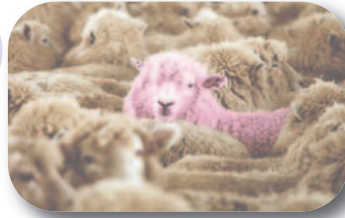


Booking Form



Please complete and return by email
Newsletter@LawConsultancyServices.co.uk
or by post: 122, Lower Richmond Road
Putney SW15 1LN

Name:

Position:

Firm:

Address:

.....

.....

Postcode:

Tel:

Email:

Website:

Terms and Conditions

Please sign below to accept the following Terms & Conditions. Full payment is due upon booking. All information is treated as completely private & confidential and will not be passed on to any third party.

..... has made every effort to ensure the information published is accurate, and Law Consultancy Services cannot accept any liability for the accuracy or content.

Signed on behalf of the Firm:

Payment Method

Bank Transfer (preferred method)

Bank & Branch: Barclays Bank, Kingswood
Account Name: Miss R. Preuveneers
Sort Code: 20-29-90
Account Number: 40785903

Cheque:

Please make cheques payable to: **Miss R. Preuveneers**
122, Lower Richmond Road, Putney SW15 1LN

Newsletter Writing Guidelines

Content & Context

A Newsletter should aim to combine these aspects:

Marketing – Advertising new services you are offering or promotional deals:

Example: We are pleased to announce extended opening hours, making it easier for you to come in and see us!

Client Relations – Updates relating to clients and the community, how your organisation contributed:

Example: John Smith took part in Race for Life and raised £200 for the local children hospital.

Expert Advice – Updates on new legislation, new procedures and “Top Tips”

Example: Foreign and Commonwealth Office Fees are set to increase from December.

Word Count

The word count should be about 800-850 words per page. This allows for the Newsletter banner, titles and images.

Two pages are recommended for double-sided print. Alternatively your firm’s details can be on the back with a map, specialist areas of work etc.

If you have any questions just **email:**
Newsletter@LawConsultancyServices.co.uk
or **Call:** 07860 576224

Top Tips

Me, myself and I – Some articles can be written in the first person with a by-line to the author, but for professional advice, the third person tense offers objective and impartial advice. (**N.B** It’s not a Newsletter about you *per se*).

HaHa – Light hearted is great for a Newsletter, but some people may not share your sense of humour, so it may be best not to add to many one liners.

Must haves – Photos and pictures add life and personality to your Newsletter. Graphs and charts are also an excellent way to convey information succinctly as well as adding colour.

Zzzzz – News is best received in short doses. Keep the reader jumping from one short item to another rather than dozing off.

Typos – Would you trust a solicitor who couldn’t spell? An easy to read Newsletter without mistakes, jargon and long verbose sentences is extremely important.

Disclaimer – You may want to add a disclaimer, something along the lines of:

This Newsletter is intended for information purposes only and its contents should not be relied upon without legal or other professional advice. [Name of Firm] is regulated by the SRA.