

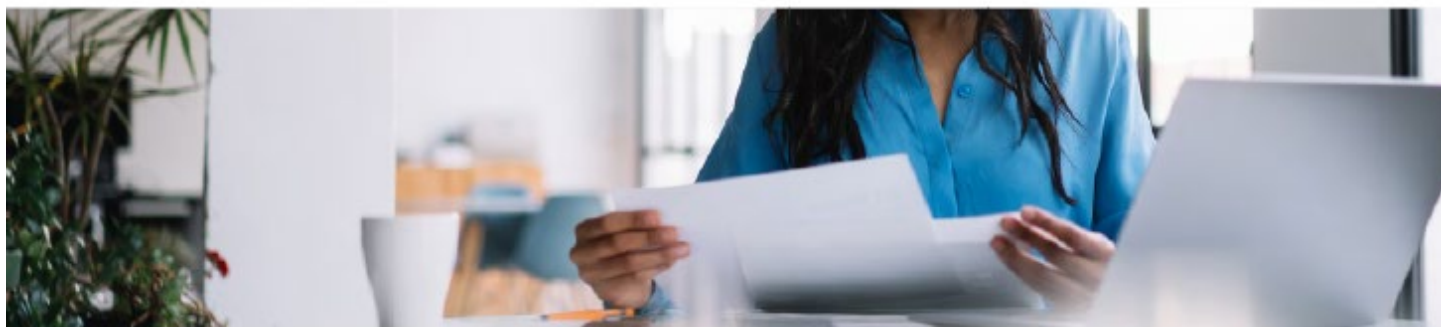
New Hampshire Tax and Accounting Professionals Member Benefit Newsletter for September 2020



book of the
Month

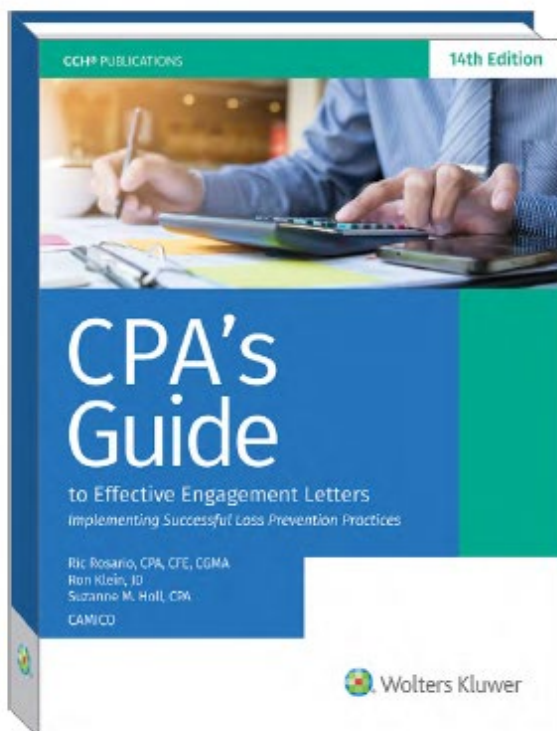
October Book of the Month Promotion

We are now in the last stretch of the year, so we are going to change things up a bit. I would like to announce the return of the Book of the Month promotion. We will have a different title we will highlight over the next 3 months. Plus, we might have a Black Friday promotion in late November as well. So, to start of our Book of the Month Promotion, we will be highlighting our recently updated and soon to be released, CPA's Guide to Effective Engagement Letters, 14th Edition. We have created the below marketing flyer you can request to be sent to you, customized with your partner page URL at the bottom. This flyer highlights why a member might want to purchase this title.



OCTOBER Book of the Month from Wolters Kluwer

CPA's Guide to Effective Engagement Letters (14th Edition)



The integrity of your practice depends on the contents of your engagement letters. Whether it's a new engagement, repeat engagement, or, especially, a changed engagement, you need to know what to say and how to say it correctly.

The **CPA's Guide to Effective Engagement Letters (14th Edition)** has been updated throughout to include:

- Updated review, compilation and preparation letters that comply with SSARS No. 23
- New compilation letter templates, including a new one designed for CPAs providing preparation and tax services under a special purpose framework
- Updated language for the attestation engagement letters that comply with SSAE 18
- Updated tax engagement letters that include revised language for foreign reporting requirements and return due date changes

30% OFF

~~\$289.00~~ \$202.30

Visit your association page to order.

If you would like the above flyer customized to use in a promotion to your members, please let me know and I will send it your way.

For this specific title direct members to visit <https://www.cchcpelink.com/book/cpas-guide-to-effective-engagement-letters-14th-edition-prod-10016983-0008/18930/?s=7nfdywa> to order with your association discount.

If you are doing a general promotion direct members to visit www.cchcpelink.com/NHTAP to purchase with your association discount.

Free Resources for your Members



[View in Browser](#)

Tax & Accounting



Overcoming Commoditization and Adding Value

Focusing on client value

In challenging times, many firms are looking for ways to counteract fee pressure and commoditization by providing services that clients actually *want* to pay for. In order to do this, they are looking beyond tax compliance and simple efficiency improvements to more advanced strategies and new business models.

Our new ebook, *Overcoming Commoditization and Adding Value*, covers this topic from several angles, including:

- Exploring new business models
- Providing premier services that clients value
- How to implement the right technologies.

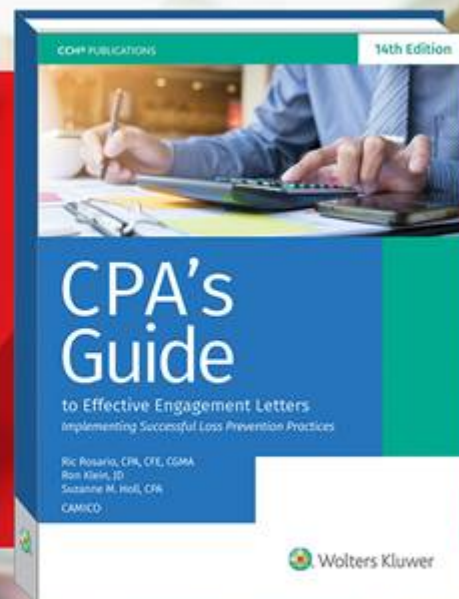
[Claim your Free eBook →](#)

Social Media Posts

Here are the banner ads and website ads we have put together for the above early bird promotion. I have put the specs below each image. If you would like to use one of these or all of them, just let me know and I can send them as an attachment versus copying them out of this newsletter.

Book of the Month *from* Wolters Kluwer

CPAs Guide to Effective Engagement Letters (14th Edition)



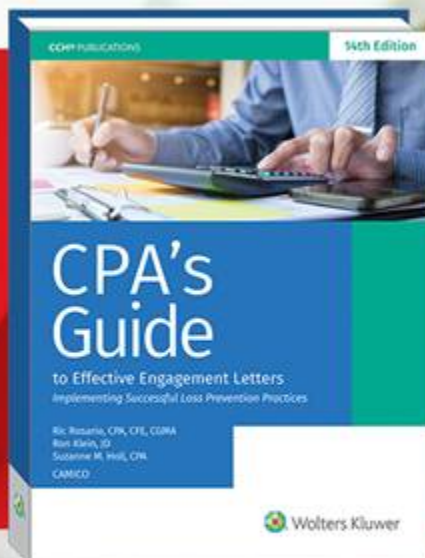
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1600X900

Book of the Month *from* Wolters Kluwer

CPAs Guide to Effective Engagement Letters (14th Edition)



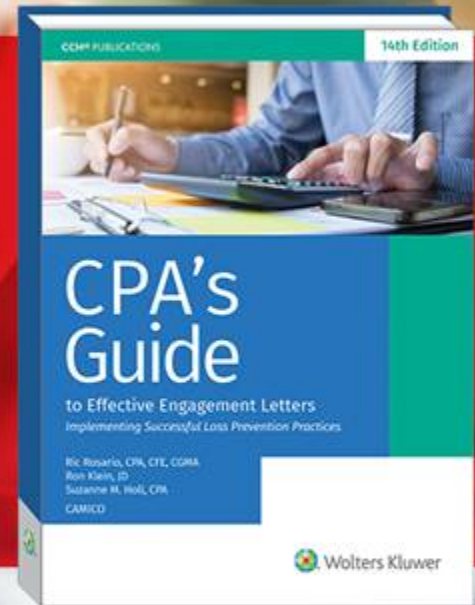
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Book of the Month *from* Wolters Kluwer

CPAs Guide to Effective Engagement Letters (14th Edition)



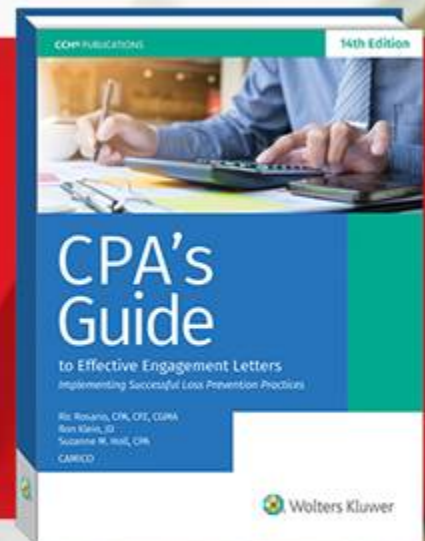
Visit your association page to order.



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Book of the Month *from* Wolters Kluwer

CPAs Guide to Effective Engagement Letters (14th Edition)



Visit your association page to order.



1024X512

Book of the Month from Wolters Kluwer

CPAs Guide to Effective Engagement Letters (14th Edition)



1150X250

Upcoming Promotions

For the remainder of the year we will be bringing back our Book of the Month Promotion, highlighting a specific book each month with a high than normal discount available to members. Each month I will provide you with the description of the book, provide the book art, marketing fliers and ads promoting the title for you to be able to use in your own marketing campaigns.

NOVEMBER: Cannabis Taxation Guide: Federal & State, 2020

DECEMBER: US Master Depreciation Guide, 2021



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Tammy Nickels | Association Account Manager

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