Marketing Communications for Investment Advisors
June 2009

"Anywhere from 20-30% of wealthy clients will change advisers over the next few years, said George Walper, president of the Spectrem Group, a Chicago-based consulting firm that specializes in the wealth and retirement markets."

Investment News - May 18, 2009

Typical millionaires, according to the article cited above, saw their portfolios decline 30% from the current financial crisis. If your clients and investment strategies have fared better, this is a great time to get out and tell your story.

In This Issue

New Postcards Help You Generate Inquiries

Direct mail is one of your most effective means of reaching a prospect. But every direct mail piece faces the need to stand out, make a compelling offer and spur action. And...they must be cost effective.

To help you meet these requirements, we have created a series of seven jumbo postcards that sell active management. The goal of the postcards is to provide a distinctive, professional means of introducing your services in a way that stands out.

Many of the ideas on the current cards resulted from talking with investment advisers offering active strategies at the National Association of Active Investment Managers 2009 conference.

What to Do with an Underwater Variable Annuity

The third quarter 2009 issue of the *Thoughtful Investor (*our active management newsletter personalized for use by investment advisers) takes a look at ways to rebuild a variable annuity worn away by the recent market downturn.

One option is obviously to add active management, which may necessitate a 1035 exchange to a

[Open a pdf file of the seven postcards]

The artwork is designed to catch the eye and convey a professional feel. With no envelope to open, it's hard for a prospect to miss your message.

You can purchase the 10.5"x6" cards with a blank back side that can be printed in-house, or we will pre-print the reverse side for you and even personalize, address and post cards using a mailing list that you provide.

Some ways you might want to use a marketing postcard include:

- To introduce your services to new prospects
- As a follow up to a personal meeting
- To promote a seminar or special offer
- As a reminder that your firm is ready to serve the individual
- And more.

Cards with a blank reverse side that can be printed in house on laser or inkjet printers are 50¢ a piece up to 500 cards. Reduced pricing is available for larger orders. Please contact Linda Ferentchak for further pricing, printing and mailing options - 303-989-5656.

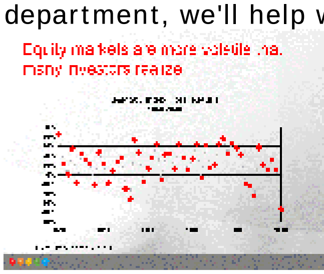
[View the postcards online]

Active Management PowerPoint Updated and Ready for Use

Sometime a picture says it better than words ever can. Which is why we have created a graphic-intensive PowerPoint to help explain Active Management.

[View a pdf of the PowerPoint]

The original version behind the current presentation was NASD-reviewed several years ago. Since then we've made numerous updates and enhancements and expanded the information, in the process working to keep the disclosures required by the NASD intact and adapted to the new information. So, no guarantees as to its FINRA acceptance, but if you are interested in submitting it to FINRA through your compliance department, we'll help with the cost.



The full PowerPoint is available for $500. Annual updates are provided at $100. As part of the cost, we will incorporate your logo in the slide master and adapt colors or backgrounds to match your company's marketing materials...within reason.

We are also very interested in your ideas for further presentations that might be marketed to several firms, spreading the costs and providing you with an economical marketing

management friendly insurance company. But, the dilemma for variable annuity holders is often that the death benefit is now greater than the account value. If their goal is to pass on assets to beneficiaries, a do-nothing approach may seem like the best option...unless... well, you will need to read the article to find out!

[Download a preview of the third quarter *Thoughtful Investor*]

This issue is still in the FINRA review process, so we may be making changes and adding disclosures before it is released, but we hope you will enjoy this preview.

Some other topics covered in the issue include:

- Save the Economy or Your Future?
- Financial Basics for Children
- Is it Safe to Invest in Stocks Again?

You can use the *Thoughtful Investor* as a print, email or pdf newsletter or purchase articles for use in your internal publication.

[More information on the *Thoughtful Investor*.]

Quick Links

Sign Up for a Constant Contact Trial
Register Now
Newsletter Archive
Related Topics
More On Us

Join Our Mailing List!

resource.

Other presentations created by the Active Managers Resource Center can be found on our web site. More about active management presentations.

Sign Up to Use Constant Contact Email

If you have questions about email marketing, we welcome the opportunity to discuss how you would like to use email and what it will take to get your first Constant Contact email out. Just call us at 303-989-5656 or send a message to fcai@effectivewords.com For further information on our full range of services, visit the Active Manager's Resource Center website at www.activemanagersresouce.com

Sign up for a Constant Contact Trial Account

Sincerely,

Linda Ferentchak, President
303-989-5656

Active Managers Resource Center
Financial Communications Associates, Inc.