



# ORDER FORM

**The Profit Improver** - your name, your message, our newsletter  
.... for forward thinking firms!

**Each Quarterly Issue includes:**

- Your logo or company name on front cover and your personalised message on the back
- PDF files suitable for emailing, displaying on your website, and for your local professional printer to produce a colour 4-page A4 newsletter (A3 sheet folded in half) which are downloadable from our secure website

## Step 1 - Choose the style to suit you

- Standard Design                       Contemporary Design

## Step 2 - Choose the option to suit you Price

- Profit improver Standard Annual Subscription<sup>1</sup> 4 issues** A\$925.00 (A\$780.00 renewal subscription)<sup>2</sup> A\$
- Profit improver Payment Plan 4 issues** - initial payment A\$145.00 A\$  
(This is followed by monthly payments of \$65.00)
- 'Customised Design' Profit Improver Annual Subscription<sup>1</sup> 4 issues** A\$1415.00 (A\$1020.00 renewal subscription)<sup>2</sup> A\$
- 'Customised Design' Profit Improver Payment Plan 4 issues** - initial payment A\$395.00 A\$  
(This is followed by monthly payments of \$85.00)

\* Customised design includes personalised masthead, as well as colour matching each issue with your company's logo colours

## Step 3 - Look through the logo options for the front page and make a selection

- Option 1 We do have our own logo, and can email it to you (EPS or TIFF format required) No charge, or
- Option 2 We do not have a logo, so please type our firm name in the front page space No charge, or
- Option 3 Please assist us with converting our logo to EPS or TIFF format (graphic quality) - please call us A\$

**Total order amount** (see Terms and Conditions) A\$

## Step 4 - Complete payment details

Firm name \_\_\_\_\_

Contact name \_\_\_\_\_

Postal Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Tel ( ) \_\_\_\_\_ Mobile \_\_\_\_\_

Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

Please charge the total amount shown above to my credit card below

Please charge the credit card shown below an amount of A\$65.00 /A\$85.00 per month ongoing from date of this order (tick if you selected a Payment Plan)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Expiry date        

Visa / Mastercard / Amex (please circle)

Cardholder's name \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

Date \_\_\_\_\_

## Step 5 - Send us your order Fax to 1300 853 181

**Please send content collection form with this order form.**

Office Use Only: \_\_\_\_\_

<sup>1</sup> You may cancel at any time, refunds are not available for subscriptions paid in advance. Please refer to our Common Questions on our website.  
<sup>2</sup> Subsequent year pricing provided continuity of subscription is maintained. Subscriptions under a monthly payment plan are automatically renewed unless cancelled.  
 For full Terms and Conditions please visit our website - [www.practiceadvantage.com.au](http://www.practiceadvantage.com.au)



# CONTENT COLLECTION FORM

**The Profit Improver** - your name, your message, our newsletter  
 .... for forward thinking firms!

The form below contains the information that we require to place your firm details on your newsletter. Please complete the form below and **fax back with your order**.

## Step 1 - Choose the style to suit you

- Standard Design
- Contemporary Design

## Step 2 - Add your firm logo and details

**Firm Name**

Incorporated?: Yes/No

- We would like an unbranded newsletter. Please leave the space for a logo and firm details blank.
- Please use the logo and firm details that appeared on our last newsletter (no need to fill in this section)
- We do have our own logo (please email logo in high quality EPS, JPG or TIFF format to [graphics@practiceadvantage.com.au](mailto:graphics@practiceadvantage.com.au))
- We do not have a logo, so please type our firm name in the front page space

Displayed Names **(Use a separate sheet for additional names - we suggest you limit the total number of contacts displayed to 6)**

Name	Position <b>(Please circle one)</b> : Principal/Partner/Director/Associate
Name	Position <b>(Please circle one)</b> : Partner/Director/Associate
Name	Position <b>(Please circle one)</b> : Partner/Director/Associate
Name	Position <b>(Please circle one)</b> : Partner/Director/Associate
Name	Position <b>(Please circle one)</b> : Partner/Director/Associate
Name	Position <b>(Please circle one)</b> : Partner/Director/Associate

Address	
State	Postcode
Phone Number	Fax Number
Email	Website

Specialist Services **(please limit to 25 characters per service)**

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____

## Step 3 - Back page - message

Please select one of the following messages that is most appropriate to your firm.

**Option 1 Achieving better results for your business**

At Sample and Sample, we can:

- positively help you identify opportunities to improve your profits
- work with you to achieve your business goals
- give you more time to run your business

We use our business advisory experience and expertise to monitor your business and give you proactive advice on how you can improve your bottom line and net worth. Just call us on 1234 5678 to discuss ways in which we can help your business become more profitable.

**Option 2 Why take risks with your business?**

Going for business growth doesn't need to be a gamble. With \_\_\_\_\_ on your side, you'll have a wealth of professional expertise and experience at your disposal, so you know that you'll be making the right decisions for your business.

Our added value clients can expect (add or delete as appropriate) a quick turnaround, fixed fees and unlimited free telephone support. So you don't have to worry about clocking up a bill every time you talk to us.

Just call us on 1234 5678 to discuss how we can help make your business a lifelong success.

**Option 3 Adding value to your business**

Accountancy firms need to add value to your business. At Sample and Sample, we pride ourselves on providing specialist services to support and assist your business. We provide a level of service that best fits the size of your business, and is tailored to your specific needs.

We are proactive in helping you develop strategies for future growth. Our sound advice will help improve the profitability of your business and give you more strategies to achieve your business goals.

**Option 4 A firm that does more**

Sample and Sample provides a wide range of business advisory services that are designed to help you improve your bottom line.

These are not run-of-the-mill accounting, bookkeeping, and taxation services, but focused services tailored to your specific needs that help you monitor and improve performance in every aspect of your business.

We invite you to take advantage of a FREE consultation so we can demonstrate how we can add value to your new venture.

Call us today on 1234 5678 to arrange a meeting.

**Option 5 Your firm profile**

Please complete the following details for us to write your firm profile

Company location \_\_\_\_\_ Founder \_\_\_\_\_ Year established \_\_\_\_\_

Services \_\_\_\_\_

Target market (eg, small business, individuals etc) \_\_\_\_\_

Words/phrases that best describe company (eg, professional, proactive, client-orientated, resourceful, modern, progressive, friendly staff etc) \_\_\_\_\_

Current clients located in \_\_\_\_\_

*Example: Our Firm*

Sample and Sample was established in location in firm year by John Sample. In the beginning, we focused on accounting and taxation, but our accountants have now expanded to a range of service, including list of services. Our clients are target market. Sample and Sample prides itself on its descriptive words. We believe that each client is unique, so our focus is on delivering tailored accounting services to ensure that you receive the best accounting service in Sampletown.

**Option 6 Include your own**

If you would like to write your own back panel message please send your text in doc, rtf or txt file and email to **graphics@practiceadvantage.com.au**. Please also send us this text as a separate typed page along with this form.

**Helpful Hints**

- We generally include your company logo in the back panel as well. To allow sufficient room to do so, please keep your word count (including your heading, company name, address and phone no.) to 100-135 words. Less is best. (You can check word count by selecting the text in Word. Then select 'Tools' from the tool bar and click 'Word Count'.)
- Remember a heading or headline for your message helps attract the reader's attention to your message panel.
- Include an action statement at the end, such as 'Call us today on \_\_\_\_\_ for an obligation-free chat', so the reader knows what they need to do.

**Step 4 - Association logo (optional) - displayed at bottom of panel**

We are a member of the following professional association and would like their logo to appear on our newsletter:

- ICAA       CPA       NIA       ATMA       TIA       NTAA       Other\* \_\_\_\_\_

\*Please email logo to **graphics@practiceadvantage.com.au**

**Step 5 - Limited liability statement (optional) - displayed at bottom of panel**

Please insert the following limited liability statement into my newsletter:

*"Liability limited by a scheme approved under Professional Standards Legislation."*

**Step 6 - Customised design only! - Please complete only if you have ordered a customised design**

- I would like to keep the name of the newsletter as 'Business Matters'
- I would like to choose my own name for the newsletter.  
Please state the name you would like the Mast-head to be (no more than 16 characters)

In order to best match the colour scheme of your website to your logo, please provide us with the PMS colours used in your logo:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Step 7 - Person to contact if we have further questions**

Name \_\_\_\_\_ Contact e-mail: \_\_\_\_\_

Firm name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

**Step 8 - Send us your Content Collection Form Fax to 1300 853 181**

For full Terms and Conditions please visit our website - [www.practiceadvantage.com.au](http://www.practiceadvantage.com.au)

