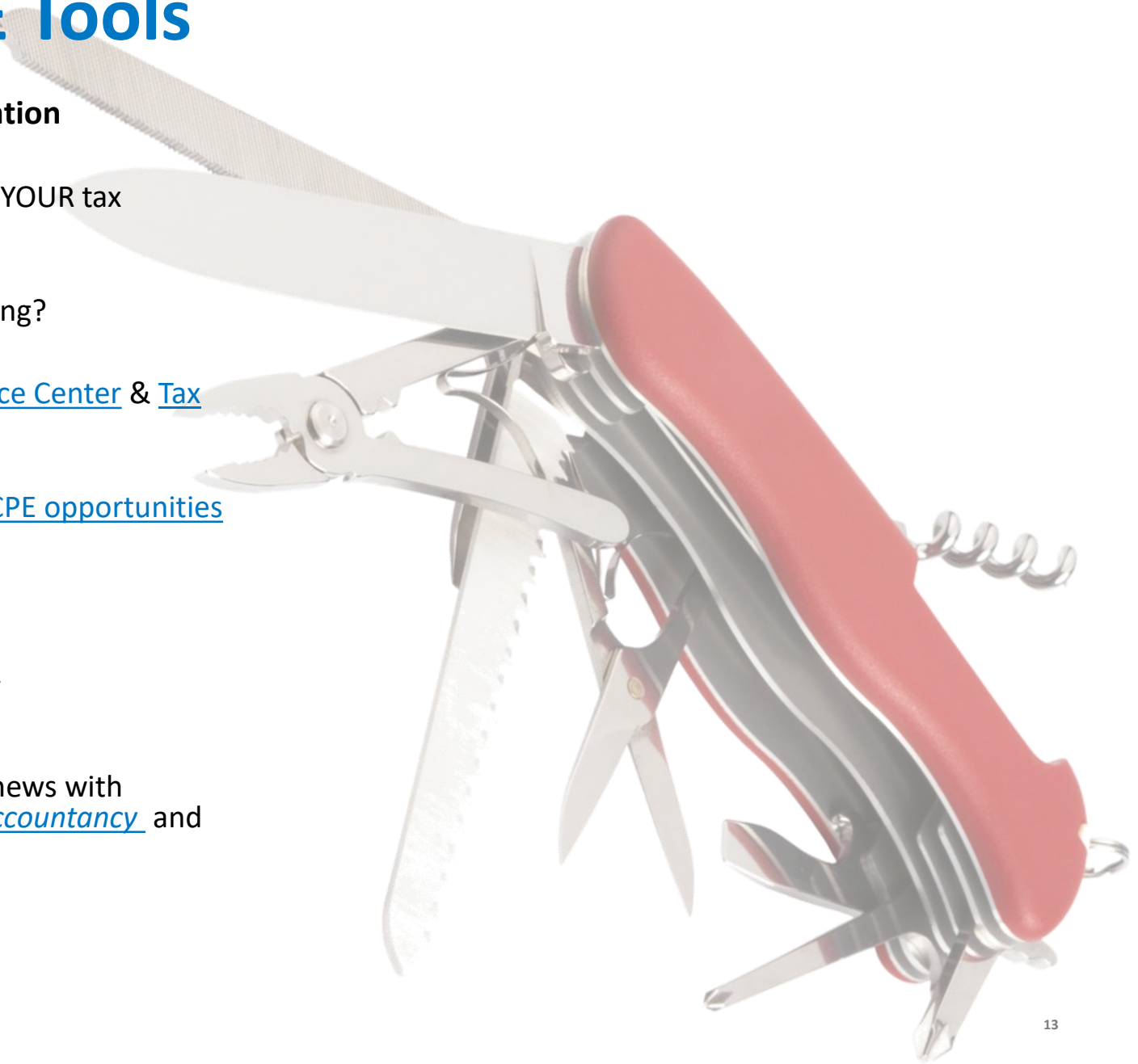




# LEARN Your KNOWLEDGE Tools

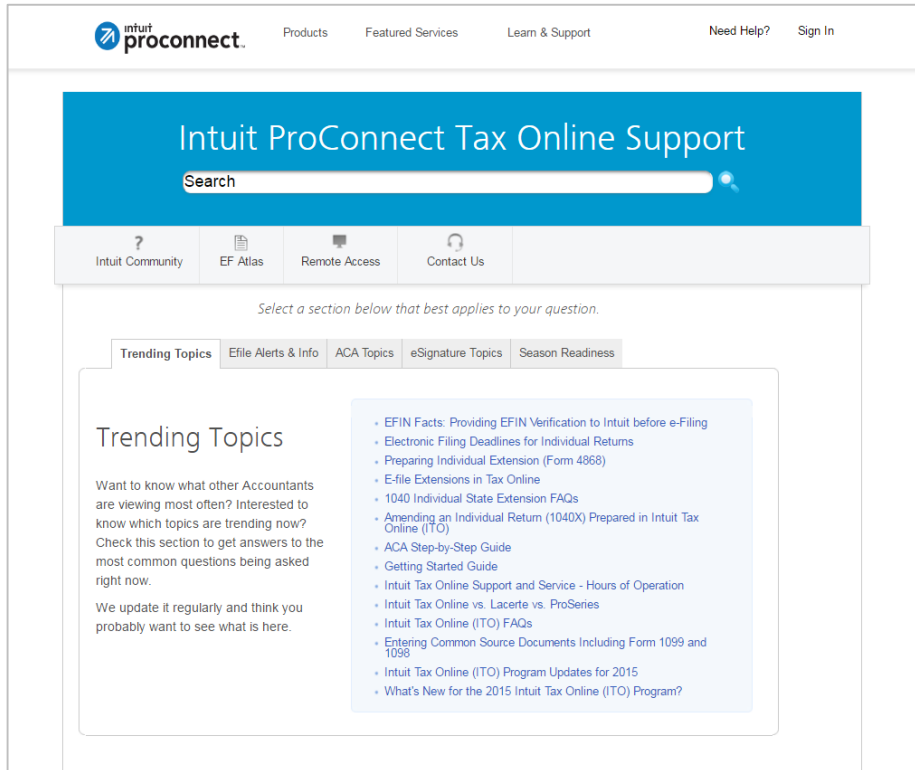
## Step 3: Ensure you stay up to date with continuing education

- [Intuit Training Centers](#): Webinars & how-to videos on YOUR tax software & tools
- [Accountant HUB](#) – where can I find that cool Intuit thing?
- Designated Resource Centers like [ACA](#) and [QB Resource Center](#) & [Tax Pro Center](#)
- CPE or CE credit: take advantage of [FREE](#) or [low cost CPE opportunities](#)
- [1 Day Learning](#) & [Virtual Conferences](#)
- Learn from your peers: [BWAM Learning & Growing](#) & [HiddenProfitProphets](#)
- Trade publications: Stay update to date on the latest news with publications like [Accounting Today](#), [The Journal of Accountancy](#) and create [Feedly lists](#)



# Get Support & Find Your Tribe & Contribute!

## Intuit® ProConnect™ [Support](#)



The screenshot shows the Intuit ProConnect Tax Online Support website. At the top, there is a navigation bar with the Intuit ProConnect logo and links for Products, Featured Services, Learn & Support, Need Help?, and Sign In. Below this is a large blue header with the text 'Intuit ProConnect Tax Online Support' and a search bar. Underneath the header is a navigation bar with icons for Intuit Community, EF Atlas, Remote Access, and Contact Us. The main content area has a heading 'Select a section below that best applies to your question.' and a row of tabs: Trending Topics, Efile Alerts & Info, ACA Topics, eSignature Topics, and Season Readiness. The 'Trending Topics' tab is active, showing a list of articles such as 'EFIN Facts: Providing EFIN Verification to Intuit before e-Filing', 'Electronic Filing Deadlines for Individual Returns', and 'Preparing Individual Extension (Form 4868)'. There is also a text box on the left side of the trending topics section that says 'Want to know what other Accountants are viewing most often? Interested to know which topics are trending now? Check this section to get answers to the most common questions being asked right now. We update it regularly and think you probably want to see what is here.'

## Join an association & attend conferences

- Local chapters of [national associations](#) (e.g. NATP, AICPA, NAEA )
- Annual Conferences

[QBConnect](#), [Scaling New Heights](#), [Accountex USA](#)

## Attend Industry meet ups, trade shows, webinars and conferences: AND... Ask to SPEAK at them!

## Get involved in social communities

- Find your tribes thru Social – Create “[Blended](#)” communities
- Accounting & Acct Tech & Tax Specific communities

[BWAM](#) AND [Business Workflow&Apps](#)

- Tax Pros & Softwares

[US Tax Pros](#) and [ProSeries](#) and [PTO](#)

- [Follow Thought Leaders thru Social](#) – Use Google for a Head Start
- Use tools like [Twitter Lists](#) & Buffer to Stay Engaged

# Grow Your Business: Social Tips & Tricks

## Connect on social media

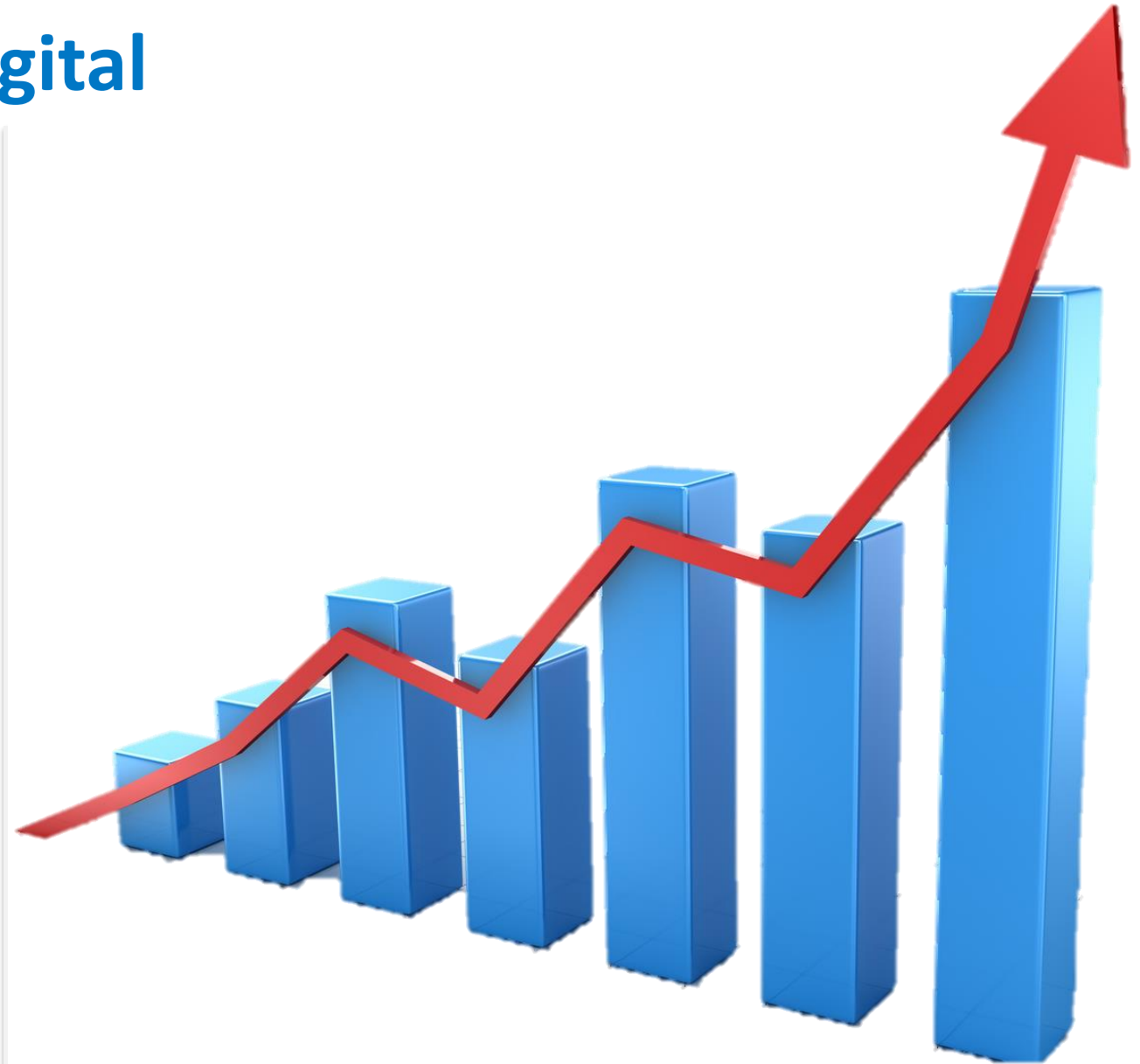
- [Add your social channel links](#) to your website, [email signature](#) & ALL content  
**#SharingISCaring**
- [Connect with others](#)
- [Share valuable information](#)
- [Don't be afraid to be different](#)
- [Multiply yourself](#) with social tools



# Grow Your Business: Go Digital

## Build a website & Share all about it!

- Tell clients what you can do for them and be [transparent on your processes upfront](#)
- Consider [client portal](#) integrations
- Consider [hosting client testimonials](#) & Link to [online testimonials](#)
- Research SEO or Engage with [SEO experts](#)
- Get inspired by other tax pros and Don't be afraid to borrow website ideas from them
- [Partner with others](#) to grow together





# Grow Your Business: Spread SOCIAL Awareness

## Engage in positive content marketing & branding

- [Contribute articles to third-party sites](#)
- [Host and contribute to a blog on your own site](#)
- [Use all types of media](#) for visual testimonial experiences: Posts, blogs, videos, FBLive
- [Share your Passion for others](#) that do good for your community and [they'll love you back for it](#)
- Don't be SHY to share your [recognitions](#)- Be Proud but not arrogant.



# Grow Your Business: Spread DIRECT Marketing Awareness

## Leverage direct marketing tactics

- Flyers and brochures
- Professional email services
  - Professional templates
  - Manage targeted email lists
  - Analytics
  - Email automation



# Grow Your Business: Expand Your Services

## Consider becoming a QuickBooks® ProAdvisor







- For businesses offering accounting services
- Can help you expand your services to small businesses
- Listing in directory searched by 700,000+ small businesses each year
- Discounts for you and your clients
- Unlimited QuickBooks support



More information: <https://quickbooks.intuit.com/accountants/proadvisor>

# Want More Training?

## Webinars This Season

 <h3>Lacerte for New Users</h3> <p>New Lacerte customers, as well as new staff members at firms that already use Lacerte, are encouraged to attend this webinar. We will take you through the end-to-end basics of using the software, and we will provide an activity book with an answer key so you can practice what you learn.</p> <p>Oct. 27 2PM    Nov. 29 10AM Nov 17 2PM    Dec. 8 2PM Nov. 22 10AM    Jan. 12 2PM</p> <p><a href="#">Register Now</a></p>	 <h3>What's New in ProSeries</h3> <p>Utilize ProSeries to its fullest. Our product experts will guide you through advanced tips &amp; tricks, new functionality, &amp; the key improvements of ProSeries for Tax Year 2016 — all designed to help you boost your productivity &amp; exceed expectations.</p> <p>Nov. 18 - 10AM    Jan. 12 - 11AM Dec. 5 - 12PM    Jan. 26 - 1PM Dec. 14 - 1PM    Feb 15 - 10AM</p> <p>Watch a Recorded Webinar</p> <p><a href="#">Register Now</a></p>	 <h3>Starting Your Own Tax Practice</h3> <p>Managing a new professional tax practice is an intricate process, with IRS requirements and ever-changing laws adding to the complexity. This webinar includes tips to help you select the best type of entity for your practice, define your business model, and grow your business with the right clients so that you can quickly thrive in your new firm.</p> <p>Nov 16 11AM    Dec 9 3PM Dec. 1 1PM    Jan. 11 2PM</p> <p><a href="#">Register Now</a></p>
 <h3>ProConnect Tax Online for New Users</h3> <p>New ProConnect Tax Online customers, as well as new staff members at firms that already use the product are encouraged to attend this webinar. We will take you through the end-to-end basics of using the software.</p>	 <h3>Safeguarding Taxpayer Data</h3> <p><i>New IRS Account Security Requirements</i></p> <p>For Tax Year 2016, new industrywide standards established through the IRS Security Summit process require professional tax software vendors to validate each individual user's identity. All individual users associated with a firm must now log in upon every</p>	 <h3>What's New in ProConnect Tax Online</h3> <p>Utilize ProConnect Tax Online to its fullest. Our product experts will guide you through advanced tips &amp; tricks, new functionality, &amp; the key improvements of ProConnect Tax Online for Tax Year 2016 — all designed to help you boost your</p>

## Lacerte/ProSeries Training Portal

Welcome to the Lacerte Ne

Welcome to the Lacerte Training Center. courses designed to help increase your p improve our customer experience, we will 'Feedback' button on this page to supply

▶ [Getting Started](#)

[Program Functionality](#)

3. Client Presentation	5:00 mins	★★★★★ <a href="#">Rate this</a>
Status : <b>Completed</b>		
<a href="#">▶ Training Module</a>		
4. Client Checklist	5:00 mins	★★★★★
Status : <b>Not Completed</b>		
<a href="#">▶ Training Module</a>		



Additional resources:

- <http://proconnect.intuit.com>
- <http://bit.ly/Circular230>
- Q&A Article can be found here: <http://taxprocenter.proconnect.intuit.com/>



## Q&A

**DISCLAIMER:** Please consult the services of a competent professional. This material is provided solely for educational and informational purposes and must not be construed or relied upon as legal or professional advice, or as an offer to perform legal or professional services on any subject. All information is general and may not reflect latest developments. Intuit makes no warranty of any kind, express or implied about the accuracy, completeness, reliability, relevance, or applicability of any information contained in the material.