



# Helpful Resources for CPAs Supporting Small Business Owners

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Small business owners often find that the support and guidance a CPA can provide is invaluable. If you're a CPA who spends the bulk of your time advising small business owners, you might be interested in learning how you can go the extra mile to help them grow their businesses and achieve their professional goals, especially with so many entrepreneurs facing economic difficulties right now. The following resources are packed with tips on helping small business owners take their companies to the next level.

## General Accounting Tips

Basic financial management and filing taxes can get complicated for small business owners, so it's crucial to teach them about the basics.

- Plan for friendly, productive client [meetings](#) so that you can properly assess their goals and answer their questions about starting and growing a business.
- Keep your clients updated on the current [tax schedule](#) to help them file on time.

- Familiarize yourself with these important legal and financial [terms](#) in case you or your client has to interact directly with the IRS after filing.

## Future Planning

Every small business owner has a vision for the future of their company. Here's how you can help your clients bring that vision to life.

- As your clients' businesses change and grow, re-evaluate your [accounting software](#) and make sure you're using a program that is suited to their unique needs.
- When your clients' gross incomes increase, help them find lesser-known [tax credits and deductions](#) so that they can save more money.
- Advise your clients on the different types of [business structures](#) so they can make the right choices for their expanding businesses.

## Surviving Economic Hardship

The COVID-19 pandemic has posed a challenge to small business owners everywhere. These resources have all the information your clients need to navigate this trying time.

- If your clients see a decrease in revenue, help them brainstorm different ways to [reduce](#) their business expenses.
- Talk to your clients about how they can apply for [assistance](#) to keep their businesses afloat throughout the COVID-19 pandemic.
- Discuss how your clients can prepare for future hardships and which [documents](#) they should keep organized in case of an emergency.

Working with small business owners can be extremely rewarding. As a CPA, you can help your clients get their budgets under control, adjust their strategies during economic downturns, and grow their businesses beyond what they ever thought possible. After all, there's nothing quite like helping a small business owner succeed!

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