**Diversifying Services – Promoting to Clients**

The report from CommBank Accounting Market Pulse in which 81% of the “leading firms” identified that the new service line that they are planning to enter or significantly grow in the next 12 to 18 months is “Business Advisory Services” – sounds easy doesn’t it?

In reality there is a range of activities that need to be implemented if an accountancy firm is going to adequately service the requirements of SMEs for a broader range of services.

It just doesn’t happen!

One of the key promotional tools that ESS BIZTOOLS has introduced is “Business Plus” which is a monthly newsletter that is distributed to subscribers who badge the newsletter and forward it to their clients and prospects.

The purpose of the newsletter is to supply interesting business information to SMEs but also to a promotional tool for the accountancy firm because each article has a “call to action” encouraging readers to contact the accounting firm if they are interested in a particular business activity.

Would you like a copy of May’s “Business Plus+”, please contact me on [peter@essibztools.com.au](mailto:peter@essibztools.com.au).

Want to know more? Please visit [www.essbiztools.com.au](https://www.essbiztools.com.au/)