



Finally, a professional, relevant and affordable monthly Accountant's *Client Bulletin* !

How many of your clients read the tax or practice update you send them ? Are you consistent and professional with your communications ? Would your clients benefit from a more regular, informative and professional publication with your branding that covers business issues of interest to them, not just tax rulings and articles ?

Business Aptitude's monthly *Client Bulletin* has been developed in response to direct feedback from the clients of Australian accounting practices. The *Client Bulletin* covers BOTH business and tax news relevant to your clients. We use experts who know what they are writing about. In addition, your *Client Bulletin* will be branded with your firm's logo and outline of services. PLUS its sharp, easy to read format will reinforce the professional image that you want to portray to your clients.

Compare the features of the *Client Bulletin* with your current client newsletter -

- **Professional look** - in line with the image you want to convey to your clients
- **Branded with your practice logo** – no need to print on your letterhead.
- **Published monthly** - high frequency of contact shown to be more effective
- **Covers both business and tax news** – more interesting for your clients
- **4 pages of articles relevant to your clients' needs** – more useful
- **Provided in pdf** – to suit your client's preferences and your budget
- **Also available in hard copy** – price on application (dependent on quantity)
- **Includes customised 'our practice' section** – update your clients with information on your services.
- **Money-back guarantee** (if you decide, within 1 month of subscribing, that you are not happy with the feedback from your clients, we will refund your subscription without conditions)



What's more, the subscription cost for your *Client Bulletin* is only **\$110 per month**, GST inclusive (minimum 12 month subscription = \$1320). We believe that this represents better value than you will get for any other commercially available news bulletin in Australia.

Give us a call if you would like to view a sample issue. Articles will change from month to month in response to relevant news as well as upcoming tax deadlines. Our intention is to keep the *Client Bulletin* interesting and informative for your clients at all times.

We can also provide quotes for printing if required, or for customization of all or part of the monthly bulletin if you have specific information or news you wish to present to your clients at any time.

To subscribe now, simply complete the subscription form and fax or post back to us. Give us a call on Ph 02-9904 8400 if you would like to talk about printing or customisation. If you are not satisfied with the response from your clients, we'll refund your subscription fee, no questions asked (*within 1 month of commencement of subscription*).



Subscription Form – Accountant’s Client Bulletin

**Please complete and return to Business Aptitude, PO Box 700, Chatswood, NSW 2057
or fax to us at 02-9904 8306. Contact us directly on 02-9904 8400 if you have any queries.**

12 month’s subscription fee is \$1320 including GST. Incorporates monthly 4-page bulletin in pdf format, including your practice logo and description of services and contact details. Money-back guarantee applies to the first month of subscription. Contact Business Aptitude directly for quotation on printing or further customisation of the Client Bulletin if required.

- 12 monthly issues of the Client Bulletin (pdf)** \$1320 (inc GST)
- Quote for printing (Qty _____)** Price on application

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