

## *Posting on the forums*

When you first arrive at <http://www.idnac.org/forums/> it may be a little overwhelming and you may end up asking yourself **“ok, so just where should I post my question, there are so many choices here?”**

In the last issue, we covered all of the topics found in the **Start Here – General Forum Use & Guidelines** forum, with one exception – we didn’t discuss **The Rules of the Game** (<http://www.idnac.org/forums/showthread.php?t=142> ). As the name implies, these are the forum “Guidelines or Rules” that we would like everyone to follow. They are simple, respectful and should promote a safe community in which we may interact with one another.

This article will help you understand the different forum sections so that you will not feel quite so overwhelmed.

Really, if you think about it the layout of the forum is like an outline, let me explain.

The Forum is broken into three sections or topic areas (these are represented by green bars):

- General Forums (used to discuss everything relating to integration)
- Sales & Marketing Forums (where we discuss sales and marketing methods)
- Talk with the IDN Advisory Council (where everything else goes – kind of)

Each Forum Section contains sub-forums or subtopics:






- General Forums
  - Advisors Seeking Developers
  - Developers Seeking Advisors
  - 3<sup>rd</sup> Party Application Brochures and Information
  - QB Integrators
  - 3<sup>rd</sup> party Application Reviews
- Sales & Marketing Forums
  - Internet & Search Engine Marketing
  - Marketing & Advertising
  - Developers Promoting Developers
- Talk with the IDN Advisory Council
  - General Information
  - ProAdvisor Subcommittee
  - Non-North American Developers
  - Tool Developers
  - Custom/In-House Developers
  - Boxed Products

Each sub-forum or sub-topic contains many different topics that relate to that section.

**This month we will focus on the General Forums and it’s sub-forums, some general guidelines for the types of posts that belong in each section, and why using these forums could play a major role in the overall success and growth of your business.**

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General Forums				
	<p><b>Advisors Seeking Developers</b> If you are an Advisor who is seeking to partner with Developers to co-sponsoring your events, or if you are offering industry-specific training and wish to feature a section on integrated applications specific to that industry and are soliciting for “free handouts”, or if you are an Advisor who simply cannot find an appropriate solution on the Solutions Marketplace and are in need of a “custom report” or custom add-on. These are the types of topics or posts that are suitable for this forum section.</p> <p><b>Please treat this section as if you were posting a “Classified Ad” for Developer Help in your local newspaper.</b></p>	Most recent topic	Total # of Topics	Total # of posts
	<p><b>Developers Seeking Advisors</b> If you are a Developer seeking to partner with a ProAdvisor for staffing a local event or tradeshow, need advice or feedback for the creation of an affiliate program, would like to offer beta testing opportunities, or simply are seeking an Advisor to work with a client to set up QuickBooks. These types of topics or posts are suitable to this forum section.</p> <p><b>Please treat this section as if you were posting a “Classified Ad” for Advisor Help in your local newspaper.</b></p>			
	<p><b>3<sup>rd</sup> Party Application Brochures and Information</b> Developers – promote the integrity of your applications by providing Advisors with an overview of the integration process of your 3<sup>rd</sup> party application by providing integration presentations that shows HOW the integration works, how your application is successfully implemented, how to review or verify the integrity of the account mappings, technical information &amp; screen shots that are <b>NOT</b> found on the Solutions Marketplace that will assist ProAdvisors with evaluating, implementing or troubleshooting integration.</p> <p><b>All items should first go to Dawn Scranton for review.</b></p>			
	<p><b>QB Integrators</b> By 8/19, this section will have a new name! <b>General Discussions for QB Integrators</b> Use this forum if you have found several integrated applications that will solve a problem but would like to ask others for their feedback as to “which is the better product to solve these specific needs”, to ask questions about product recommendations “I have a customer that needs to solve THIS problem – what have you all found, or to inquire if others have used a specific product to find out their success story.</p>			
	<p><b>3<sup>rd</sup> Party Application Reviews</b> Advisors – this is where you can “rave” about how much you love an integrated application. <b>We do ask that you do the “ranting” directly with the Developer”.</b></p>			

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Signifies that there are topics and Posts within this forum section



Signifies that there are New Posts in this forum section – you do have to be a registered user and logged in for this icon to change colors.

## **Why using these forums could play a major role in the overall success of your business.**

The reasons are numerous, so we'll give you a few example that should spark your overall train of thought in this area – most of which involve **saving time, networking with others, establishing new relationships, learning new things, and quite possibly finding new clients – ALL without having to spend any money!**

### ***Doesn't that sound like a win-win situation for everyone involved?***

- Let's say you are an Advisor who will be offering some industry specific QuickBooks training courses through the local community college and would like to be able to hand out information about integrated applications specific to that industry. Would you rather have to "dig" through the Solutions Marketplace product by product and contact the Developers for info, via either phone or email – or **would you rather make one request in a central location and be done with it? If this fits your needs, post in the Advisors Seeking Developers forum.**
- Let's say you are a Developer who will be doing a trade show in State X, and you would like to hire an Advisor to staff your booth, would you rather "dig" through the ProAdvisor database and contact each Advisor in that area by phone or email – **OR would you rather make one request in a central location and be done with it? If this fits your needs, post in the Developers Seeking Advisors forum.**
- Are you a Developer seeking an Advisor to help a customer new to QuickBooks? **If so, post your need in the Developers Seeking Advisors forum**
- Are you an Advisor seeking new clients but don't have a huge advertising budget? **If so, monitor the Developers Seeking Advisors forum for job opportunities.**
- Developers – would you like to promote the integrity of your application to interested Advisors? **If so, submit your "integration" presentations to Dawn Scranton for review and inclusion in the 3<sup>rd</sup> Party Application Brochures and Information Forum.**
- Are you new to integration, have a specific client need to solve, and are confused about which product to choose? **If so, post your question on the new General Discussions for QB Integration forum.**
- Are you an Advisor who has a favorite product that you just cannot live without? **If so, post your "rave" reviews of the product and why you like it on the 3<sup>rd</sup> Party Application Reviews forum.**

Next month, well talk about the Sales & Marketing Forums. Until then ☺

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