

CHAPTER 23 Making Your Business Grow

SOFTWARE ACTIVITY

Word Processing Application

OBJECTIVE: Write a promotion letter.

You are the owner of a small accounting firm, Piedmont Accountants. There are also two other accounting firms located in your town—Titan Accountants and Joyner & Associates. The owner of Titan Accountants has decided to retire at the end of the year and has not found anyone interested in purchasing the firm.

You feel that now would be an excellent time for you to expand your business by getting Titan clients to sign on with your firm. You have been doing business in this town for the past 15 years. You provide audit/accounting services, tax planning/preparation, business/personal financial planning, estate/retirement planning, business/asset valuation, and financial management.

You also feel that if you promote yourself to Titan clients, you should be successful in convincing many of them to sign on with your firm. You believe that a good way to start is by writing a letter to Titan clients, where you could introduce yourself and encourage them to call for an appointment to discuss their future accounting needs.

Now, write a letter to these prospective clients. Your letterhead information has been completed for you and is shown below. If you wish to change that information, simply replace it with one of your own. Add the name of your city and state.

Piedmont Accountants

345 Professional Building

Today's Date



Word Processing Directions

1. Start your word processing software program.
2. Write your promotion letter. Type the letter in block style. Proofread and edit your work to make sure that it is correct and concise.
3. Save your work.
4. Print out a copy of your completed letter if your teacher has instructed you to do so.
5. Answer the following questions.

Interpreting Results

1. What should be your strongest argument for winning the business of these clients?

2. Why do entrepreneurs want their businesses to grow?

3. Other than trying to attract competitors' customers, what other strategies could entrepreneurs use to make their businesses grow?

Drawing Conclusions

4. What are some challenges you would face as you attempt to serve Titan clients?
