

Bookkeeping Tips

Freelancing: A steady stream of new clients

Because 35% of AIPB members are full- or part-time freelancers, our monthly technical briefing for members, *The General Ledger* (www.aipb.org/general_ledger.html), includes tips on freelancing.

To get new clients without waiting for referrals, Jill Garcia, Garcia Services, Albuquerque, NM (Garciaservices@comcast.net), looks through the "part-time bookkeeper" want ads.

She sends her resume with a cover letter stating her experience, her focus on helping the business owner and describes how the business will save money in the long run using her services instead of hiring a part-time employee. Of 10 ads she answers, 4 ask to meet her and 2 become clients.

To make sure the prospects can use her, Garcia looks for ads that say "10 hours a week." She has found that if they want someone for 20 hours, they probably need an employee.

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The American Institute of Professional Bookkeepers (AIPB), is the national association for bookkeepers, currently with 30,000 active members

AIPB was founded in 1987 for the following purposes:

- To recognize bookkeeping as a profession—and bookkeepers as professionals
- To make sure that each member has the latest bookkeeping, accounting and tax information
- To answer members' everyday bookkeeping and accounting questions on the telephone at no charge.
- To provide bookkeepers with low-cost continuing professional education.
- To return the membership fees of any bookkeeper who is dissatisfied with the benefits of membership