

This is the AI-generated outline for a five-part series, based on blog posts going back to 2018

EMAIL SERIES TITLE:

"The Smart US Company's Guide to EU Expansion: 5 Strategies That Save Money and Reduce Headaches"

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THE IDEAL CLIENT:

US-based e-commerce/online businesses selling to European customers who are currently:

- Paying too much in taxes due to poor structuring
- Drowning in VAT compliance across multiple EU countries
- Using expensive, piecemeal solutions for EU operations
- Worried about getting EU expansion wrong

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THE 5-PART SEQUENCE:

Email 1: "Why Your Current EU Setup Is Probably Costing You €27,200+ Annually"

- Opens with the fiscal unity story
- Shows how "standard" advice often backfires as you grow
- Reveals that tax structures need updating as circumstances change

Email 2: "The One-Stop Solution That Eliminates VAT Registration Nightmares"

- OSS scheme for e-commerce businesses
- Before: Register in every EU country, file multiple returns
- After: One registration, one return, massive time savings

Email 3: "When Success Becomes a Problem (And How to Fix It)"

- Distance sales thresholds – growth triggers new obligations
- Shows how to stay compliant while scaling
- Introduces the concept of professional network support

Email 4: "The Amsterdam Advantage: Why Smart Money Chooses Dutch Structures"

- CV advantages for investment/real estate
- Shows flexibility of Dutch structures
- Demonstrates negotiating power with tax authorities

Email 5: "From Compliance Chaos to Strategic Advantage"

- Brings it all together: structure + compliance + ongoing optimisation
  - Shows how the right setup turns EU expansion from cost centre to profit driver
  - **Clear call to action: "Ready to stop overpaying and start expanding smart?"**

Each email builds on the previous one, showing increasingly sophisticated strategies that make the reader think "I need this level of expertise."

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SOURCES: TGS Lime Tree News

How a clever restructuring saves a Dutch e-commerce group EURO 27,200 annually

<https://tgs-limetree.com/news/how-a-clever-restructuring-saves-a-dutch-e-commerce-group-euro-27200-annually>

November 27, 2023

How we successfully implemented the OSS scheme for a US Client's EU operation

<https://tgs-limetree.com/news/oss-scheme>

November 20, 2023

How we assisted a client with its distance sales in the EU

<https://tgs-limetree.com/news/how-we-assisted-a-client-with-its-distance-sales-in-the-eu>

February 10, 2021

How we reduced the costs and paperwork for a group of foreign private investors

<https://tgs-limetree.com/news/how-we-reduced-the-costs-and-paperwork-for-a-group-of-foreign-private-investors>

January 18, 2019

Advantages of a Dutch CV

<https://tgs-limetree.com/news/advantages-of-a-dutch-cv>

May 29, 2018