

## Practice Track Online: Template introductory letter for clients

Dear [client's name]

### Introducing our new website

At [name of firm] we want to offer you more than just ensuring that your accounts are prepared and filed on time. We aim to be a genuine resource for you and your business.

That's why we've launched our brand new website: [www.nameofsite.co.uk]

Why not take a few moments to browse around? The site is full of useful information, from the latest tax rates and figures to tips and information for your business.

Other features include:

- **Handy calculators:** use our site to check your payslip and to work out a range of figures from VAT to Company Car benefits
- **Companies House forms:** download a range of essential forms
- **Company search:** access company data for any UK business
- **Tax calendar:** essential tax dates and deadlines for the year ahead

Also, don't forget to sign up for our **free monthly newswire**. Just register on the site for our regular email round-up of the essential business news and tax changes that affect you. Please do feel free to pass on our new website address to any of your clients or contacts who might find it useful – we always appreciate your referrals.

If you would like more detailed, one-to-one advice on any of the issues you've seen on our website, please do call me on [telephone number].

We hope you enjoy our new site – make sure you add it to your favourites list!

Yours sincerely

## Practice Track Online: Template letter for prospects

Dear [prospect's name]

### Providing more for our clients

How satisfied are you with your current accountants? Do they help improve your wealth and your business's bottom line, or just tell you what they are?

At [name of firm] we want to offer you more than just ensuring that your accounts are prepared and filed on time. We aim to be a genuine resource for you and your business.

Why not visit our website? [www.nameofsite.co.uk] is full of useful information, from the latest tax rates and figures to tips and information for your business.

Other features include:

- **Handy calculators:** use our site to check your payslip and to work out a range of figures from VAT to Company Car benefits
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Also, why not sign up for our **free monthly newswire**? Just register on the site for a regular email round-up of the essential business news and tax changes that affect you.

If you would like to discuss how we could help you and your business, please do call me on [telephone number]. I would be delighted to talk with you.

Yours sincerely