

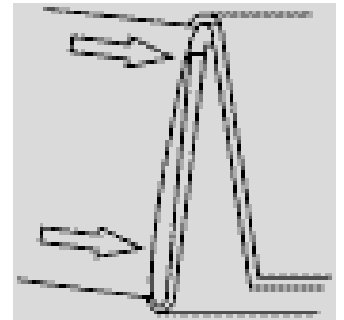
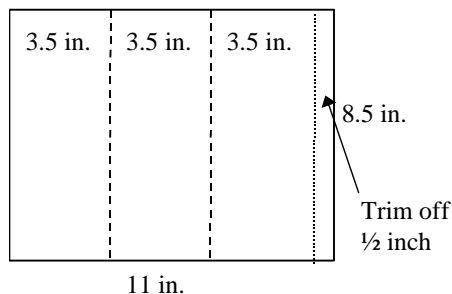
Using Inserts For Special Information

You might need to inform *your own clients* of special items:

- Update on your state's tax laws.
- Other services you offer.
- Your appointment schedule or procedures.
- Your referral incentive program.
- Tax season office hours.
- Information on the "other side" of your practice – do you sell real estate, investments or securities?
- And other items

How To Make Your Personal Insert

- **Costs.** Do it yourself – cheapest. Or, call a printer for good looks (and the highest cost!).
- **Materials.** Use your computer, word processor, and photocopier. Colored paper is \$6-\$10 per ream at office supply outlets. Oh yes, you'll need a paper-cutter. Use heavier paper - even "card stock".
- **Planning.** An easy one is shown below. Use common paper – "letter-size" (8 ½ x 11 inches). The goal: an insert measuring 3.5 inches wide that slide into **TAX NEWS & TIPS**. Assembly is quick, the look is clean, and there's no extra postage!



- A. "letter-size" paper.** Type your message in vertical columns 3.5 inches wide. After trimming off a ½ inch piece, your paper cutter will produce three inserts of perfect size to slip right into your newsletter. Print both sides of the paper for the best look. See below for template!

Need Help? Visit our website at www.taxnewsandtips.com. There are a pair of "templates" using Microsoft's Word software:

"Your_Insert_Front.doc" and
"Your_Insert_Back.doc".

Margins are already set for the insert in the above diagram. (Front and back have margins reversed to allow printing one side with extra margin on the right, then other side with extra margin on the left. You'll need to experiment a little to make the vertical spacing fit your needs.

In Short:

- Turn the paper sideways - "landscape" mode.
- A little *narrower* than 1/3 of a sheet.
- *Heavier paper* (even card stock).
- Insert *without disturbing tabs*.
- *No additional postage* or tabbing required.
- Allows you to address your practice's *individual needs*.