

Order Form **TRAILBLAZER GUIDES**

A handy tool to help you expand your services or your client base. Each issue includes: your logo or company name on the cover, contact details and a list of services. You will receive PDF files suitable for emailing, displaying on your website and for professional printing.

Step 1
Select your version

Standard
Branded PDFs, choice of layout and association logos

Premium
Standard + colour matching to firm's identity

Step 2
Indicate the design style to suit your firm



Classic
Uses classic serif font and a more traditional design to suit firms with a traditional style and logo



Contemporary
Uses sans-serif font and a more modern design to suit firms who have a modern style and logo

OR

Step 3
Choose your plan and payment method

Product choice	Standard (excludes GST)		Premium (excludes GST)	
	New	Update	New	Update
<input type="checkbox"/> 30 Ways to Reduce Your Tax Bill	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$175.00
<input type="checkbox"/> 101 Questions to Ask Your Accountant	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$175.00
<input type="checkbox"/> How to Make the Most Out of Your Accountant	<input type="checkbox"/> \$295.00	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$175.00
Bundle (choice of any two)	<input type="checkbox"/> \$550.00	<input type="checkbox"/> \$275.00	<input type="checkbox"/> \$650.00	<input type="checkbox"/> \$300.00
All three	<input type="checkbox"/> \$700.00	<input type="checkbox"/> \$350.00	<input type="checkbox"/> \$800.00	<input type="checkbox"/> \$400.00

Please charge my credit card below the amount of \$_____ (plus GST)
Prices include updates for one year. Further update can be purchased at **50% off the original cost.**

Step 4
Complete your payment details

Firm name _____

Contact name _____

Postal Address _____

State _____ Postcode _____

Tel () _____

Mobile _____

Email _____

Credit card number _____

Expiry date

Card type Visa / Mastercard / Amex (Please circle)

Cardholder's name _____

Cardholder's signature _____

Date _____

Step 5
Send us your order

FAX: 1300 853 181
EMAIL: myorder@practiceadvantage.com.au



TERMS: You may cancel at any time. Refunds are not available for subscriptions paid in advance. Please visit our support centre on our website. Subsequent year pricing provided continuity of subscription is maintained. Subscriptions under a monthly payment plan are automatically renewed unless cancelled. **If you do not receive your newsletter within 21 days of its release date please contact us immediately. We will not refund your payment if you haven't contacted us within 21 days of the release date.** For full Terms and Conditions please visit our website - www.practiceadvantage.com.au

Newsletter Information

Compare our newsletters

	Issues/year	Pages/issue	Topics covered	Ideal for
30 Ways to Reduce Your Tax Bill	1	4	Tax strategies for the end of the financial year for individuals and business.	Firms wanting to send a simple marketing guide for tax time to their clients.
101 Questions to Ask Your Accountant	1	4	A series of questions across key areas such as wealth, business, sales, accounting systems etc	Helping firms demonstrate to clients they can do far more than offer just tax services.
How to Get the Most Out Of Your Accountant	1	4	Tax strategies and planning during every stage of the business life cycle and through different life stages.	Helping communicate to clients that improving their business and wealth is a team effort that includes their accountant.
Business Matters	4	4	Topics are aligned as closely as possible to significant annual events such as FBT year end as well as important general issues for business such as cashflow, profitability, staff and sales.	Accounting firms wanting a newsletter that deals with core services broken up with some business building articles.
Wealth Matters	4	4	Articles come from a range of areas covering property investing, wealth protection, retirement, SMSF's and superannuation strategies.	Accounting firms that are not financial planners but provide advice for financially astute clients on individual wealth management strategies and that would like a non-product specific newsletter for their high value clients.
Profit Matters	4	4	Articles focus on strategies for growing a business. Typical topic include, improving sales, customer management, improving staff performance, leadership, marketing and technology.	Accounting firms wanting to expand the non compliance and business development services. It is also useful for bookkeepers or business consultants who provide advisory services to their clients.
Tax Matters	4	2*	Articles focus on recent Commonwealth tax changes for individuals and business and well as important taxation issues that need to be revisited from time to time.	Accounting firms looking for a newsletter that covers traditional tax services for both individuals and businesses.
Super Matters	4	2	Features information regarding superannuation strategies, self managed super funds, superannuation trustees, penalty schemes and more.	Accounting firms and financial planners that provide clients with regular advice in relation to managing preparation for retirement.
Year End Strategies	1	4	Articles focus on strategies for year end planning for business, personal superannuation, property investors, and individuals.	Accounting firms and financial planners that provide business and individual clients with regular advice relating to the end of financial year.
End of Year Update	1	4	A range of compliance and general articles for small to medium sized businesses. Topics focus on the calendar year end and deal with current business and compliance issues as well as things business clients need to be aware of in relation to responsibilities when celebrating the festive season.	Accounting firms wanting a newsletter that deals with core services broken up with some business building articles and a holiday message.

Newsletter design choices

* The budget edition of Tax Matters, released in May is 4 pages.

	Lite	Standard	Premium
PDF format	Low res ✓	✓	✓
	High res	✓	✓
	Print ready	✓	✓
Classic or contemporary layout		✓	✓
Firm and association logos included		✓	✓
Match to firm colours			✓

Annual updates*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
30 Ways to Reduce Your Tax Bill		✓										
101 Questions to Ask Your Accountant		✓										
How to Get the Most Out Of Your Accountant		✓										

* Subject to change

Discover GETTING STARTED WITH TRAILBLAZERS

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

Step 1
Firm name

.....
Please clearly write your firm name

Step 2
Choose your style

Classic design Contemporary design



Step 4
Logo options

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, JPEG or TIFF format to myorder@practiceadvantage.com.au)

We do not have a logo, so please type our firm name in the front page space.

Step 5
Staff and office details for your panel
(Use a separate sheet for additional names - we suggest you limit the total number of contacts displayed to 6)

Displayed names

Name _____ Position (please circle) Principal / Director / Associate

Name _____ Position (please circle) Principal / Director / Associate

Name _____ Position (please circle) Principal / Director / Associate

Name _____ Position (please circle) Principal / Director / Associate

Name _____ Position (please circle) Principal / Director / Associate

Name _____ Position (please circle) Principal / Director / Associate

Address _____

State _____ Postcode _____

Phone number _____ Fax number _____

Email _____ Website _____

Step 6
Professional Services details for your panel
(Please limit to 25 characters)

Professional services

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

Step 7

Association logo displayed on your newsletter (optional)

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

- ICAA CPA PNA
- ATMA TIA NTAA
- Other* _____ *Please email logo to myorder@practiceadvantage.com.au
- Please insert the following limited liability statement into my newsletter:
"Liability limited by a scheme approved under Professional Standards Legislation."

Step 8

Colour matching - Only required if you have ordered premium

In order to best match the colour scheme of your newsletter to your logo or firm colours, please provide us with the details of the colours used. It is best to give colours as their CMYK, RGB or PMS values. If you do not know these, we can take colours closest to your logo.

1: _____

2: _____

3: _____

Step 9

Person to send the newsletter to and to contact if we have further questions

Name _____

Contact E-mail _____

Firm name _____

Phone _____

Signature _____ Date _____

Step 10

Please check your details

So that we are able to prepare your newsletter promptly and accurately, please ensure that **all details required above are completed.**

Step 11

Send us your order and logo

Please send your order form by fax or email. If you have ordered standard or premium, please send your logo by email.

FAX: 1300 853 181 **EMAIL:** myorder@practiceadvantage.com.au

If you have any questions or queries please contact us on:

TEL: 1300 853 171

TERMS: You may cancel at any time. Refunds are not available for subscriptions paid in advance. Please visit the support centre on our website. Subsequent year pricing provided continuity of subscription is maintained. Subscriptions under a monthly payment plan are automatically renewed unless cancelled. **If you do not receive your newsletter within 21 days of it's release date please contact us immediately. We will not refund or credit your payment if you haven't contacted us within 21 days of the release date. For full Terms and Conditions please visit our website - www.practiceadvantage.com.au**

