

THE CPA ADVANTAGE

By TXCPA Chairman Lei D. Testa, CPA-Fort Worth, CGMA



Share Your Thoughts

I'd love to hear your feedback and answer your questions. Drop me a note at chairman@tscpa.net.

Welcome to your March/April digital issue of *Today's CPA*. During this especially busy time of year, many people are thinking about our profession. And even though many of our members don't work in tax, we want to leverage the public's focus on CPAs to reinforce core messages about the value of working with CPAs, hiring CPAs and choosing the CPA profession.

Members look to TXCPA to promote the profession to the public and that's exactly what our new campaign, The CPA Advantage, is designed to do. We kicked off 2020 with brand new TXCPA ads running on Facebook, LinkedIn, Twitter, Spotify and in the digital versions of many local newspapers across the state. As of press time, our ads have had combined impressions of nearly 566,000 in just six weeks!



USING A CPA DURING TAX SEASON CAN HELP YOU FOCUS ON YOUR BIG PICTURE.

THE CPA ADVANTAGE

A CPA can help you better understand your big financial picture. They'll listen to and address your concerns, protect your interests, strategize for all of life's adventures and give you peace of mind. For more information visit tscpa.org



We also have a [social media ad](#) and a [print ad](#) available for your use! There's space available for co-branding the ads with your firm or company information. You can find everything you need in [The CPA Advantage online toolkit](#) for members. While you're there,

check out the brochures, social media tips and PowerPoint presentations to help you promote your services. The TXCPA staff team is ready to provide you with personal assistance with co-branding and answer any questions you may have.

We know the many advantages we provide to our clients, companies and communities. I'm excited to continue to share that important message with the public while supporting and promoting our members and our profession!



THE CPA ADVANTAGE

Hiring a CPA for your business, organization or nonprofit offers unique advantages you can really count on!

