

The same rule applies to every organization:

The image shows two versions of an IRS monthly statement for a taxpayer named JANE SMYTH. The left page is labeled 'BEFORE' and the right page is labeled 'AFTER'. Both pages include the IRS logo, taxpayer information, and a table of tax payments. The 'AFTER' version features a prominent green box with the text 'Monthly bill: \$100.00' and a 'Payment' section with a box for the amount. The 'BEFORE' version has a more cluttered layout with a 'Monthly Statement' title and a table of payments.

BEFORE

Department of Treasury
Internal Revenue Service
P.O. BOX 8000
WASHINGTON, DC 20548

091244 000010 0000
Notice Number: CP 102
Notice Date: 11-29-2008
Sequence: 000-00-0000
Date Of: 12/08

0000 0000 000 000 0 0 0 0 0 0 0 0
0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

JANE SMYTH
100 N WASHINGTON ST
MARIETTA, GA 30060

4 00000000001 #

Monthly Statement

This is a reminder that you need payment of \$100.00 by 12-09-2008

Item	Amount	Current Balance	Payments	Remaining
Tax Period	10-01-2008			
Current Balance	\$0.00	\$0.00		\$0.00
Penalty	\$0.00			\$0.00
Interest	\$0.00			\$0.00
Last Payment	\$0.00			\$0.00

1-800-829-1040

Questions? Call us at 1-800-829-1040
Please call the part with your payments, payable to United States Treasury.

Notice Number: CP 102
Notice Date: 11-29-2008

Amount Due: \$100.00
Due On: 12-09-2008

Internal Revenue Service
P.O. BOX 8000
WASHINGTON, DC 20548-0000

JANE SMYTH
100 N WASHINGTON ST
MARIETTA, GA 30060

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AFTER

Department of Treasury
Internal Revenue Service
P.O. BOX 8000
WASHINGTON, DC 20548

091244 000010 0000
Notice Number: CP 102
Notice Date: 11-29-2008
Sequence: 000-00-0000
Date Of: 12/08

0000 0000 000 000 0 0 0 0 0 0 0 0
0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

JANE SMYTH
100 N WASHINGTON ST
MARIETTA, GA 30060

4 00000000001 #

Monthly bill: \$100.00

0000 000000 0000000000 00000000 0000

Payment

0000 000000 0000000000 00000000 0000

0000 000000 0000000000 00000000 0000

Speak with one voice & let your audience's needs lead.

EASILY SAID & DONE

MULTIPLE COMPLEXITIES...

- 1 Tax Code
- 5 Different Internal Departments
- Hundreds of Taxpayer Notices
- Countless Notice Authors
- Several Taxpayer Service Centers
- Ongoing Tax Code Updates

EASILY SAID & DONE

...LED TO MANY INCONSISTENCIES

- Branding
- Notice Design
- Help Information
- Description of Fees
- Payment Chit Location

**Department of Treasury
Internal Revenue Service**
PO BOX 16335
PHILADELPHIA, PA 19114-0436

001040 200512 585
Notice Number: CP 521
Notice Date: 11-26-2008
SSN/EIN: 000-00-9999
Caller ID: 123456

IRS Department of the Treasury
Internal Revenue Service

FRESNO CA 93888-0025

In reply refer to: 1042807806
July 02, 2008 LTR 3217C 00
200712 30 000
00058790
80DC: SB

WOLLENKIAN DR
HAMILTON NJ 08690

030952

Taxpayer Identification Number: - -
Form(s) and Tax Period(s): 1040 Dec. 31, 2007

Dear Taxpayer:

Thank you for making arrangements to resolve your account. We've accepted your offer for an Installment Agreement. The agreement covers the tax period(s) shown above. Please make your first payment of \$100.00 by July 15, 2008. Thereafter, send us that amount by the 15th of each month, until you've paid the full amount you owe. You may want to pay down your account balance by paying more than required by your Installment Agreement as penalty and interest charges continue to accumulate until your account is paid in full.

Please make your check payable to the United States Department of the Treasury and write on it your name, address, social security or employer identification number. Include with your payment a daytime telephone number where we can call you, the tax year you are paying, and the tax form number you filed for that year.

We'll send you a monthly statement with a payment stub and return envelope shortly before each payment is due. The statement will show the total amount remaining on your account, as well as your monthly payment amount. If you don't receive the statement at least ten days before your first payment due date, make your payment and return the last page of this letter with your payment.

We charge a \$105 User Fee to cover the cost of providing an Installment Agreement regardless of the amount of your agreed to payment. Although your approved Installment Agreement payment may be for less than \$105, your first payment should be for at least \$105 to cover the fee.

The Installment Agreement User Fee may be reduced for individuals whose income falls at or below levels based on IRS Installment Agreement Low Income Guidelines. Our initial review did not qualify you for the reduced fee, however, if you believe you qualify for a one time reduction to your Installment Agreement User Fee you may

statement
\$300.00 is due on 12-05-2008

	Liabilities not shown:
	\$0.00
	\$0.00
	\$0.00

Accrued to the Due Date shows above. For information
800-829-3009

the oldest tax owed, then penalties, then interest. If you're not following the term of this agreement, you must pay them in full. If you're not making estimated tax payments to cover your tax this year, New York will default or terminate this agreement. If this agreement is terminated, a user fee will be charged.

United States Treasury
www.irs.gov

Notice Number: CP 521
Notice Date: 11-26-2008


Amount Due:	\$300.00
Due On:	12-05-2008

JOHN SMITH
123 N HARRIS ST
HARVARD TX 12345

000013254

EASILY SAID & DONE

SIMPLIFIED WITH CMS & TEMPLATES



Department of Treasury
Internal Revenue Service
Austin, TX 73301-0025

Notice	3217C
Tax year	2006/2007
Notice date	March 2, 2009
Social Security number	XXX-XX-9999
To contact us	Phone 1-800-829-8347
Call center number	1234

Page 1 of 4

JAMES & KAREN Q. HINDS	
22 BOULDER STREET	
HANSON, CT 06000-7253	

Your installment agreement has been accepted

Thank you for working with us to resolve your account for your 2006 Form 1040 and 2007 Form 1040. Your payments are due on the 28th of each month, beginning on March 28, 2009. Based on your current income level, you don't qualify for a reduced initial setup fee.

Installment agreement summary	
Total amount you owe	\$9,876.41
Initial setup fee	105.00
Monthly payment amount	114.00
Initial payment due date	March 28, 2009

What you need to do

- Each month you'll receive a monthly bill from us. Send your check or money order to us with the payment section included so we receive it by the due date.
- If you don't receive your first monthly bill by March 18, 2009, detach and enclose the payment section below with your check or money order for \$219.00, which includes your first monthly payment and your initial setup fee of \$105.00.

Pay your monthly bill

- Make your check or money order payable to the United States Treasury.
- Write the last four digits of your Social Security number (9999), the tax year (2006/2007), and the form number (1040) on your payment and any correspondence.

Amount due by	\$219.00
March 28, 2009	

INTERNAL REVENUE SERVICE
AUSTIN, TX 73301-0025

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Department of Treasury
Internal Revenue Service
PO BOX 16335
Philadelphia, PA 19114-0439

Notice	CPS21
Tax year	2005
Notice date	November 26, 2008
Social Security number	XXX-XX-9999
To contact us	Phone 1-800-829-3009
Call center number	1234

Page 1 of 3

JOHN SMITH	
123 N HARRIS ST	
HARRARD, TX 12345	

Monthly bill: \$300.00

This is a reminder that your next monthly payment of \$300.00 is due on December 5, 2008.

If you can't pay your monthly bill by this date, call us at 1-800-829-3009 to discuss your situation.

Billing summary	
Tax you owe	\$4,672.00
Last payment received 11/3/08	- 300.00
Failure-to-pay penalty	864.32
Interest charges	1,324.15
Remaining balance	\$6,560.47
Monthly payment due by December 5, 2008	\$300.00

Payments are applied to tax due first, then to any penalty and interest charges.

You have now made 14 out of an estimated 36 required payments*, totaling **\$4,200.00**

14
36

*Your total number of payments may vary due to penalty and interest charges.

Payment

- Make your check or money order payable to the United States Treasury.
- Write the last four digits of your Social Security number (9999), the tax year (2005), and the form number (1040) on your payment.

Monthly payment due by December 5, 2008


\$300.00

INTERNAL REVENUE SERVICE
PO BOX 105404
ATLANTA, GA 30348-5404

|||

EASILY SAID & DONE

ENHANCED CLARITY INCREASED COMPREHENSION

 Department of Treasury
Internal Revenue Service
Austin, TX 73301-0025

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
JAMES & KAREN Q. HINDS
22 BOULDER STREET
HANSON, CT 06030-7253

Your installment agreement has been accepted

Thank you for working with us to resolve your account for your 2006 Form 1040 and 2007 Form 1040. Your payments are due on the 28th of each month, beginning on March 28, 2009. Based on your current income level, you don't qualify for a reduced initial setup fee.

Installation agreement summary


Total amount you owe	\$9,876.41
Initial setup fee	105.00
Monthly payment amount	114.00
Initial payment due date	March 28, 2009

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Continued on back...

 Payment

INTERNAL REVENUE SERVICE
AUSTIN, TX 73301-0025
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

James & Karen Q. Hinds
22 Boulder Street
Hanson, CT 06030-7253

Amount due by
March 28, 2009

\$219.00

INTERNAL REVENUE SERVICE
AUSTIN, TX 73301-0025
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

0000 00000000 0000000000 00000000 0000

Notice	3217C
Tax year	2006/2007
Notice date	March 2, 2009
Social Security number	XXX-XX-9999
To contact us	Phone 1-800-829-8347
Call center number	1234

Page 1 of 4

Thank you for working with us to resolve your account for your 2006 Form 1040 and 2007 Form 1040. Your payments are due on the 28th of each month, beginning on March 28, 2009. Based on your current income level, you don't qualify for a reduced initial setup fee.

> Made getting help easy to find

> Clearly explained notice's purpose

> Provided simple, detailed instructions

What you need to do

Pay your monthly bill

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- If you don't receive your first monthly bill by March 18, 2009, detach and enclose the payment section below with your check or money order for \$219.00, which includes your first monthly payment and your initial setup fee of \$105.00.

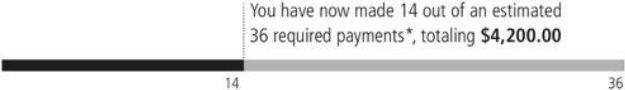
EASILY SAID & DONE

ENHANCED CLARITY INCREASED COMPLIANCE

> Used color to signal **payment due**


Monthly bill: \$300.00

> Delivered information in multiple ways to aid comprehension



*Your total number of payments may vary due to penalty and interest charges.

> Made compliance a 'no brainer'



Department of Treasury
Internal Revenue Service
PO BOX 16335
Philadelphia, PA 19114-0439

Notice CPS11
Tax year 2005
Notice date November 26, 2008
Social Security number XXX-XX-9999
To contact us Phone 1-800-829-3009
Call center number 1234
Page 1 of 3

123 N HARRIS ST
HARRISBURG, TX 12345

Monthly bill: \$300.00

This is a reminder that your next monthly payment of \$300.00 is due on December 5, 2008.
If you can't pay your monthly bill by this date, call us at 1-800-829-3009 to discuss your situation.

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You have now made 14 out of an estimated 36 required payments*, totaling \$4,200.00

14 36

*Your total number of payments may vary due to penalty and interest charges.

Continued on back...



John Smith
123 N Harris St
Harrisburg, TX 12345

Notice date November 26, 2008
Social Security number XXX-XX-9999

Payment

- Make your check or money order payable to the United States Treasury.
- Write the last four digits of your Social Security number (9999), the tax year (2005), and the form number (1042) on your payment.

Monthly payment due by December 5, 2008 **\$300.00**

INTERNAL REVENUE SERVICE
PO BOX 105404
ATLANTA, GA 30348-5404

EASILY SAID & DONE

THE IRS REPORTS: COMPLIANCE,

RESPONSIVENESS & SATISFACTION

ALL INCREASED DUE

TO THE NEW NOTICES

*+ Call center activity decreased
along with postage and printing costs.*

How well do you

EDUCATE | MOTIVATE | INSPIRE

your audiences?

Easily Said & Done

CALL: (646) 801-6640

EMAIL: lauren@easilysaidndone.com

VISIT: www.easilysaidndone.com

EASILY SAID & DONE