

CONSULTANT

Heather Smith

Founder of [Anise Consulting](#)

"The subscribers love the newsletter. It has a very high open rate and it's frequently commented on as being one of the best resources for people to focus on if they are interested in accounting technology."



Heather Smith, Founder of Anise Consulting, runs an accounting practice and training business that focuses on accounting technology. She has been producing an accounting technology newsletter using [rasa.io](#) since 2019. She says that her subscribers love the newsletter, and she points to her high open rates and the many subscriber comments that it is the best resource for accounting technology.

She points to the platform's ease of use as another plus, particularly the ability to create a graphically stunning newsletter that produces results. Best of all, she says that by having access to all of the curated content provided by rasa.io, she has been able to bring her career to the next level by being more well-informed about current trends in accounting technology. By gathering relevant, recent content from around the web, rasa.io can do relatively quickly what Heather says would take her hundreds of hours.

With rasa.io, Heather Smith has:

- been able to provide her subscribers with content they appreciate
- found the platform easy to use
- found relevant content that has helped to boost her expert knowledge
- found the support staff to be friendly and helpful