



Nikki Winston, CPA

Accounting Coach | Writer | Podcaster | Mom Blogger

✉ hello@WinstonCPAGroup.com

CONNECT WITH ME      @NikkWinstonCPA

HI! I'M NIKKI.

I coach accounting students, professionals, and CPA candidates how to master accounting principles that are essential to success in the industry. I founded The Winston CPA Group to handle business for small businesses, create technical accounting content, and teach underserved individuals how to get their money & credit right. When I'm not working, I'm podcasting about the frolics and frustrations of motherhood on The WERKin' Mommas podcast.

I've collaborated with Bloomberg Accounting & Tax, the Journal of Accountancy, and top-ranked business schools to share best practices for aspiring CPAs. My accounting and leadership expertise is featured on Coursera, where 90+ million learners have access to my data analytics, financial statement analysis, and leadership curriculums. I've also written career advice for Forbes, and partnered with T-Mobile to develop a library of original content to help small business owners get ahead.

SPEAKING & WRITING TOPICS

- Career strategies for ambitious accountants
- Time-saving CPA exam study strategies
- Working full-time while running a business
- Busy moms integrating work & life
- Boost your credit score & personal finances
- Launch, scale, & grow a small business
- Developing a winning leadership mindset
- Supercharged self-care for moms



WORK WITH ME

I developed an audience of ambitious accountants and disruptive millennials by sharing my experiences: as a black girl with a nerdy affinity for accounting; as a Momma who proudly peeled that "work/life balance" sticker off my back; as a career coach who leads with empathy. I'm happy to collaborate with corporations, schools, and brands wishing to empower and create opportunities for this demographic.

[Interested in booking me?](#)

“ WHAT PEOPLE SAY? ”

"It's fun to work with Nicole. Accurate, punctual, and very good copywriting skills."
-Technical writing client

"The FAR workshop was very informative, especially the MCQs."
-CPA candidate

"My colleague recommended you as a great choice to speak to our MAcc students."
-MAcc Program Director





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MY SIGNATURE TOPICS

LESS STRESSFUL WAYS TO PREPARE FOR THE CPA EXAM

CPA candidates are fearful of the exam before they've even sat for it. They adopt other people's exam stories as the unavoidable standard of stressing out, not having a life, and questioning their ability to pass this exam and be successful in accounting. When I finally passed the CPA exam, I learned that there's a more effective way to prepare for the exam that saves candidates time and stress while positioning them for success in their accounting careers.

BUSY MOMS: AUTOMATE YOUR LIFE & RELAX

I was determined to be THAT mom to kill it at work and at home. My kids are original farm-to-table babies from my desire to give them food that nourished them. I poached fresh organic apples & sweet potatoes and pumped on-schedule while I caught up on work stuff on my laptop in the kitchen. Then I ran outta gas because I was habitually doing too much. I started saying NO and basking in small wins that meant more than I realized. Now I talk to moms about how we must take care of ourselves if we want anything on our to-do list to go right.

THE ENTREPRENEUR LIFE: THE ESSENTIALS TO STARTING & GROWING A BUSINESS

From childhood I knew I'd be involved in business somehow. As a CPA, I study a business from the inside out to tell the real story and share my expertise with entrepreneurs who have billion dollar ideas but not sure how to run a business. Business owners are most interested in how to finance their small business, when to hire a CPA, should they form an LLC or not, and hiring employees vs. contractors. These are some of the many topics I cover on business panels and podcast episodes in sharing essential tips small business owners need to know.

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