

Accountant

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This is a service everyone needs in one way or another, whether it's handing over full responsibility for financial statements and tax returns or simply advice on the best way to save money. A work from home accountant creating a single person firm can access two primary markets, tax returns and financial planning for individuals and a range of accounting services required by small to medium sized businesses.

Before The Start-Up - Let's Not Get Ahead Of Ourselves

As with occupations such as law and architecture the accountancy field is strictly controlled by several governing associations. Before practicing as an account you'll need to acquire the appropriate qualification. As qualifications differ country to country you'll need to give your local university or college a call and enquire about accountancy qualifications and requirements. Accountancy is also a broad field, so experience in the specific services your target market requires is recommended.

The Start-Up

As a single person accountancy service you'll be faced with the choice of either working from your home and meeting clients there or alternatively travelling to your clients home or place of work. How you choose to operate your service will depend on your start-up resources available and the preferences of your chosen target market. Start-up equipment required is minimal and will include, a suitable workspace, office equipment including a computer and accountancy software, business stationary (business cards, letter heads, an invoice and quote template) and finally since you're likely to be mobile for at least some part of your work day a mobile phone is essential.

Making It Work

The success of your home based accountancy service will depend on two factors.

Firstly, your accountancy skills; the better the level of technical service and advice you can provide the higher customer satisfaction is likely to be. Secondly, the level of friendly, personalized support you are able to provide. As a self-employed accountant you will be dealing with people on a one to one basis, your personality and people skills will be the front for your accountancy skills.

Marketing

Without a large marketing budget to call on, word of mouth will likely be your greatest source of new business. That said the internet is likely to rival word of mouth as your greatest resource. Potential customers are likely to turn to Google or Yahoo to find an accountant in their area. Get a search engine friendly website built with a full listing of your services and contact details. Should you wish to aggressively market your website, a pay per click advertising service such as Google's AdWords will provide the greatest return on investment. Remember information wants to be free and helps to get new clients, so offer some free advice on your site. Finally don't forget to register with the relevant online accountancy directories and [Google Local](#) if you live in the U.S.A.

Don't Forget

Accounts in many countries are required to take out insurance on possible errors and omissions. You'll also need to stay current with changing accounting practices in the fields you choose to specialize in. Finally, while accountancy is not a traditional seasonal occupation you can expect to hit

peak work loads during tax season and financial year ends.