

Becoming an IDNAC Newsletter Contributing Editor – OR “What’s In It For Me?”

We are seeking volunteers to write articles for upcoming issues of the **IDNAC Newsletter**, beginning with roughly the March 2006 issue (we have an AWESOME lineup of articles coming up, so be sure to stay tuned!).

In the last few months Roxanne and I have been talking with both Advisors and Developers about writing articles for the newsletter, and surprisingly, we’ve met with “some resistance.” It seems it’s hard for the people that we’ve spoken with to “see the value,” in contributing some of their time and expertise, so I’ve decided to take a few minutes and see if I can explain the benefits of becoming a Contributing Editor.

Let me start with a brief quote from Bruce Heim, **President of Business Data Transfer** (formerly Business Data Transfer Service or BDTS). Roxanne and I had the pleasure of finally meeting Bruce in person at the Sleeter Group Conference, in a follow-up email Bruce had this to say:

"Advisors and Developers both benefit from active participation in the IDNAC group. The IDNAC articles and interviews provide the Advisors an efficient resource to stay abreast of the latest product offerings to enhance their QuickBooks consulting practice. The Developers get valuable feedback from Advisors who they know are actively using QuickBooks with end users. In addition, the Developers stand to get quick exposure. It's definitely a win-win situation."

With the above thoughts in mind, let me highlight some additional benefits and provide a brief roadmap of advantages:

- **FREE Exposure for both Advisors & Developers** – Aren’t we all looking for new, innovative, and cost effective ways to promote our businesses?
 - As an Advisor supporting specific industries, you will gain exposure to Developers who can refer you new clients.
 - As a Developer you can expose Advisors to solutions that will benefit their clients.
 - Definitely win-win-win situations!
- **FREE Marketing Collateral** – Marketing collateral is very expensive (I paid someone \$100 an hour just to “help” create a postcard mailer earlier this year). The interview and/or article that you contribute to the IDNAC Newsletter will be yours to keep and distribute accordingly. We encourage you to post it on your website, copy it for trade shows, to include in your promotional mailings, etc.
 - As an Advisor you will be recognized as an “expert in your field,” and this could potentially lead to some consulting engagements.
 - As a Developer, you will have a new piece of Marketing collateral and have an opportunity to promote your product to a group of interested QuickBooks Integration Specialists.
- **Set yourself a part, to be a “leader” in your field** – this is of tremendous value, as this type of exposure usually takes some serious “advertising” dollars!

So, my question to you is this - - Is it worth an hour or two of your time to write an article that will allow you to take advantage of the above benefits over an extended period of time, without having to pay any money? Contact us via www.idnac.org/contact.html or contact me directly at nancysmyth@idnac.org

Nancy

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