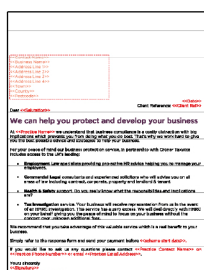


How should you promote your tax investigation service?

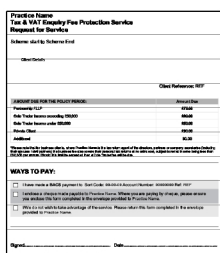
STAGE ONE - INITIAL MAILING

The Initial Mailing should go out 4 - 6 weeks prior to scheme commencement date to allow for plenty of time. It should also include the following documents:



INVITATION LETTER

An invitation to join the scheme for both new and renewing clients. Connect Services led letters are available to appeal to different categories, or we have a generic letter for a 'blanket' approach.


 This is a form for a response slip. It includes a header with 'Practice Name' and 'Tax & VAT Enquiry Fee Protection Service'. The form asks for the recipient's name and address. It also includes a section for 'WAYS TO PAY', with options for 'Credit Card' and 'Bank Transfer'. The form concludes with a section for 'Signatures', where the practice can sign and date the response.

RESPONSE SLIP

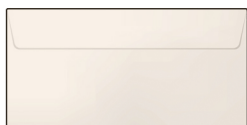
A response slip should accompany the invitation in order for your clients to respond.



INFORMATION LEAFLET

Product information leaflet. Our marketing department can discuss the best options to suit your clients.

BUSINESS RESPONSE ENVELOPE



It is recommended that a practice addressed envelope is enclosed with your mailing, to encourage payment. If Croner Taxwise are collecting your fees this envelope is pre-paid with our address on.