



SBA * Consulting, LTD

Financial Growth is Good

SBA * Consulting, LTD uses Paper.LI to access marketplace

By Wayne Spivak

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Using the power of Social Media's Twitter, SBA * Consulting is able to scour the Twitter-verse and provide time-sensitive content to disparate groups of clients.

Bellmore, NY: SBA * Consulting in order to reach its varied marketplace and also to service that marketplace whether or not in its normal market area has enlisted the services of Paper.li.

Paper.li is a website that searches the Twitter database for tweets which match certain criteria. These Tweets are then packaged in a newspaper like html web page and either announced with a Tweet of its own, you sent via e-mail to those who have subscribed.

These daily papers span the markets of Accounting & Finance, Sports, Jewelry, Fashion, Marketing and Public Relations, Small Business, Restaurants and Professional Job listings.

To service its marketplace (and working within the limit of 10 Twitter papers), SBA * Consulting has produced the following daily releases (with links on <http://www.sbaconsulting.com/paper.html>):

- 24 Hours of Accounting & Finance <http://paper.li/WSpivak/1300473977>
- Emergency Central <http://paper.li/WSpivak/1299874308>
- It's very SPORTING of you... <http://paper.li/WSpivak/130097895>
- Jewelry and things... <http://paper.li/WSpivak/1300974520>
- Marketing & PR Today <http://paper.li/WSpivak/1300966509>
- Professional Job Listings <http://paper.li/WSpivak/1300977730>
- SBA * Consulting Daily <http://paper.li/wspivak>
- Small Biz Daily <http://paper.li/WSpivak/1299919785>
- The Biz of Fashion <http://paper.li/WSpivak/1300904744>
- The Food & Drink Experience <http://paper.li/WSpivak/1300978428>

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Paper.Li is a free service, and all subscriptions are also free. The papers do come with advertising, (the way Paper.Li makes money) but they are unobtrusive.

SBA * Consulting provides part-time and interim Chief Financial Officer services to small to mid-sized businesses (SMB) as well as start-ups where these businesses either can not afford a full-time CFO or do not need a full-time CFO. Our services compliment those of their CPA firm.

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Financial Growth is Good: But you're not in the position that you either need a Full-Time Chief Financial Officer or you can't afford a CFO. Look no further; SBA * Consulting® can provide CFO services to mid-size down to start-up (SMB) businesses.

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