

Which newsletter?

| My firm... | Business Matters | Personal Financial Strategies | The Profit Improver | End of year Update | Year End Strategies | 103 Questions to Ask Your Accountant |
|--|------------------|-------------------------------|---------------------|--------------------|---------------------|--------------------------------------|
| Deals with business clients | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ |
| Wants to increase contact with high wealth individuals | ✗ | ✓ | ✗ | ✓ | ✓ | ✓ |
| Wants to build its non-compliance arm | ✗ | ✗ | ✓ | ✓ | ✗ | ✗ |
| Wants to grow its compliance area | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ |
| Wants to distribute newsletters quarterly | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| Wants to release newsletters half-yearly | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Wants a newsletter for any time of year | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| Needs to distribute publications by e-mail | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Needs a print-ready newsletter format | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Prints newsletters professionally | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wants to build value-added services | ✗ | ✗ | ✓ | ✓ | ✗ | ✗ |
| Would like a contemporary look | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ |
| Would like a traditional look | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ |
| Would like our own look | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Christmas/ Holiday message | ✗ | ✗ | ✗ | ✓ | ✗ | ✗ |
| Wants to promote a range of services | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |