

CLICK. ZIP. FAST ROUND TRIP.

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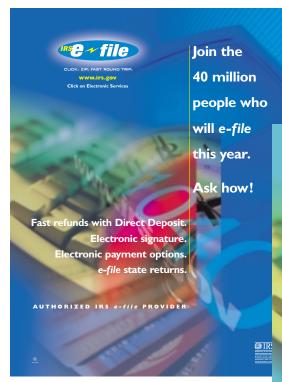
**Click on Electronic Services** 

TEN
WAYS TO
ATTRACT
AND
KEEP
CLIENTS

Look Inside
For Your
Marketing
Tools

ONLY FOR AUTHORIZED IRS e-file PROVIDERS

# Ready-to-use Materials for Your Office





#### **Posters**

Refunds

**Publication 1860** 

**Payments** 

**Publication 3139** 

Display both posters on your walls and windows—one for people getting a refund and one for those with a balance due.

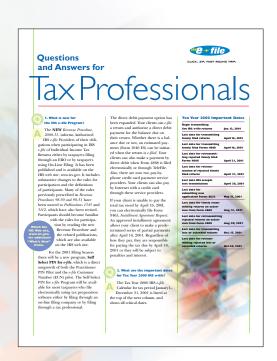
Size: 17x22

2

## Questions and Answers for Tax Professionals

#### **Publication 3452**

Find out what's new for Authorized IRS *e-file* Providers and get answers to commonly asked questions by EROs.





# Window/ Door Decal



#### **Publication 3008**

Put this eye-catching decal on your window or door. Let prospective clients know that you're authorized to *e-file* their tax returns electronically to the IRS.

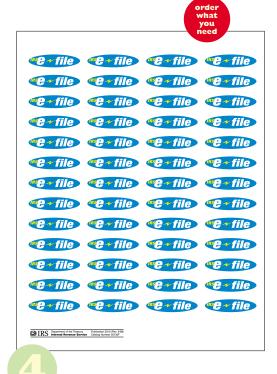
## Easel-Backed Desk Sign

#### **Publication 3009**

Identify yourself as an Authorized IRS *e-file* Provider to your clients.

Use the order form included in this kit (Form 11379) to request decals and signs.





#### IRS e-file Stickers

#### **Publication 3010**

Attach these handy peel and stick labels to all client correspondence, including each return you prepare to identify that it was filed using IRS *e-file*.

Use the order form included in this kit (Form 13379) to request *e-file* stickers.



### **Refund Cycle Chart**

#### **Publication 2043**

Shows the date taxpayers are sent a tax refund based on the date their returns were electronically transmitted to the IRS.

Use this handy chart to estimate when your clients will be sent their refunds.

Use the order form included in this kit (Form 11379) to request Refund Cycle Charts, or download one from our web site, www.irs.gov/elec svs/toolkit.html

## **Brochures and Reminder Postcards for Your Clients**



## Electronic Payment Option Brochure

#### **Publication 3611**

Give this brochure to clients making payments. Three types of taxes can be paid by direct debit or credit card. The brochure answers many questions.



# **Questions and Answers for Taxpayers**

#### Publication 3007

Send this helpful information to new prospects as well as clients. Place it in your lobby for clients to read. It describes IRS *e-file* and lists the benefits of using IRS *e-file*.

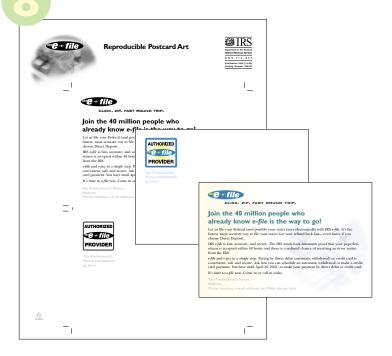
#### **Postcard Mailers**

Remind your clients that it's time to file their returns and that IRS *e-file* is the fastest and safest way to file.

Take the enclosed **camera-ready copy** (**Publication 3449**) to your local printer. Print your name, address, phone number, e-mail address and web site in the space allowed.

For color postcards (Publication

y the printing service may download the template from our web site, www.irs.gov/elec\_svs/toolkit.html



# **Newspaper Ads and Radio Scripts to Promote Your Business**



## **Newspaper Ads**

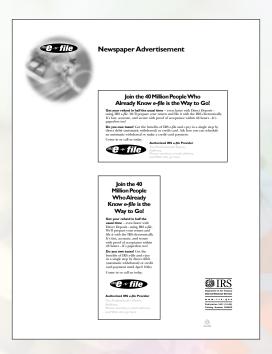
#### **Publication 3451**

Sizes:  $4^{1/2} \times 2^{1/2}$ " and  $2^{1/16} \times 5$ "



To run your own advertising message, take these ads to your local newspaper.

They can reproduce these black and white layouts. Simply add your name, address, phone number, e-mail address and web site at the bottom of the ad. The newspaper can even download electronic files of the ads directly from our web site, www.irs.gov/elec\_svs/toolkit.html





### Radio Scripts

#### **Payments**

**Publication 3138** 

#### Refunds

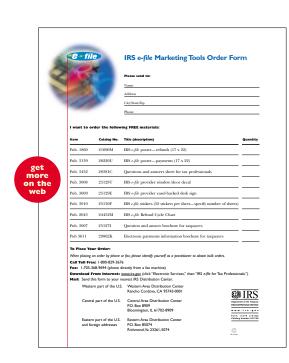
**Publication 3012** 

Local radio advertising is a great way to reach a wide audience—and establish your name as an Authorized IRS e-file Provider. Download the scripts from our web site, www.irs.gov/elec\_svs/toolkit.html

Call the Advertising Sales Manager at your local radio stations to schedule 60-second or 30-second spots, or both.

The scripts are designed for your local announcer to read live, filling in your name and phone number.

# Get more— they're free!



#### **Order Form**

#### Form 11379

All the items listed on this form are free to you from the IRS. They're designed to help build your business as an Authorized IRS e-file Provider.

To place an order for more of these free materials, complete the top of the form and indicate the quantities requested in the blanks. Mail the form to the IRS or call the toll-free number.



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Internal Revenue Service

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Publication 3133 (Rev. 10-2000) Catalog Number 26206Q

