

CONTENT TYPE: BLOG POST

CONTENT SPECIFICATIONS

- Quantity: 12 blog posts
- Service: Managed. Textbroker handles the content creation and review from end-to-end.
- Word Count: Up to 400 words
- Quality: Edited, Proofread, Publish-ready Copy
- Delivery Options: Word, Excel or .CSV in Textbroker template format.
- Structure requirements:
 - Title: 5 to 10 word title
 - Blog Excerpt: 1-2 sentences summarizing the blog post
 - H1 and H2 Headers
- Placement Method: Via Textbroker-CSV upload template, no modifications required
- Editorial Services:
 - Standard spelling and grammar
 - Compliance to structure

SAMPLE of blog post

THIS SAMPLE WAS CREATED FOR A CPA FIRM INTERESTED IN PUBLISHING CONTENT THAT APPEALS TO BUSINESSES AND CORPORATIONS. TONE IS FORMAL, BUSINESS TO BUSINESS PERSPECTIVE. VOICE IS 3RD PERSON (EX: HE, SHE, IT, THEY).

Summary: An ambitious small business owner may not think a CPA firm is a necessary expenditure. However, the benefits of contracting such a service far outweigh the price and can, in fact, save the owner both time and money.

What is a CPA Firm?

CPA stands for Certified Public Accountant. While it is legal in several states for a person to call themselves an accountant or a tax preparer without any official training, a CPA must be licensed. This involves yearly continued education to make sure they have the most up-to-date information concerning topics germane to [bookkeeping and filing taxes](#).

While it is perfectly acceptable for a CPA to do business alone, some work cooperatively. Being

a partner in a firm allows for a stable balance between work and home responsibilities. This helps guarantee that unforeseen circumstances don't impact the firm's clients, which can be a boon to small businesses.

The Ability to Represent the Business to the IRS

Should a small business owner make a mistake in their record keeping or tax preparation, the Internal Revenue Service (IRS) may conduct an audit. If a mistake is found, penalties can be harsh. A CPA can [meet with the IRS](#) and speak on the owner's behalf.

Sound Financial Advice

While a CPA is not necessarily an investment mastermind, he or she may very well be qualified to advise small-business owners about saving money. Tax laws are complex, and many owners are not taking all of the deductions for which they qualify. A tech-savvy CPA may even be able to offer advice about accounting software or other time-saving tools. This guidance is well worth the price of hiring a CPA firm.

Saving Time for the Owner

If a small business owner is not good with bookkeeping and tax preparation, these tasks can easily eat up hours per week. A skilled CPA, on the other hand, may be able to perform these routine tasks in a fraction of the time. This leaves the owner with more time to grow and nurture their business.

A CPA firm is an excellent investment for nearly every small business. Peace of mind, time savings, and representation to the IRS are all aspects that make professional bookkeeping and tax preparation a must.

THIS SAMPLE WAS CREATED FOR A PARTY PLANNING BUSINESS WHICH CATERS TO A YOUNGER CROWD. TONE IS INFORMAL AND CONVERSATIONAL. VOICE IS 2ND PERSON (EX: YOU, YOUR).

Summary: Choosing a party cake icing can be tricky. Always consider the flavors people prefer and the tone you want your cake to set.

What Type of Icing Should Your Party's Cake Have?

Regardless of how old you or your guests are, food is one of the central themes of any gathering, and during celebrations, cake plays a major role. Of course, even the nicest-looking confection becomes utterly unimpressive if the guests can't appreciate it, so it's wise to consider basic details, like the type of icing used, in advance.

There are two major factors to think about when choosing a [party cake icing](#). These include what the guests enjoy and how the cake looks.

Accommodating Preferences

In the case of special parties where a birthday child, wedding couple or other guest of honor figures prominently, wise planners always find out what kind of flavors they prefer and go from there. While

older guests are generally a bit more compromising, it's still nice to find out what sort of cakes people enjoy; this simple consideration can make it way easier for everyone to have a fun time.

Earning Points for Style

Appearance is also important. Although common types of icing, such as basic sugar glazes, are popular due to their familiarity alone, variants like fondant, ganache, marzipan and royal icing can really make a cake look fancier. Always think about the level of elegance associated with the party in question and choose a [cake icing](#) to match.

