

CPA and Entrepreneur Honored as Top CPA

The San Fernando Valley Business Journal honors Mel H. Abraham's accomplishments and contributions as a Certified Public Accountant.

Woodland Hills, CA (PRWEB) August 16, 2007 – Mel H. Abraham – CPA, entrepreneur, University Professor, coach and award-winning speaker was honored last night by being voted as one of the Top 25 CPAs by the San Fernando Valley Business Journal. According to Jason Schaff, Editor of the Journal, those selected demonstrated extraordinary leadership, accomplishments and contributions to the profession, the business community and society.

Since 1993, Mel H. Abraham has used his business acumen, entrepreneurial spirit, strategic vision and valuation experience to provide numerous educational and entertaining presentations around the country. Aside from his valuation programs, Mel's programs have also focused on developing executives, businesses and entrepreneurs to their fullest potential while creating an abundant and balanced life. He combines the traditional mechanics of business and the important psychological issues based on NLP principles making his perspective and presentations one-of-a-kind. Mel uses his decades of entrepreneurial and consulting experience to provide executive and leadership coaching as well as help his client's build their businesses. He is the founder of The SAVE Foundation a charitable non-profit organization dealing with raising the awareness and providing education related to abuse and violence against women and children.

"You can't be successful in life or business without having both, the business and financial skills as well as the leadership and communication skills combining to achieve your outcomes. You accelerate this achievement by empowering those you work with and around you to actualize their own goals and dreams at the same time!", says Mel H. Abraham, an award-winning speaker, consultant and business strategist who has served as a board member to a number of organizations including currently as a director of a \$100.0 million company founded in the late 1880's. Abraham is the president of Mel H. Abraham, Inc. and specializes in valuations and strategic coaching for businesses and individuals. (<http://www.MelAbraham.com>).

His top three recommendations for helping organizations build their business and generate more revenues are:

1. Automate your marketing system. "Individual practitioners and partners at small firms have a very limited amount of time, energy, and money when it comes to marketing. The key to success is in creating a system that works and then automating it. Make it a Daily Mode of Operation (DOM)," states Abraham. A marketing system includes specific goals and activities a professional commits to doing in the next 30-60 days. Common marketing activities are: going to networking events, speaking at a seminar, sending out client satisfaction surveys, or submitting an article.

2. Clearly define your target market. Abraham teaches that one of the worst things you can do is to not have a clear definition of their ideal target market-who they want to do business with. In a recent publication and survey 73% of those polled sated that they had no plans for specialization. *"This is a mistake. This means there is no focus and without focus there can be no system."*, he asserts. Your profile should include common demographics, specific needs and challenges, and their industry or profession.

3. Focus on value. To many times businesses have a misplaced focus on the past and the cost. Value is in the future and the past is only helpful to us to the extent it provides a path to the future or a path to avoid in the future. The average business focuses on pricing and costs to the client/customer instead of the value provided to the client. He recommends highlighting the value of the company's experience, background, certifications, unique experiences and sum total of all the accumulated business experiences when the professional meets with a referral source or prospect. This is the first step to differentiation in a marketplace that is at risk of being commoditized.

Abraham is also scheduled to present his "Zero to 60 – Building Your \$1,000,000 Practice" seminar in Chicago on September 27, 2007 and Ft Lauderdale, FL on December 13, 2007 sponsored by the Illinois Society of CPAs and NACVA. He is also the creator of the "Entrepreneur Bootcamp" Building a Business from Cradle to Legacy.

About Mel Abraham and the "Zero to 60 – Building Your \$1,000,000 Practice" Seminar

The "Zero to 60 – Building Your \$1,000,000 Practice" seminar is led by Mel H. Abraham, author, award-winning speaker and renowned consultant with a Ventura County based business coaching and strategy firm. Abraham specializes in valuations and strategic coaching for businesses and individuals. He teaches service professionals to become powerful business builders by applying proven marketing strategies and technological tactics for efficiency. For more information, visit <http://www.BuildAValuationPractice.com> or <http://www.MelAbraham.com>.

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