

## Your Client Newswire service: Registering your email contacts

Your Practice Track website service offers far more than just an online presence. Our Client Newswire service gives you a powerful, proactive marketing and client service tool. Here's how to make the most of it:

### The Newswire

Every month we send your registered contacts a round-up of the latest business, tax and financial news. The Newswire is written with the small business owner in mind, and highlights your range of services, encouraging the reader to contact you for further advice. The email comes in an attractive HTML format, branded for your firm.

There are special **Budget** and **Pre-Budget Report** editions, summarising the main points of the Chancellor's announcements.

### Registering your contacts

Anybody who registers via your website will automatically receive your Newswire. However, rather than waiting for people to come to you, it is far more effective to upload all of your contacts yourself. *Remember – if your contacts do not wish to receive the Newswire, they can unsubscribe at any time*

Registering your contacts is very easy:

**Step 1 – Create a spreadsheet** listing your contacts' details.

You can use this template spreadsheet:

[www.practicetrackonline.co.uk/downloads/contact\\_list.xls](http://www.practicetrackonline.co.uk/downloads/contact_list.xls)

**Step 2 – Upload the spreadsheet** via your admin area, or just email the spreadsheet to us and we'll upload it for you, free of charge.

**Step 3 – Email your contacts to let them know they've been registered.** We have prepared a template email, which you can edit or use as it is:

[www.practicetrackonline.co.uk/downloads/Email\\_to\\_clients\\_about\\_newswire\\_registration.doc](http://www.practicetrackonline.co.uk/downloads/Email_to_clients_about_newswire_registration.doc)

Follow the instructions in your admin area, or just send us the text you want for your email and we'll do the rest.

### Obtaining your clients' email addresses

If you don't have all of your clients' email addresses, why not send out a letter introducing your new website and Newswire service, with a faxback form enabling them to fill in their address and send it back to you? We have created templates for both a letter and a faxback here:

[www.practicetrackonline.co.uk/downloads/Faxback\\_for\\_email\\_addresses.doc](http://www.practicetrackonline.co.uk/downloads/Faxback_for_email_addresses.doc)

[www.practicetrackonline.co.uk/downloads/Introductory\\_letter\\_for\\_clients.doc](http://www.practicetrackonline.co.uk/downloads/Introductory_letter_for_clients.doc)

[www.practicetrackonline.co.uk/downloads/Introductory\\_letter\\_for\\_referral\\_sources.doc](http://www.practicetrackonline.co.uk/downloads/Introductory_letter_for_referral_sources.doc)

[www.practicetrackonline.co.uk/downloads/Letter\\_for\\_prospects.doc](http://www.practicetrackonline.co.uk/downloads/Letter_for_prospects.doc)

[www.practicetrackonline.co.uk/downloads/Letter\\_to\\_collect\\_email\\_addresses.doc](http://www.practicetrackonline.co.uk/downloads/Letter_to_collect_email_addresses.doc)

Following this, you could telephone any important clients that have not responded.

### New contacts

Don't forget to register any new contacts, clients and prospects for your Newswire. You can add individual contacts via your admin area and use the standard email to let them know they've been registered. Full instructions are in the admin area and in your user manual.

### Need any help?

If you need any more help from us then just call 0117 932 7812 or email

[info@practicetrackonline.co.uk](mailto:info@practicetrackonline.co.uk) .