

THE CHALLENGE:

Even though seminars are *still* the single most effective way to get in front of a large number of quality prospects at one time, seminar marketing isn't for every advisor. By the same token, studies show that *70% of seniors will never even attend a seminar to begin with*. And there are a huge number of attractive prospects – namely Boomers – who can't attend traditional lunch or dinner seminars because of work or other commitments. **What are your options?**



THE SOLUTION:

Acquire Direct Marketing has combined several proven financial marketing techniques into one powerhouse system called **Momentum Marketing**. It is a program especially designed to reach prospects that can't – or won't – attend seminars. Whether you are looking for a supplement to your current seminar marketing program, or a stand-alone client generation tool, Momentum Marketing is the answer you've been looking for.

THE PROCESS:

First, we help you create or refine a **personal brand** that positions you by your specialty, whether it's the local retirement expert, IRA expert, 403(b) specialist – whatever you choose. Then we analyze your market, select your **dream prospects** and create an ongoing **direct mail campaign** that first introduces your practice, and then reinforces your brand to potential customers. You can offer free reports, an invitation to your next seminar, or suggest a one on one meeting – it's up to you. These low-risk offers generate responses from a pre-qualified audience – *many of whom you would likely miss with a seminar invitation alone*. Prospects can respond to you via reply card, phone or even through your own personal **Internet landing page** which we can provide. Your leads are then e-mailed directly to you. Whether your target is retirees, boomers – or even niche markets like teachers or real estate investors, we can put together a program that is a perfect fit for your practice.

THE NEXT STEP:

For samples, mailing list counts and pricing, call us today at

1-800-771-9898 or e-mail info@acquiredm.com



www.acquirefinancial.com