

## Which Newsletter? **New Zealand**

My firm...	Business Matters	The Profit Improver	Year End Strategies	Technology In Business	103 Questions to Ask Your Accountant
Deals primarily with business clients	✓	✓	✓	✓	✓
Wants to increase contact with high wealth individuals	✗	✗	✓	✗	✓
Wants to build its non-compliance arm	✗	✓	✗	✓	✗
Wants to grow its compliance area	✓	✗	✓	✗	✓
Wants to distribute newsletters quarterly	✓	✓	✗	✗	✗
Wants to release newsletters half-yearly	✗	✗	✗	✓	✗
Wants a newsletter for any time of year	✗	✗	✗	✗	✓
Needs to distribute publications by e-mail	✓	✓	✓	✓	✓
Needs a print-ready newsletter format	✓	✓	✓	✓	✓
Prints newsletters professionally	✓	✓	✓	✓	✓
Wants to build value-added services	✗	✓	✗	✓	✗
Deals with tech-savvy clients	✗	✓	✗	✓	✗
Is located in a rural area	✗	✗	✗	✗	✗
Would like a contemporary look	✓	✓	✓	✗	✗
Would like a traditional look	✓	✓	✓	✗	✗