

BUSINESS ADVISORY SERVICES UPDATE SUPPLYING SMEs WITH A LIBRARY OF ARTICLES DIFFERENTIATES ACCOUNTANTS

Accountants who are committed to supplying diversified Business Advisory Services benefit by implementing a communication strategy which incorporates the supply of branded papers relating to the range of services that your accountancy firm is supplying.

The ability to send an article to a client after an interview for example “How does Crowd Sourced Funding Equity Raising operate?” Is a great way to round off an interview with a client about a particular subject because it supplements your professional advice.

Or, you could utilise the articles as a marketing tool on your website that are available for your clients to download.

Clients and prospects participating in your firm’s webinars could also be sent articles relating to the subjects discussed in that webinar so as to reinforce your accountancy firm’s commitment to supplying value-adding services to your clients.

ESS BIZTOOLS has a unique “Business Library” which includes approximately 580 papers covering 67 subjects of interest to SMEs.

You can gain an understanding of this differentiating resource by visiting www.essbiztools.com.au.

Our contact details are:

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