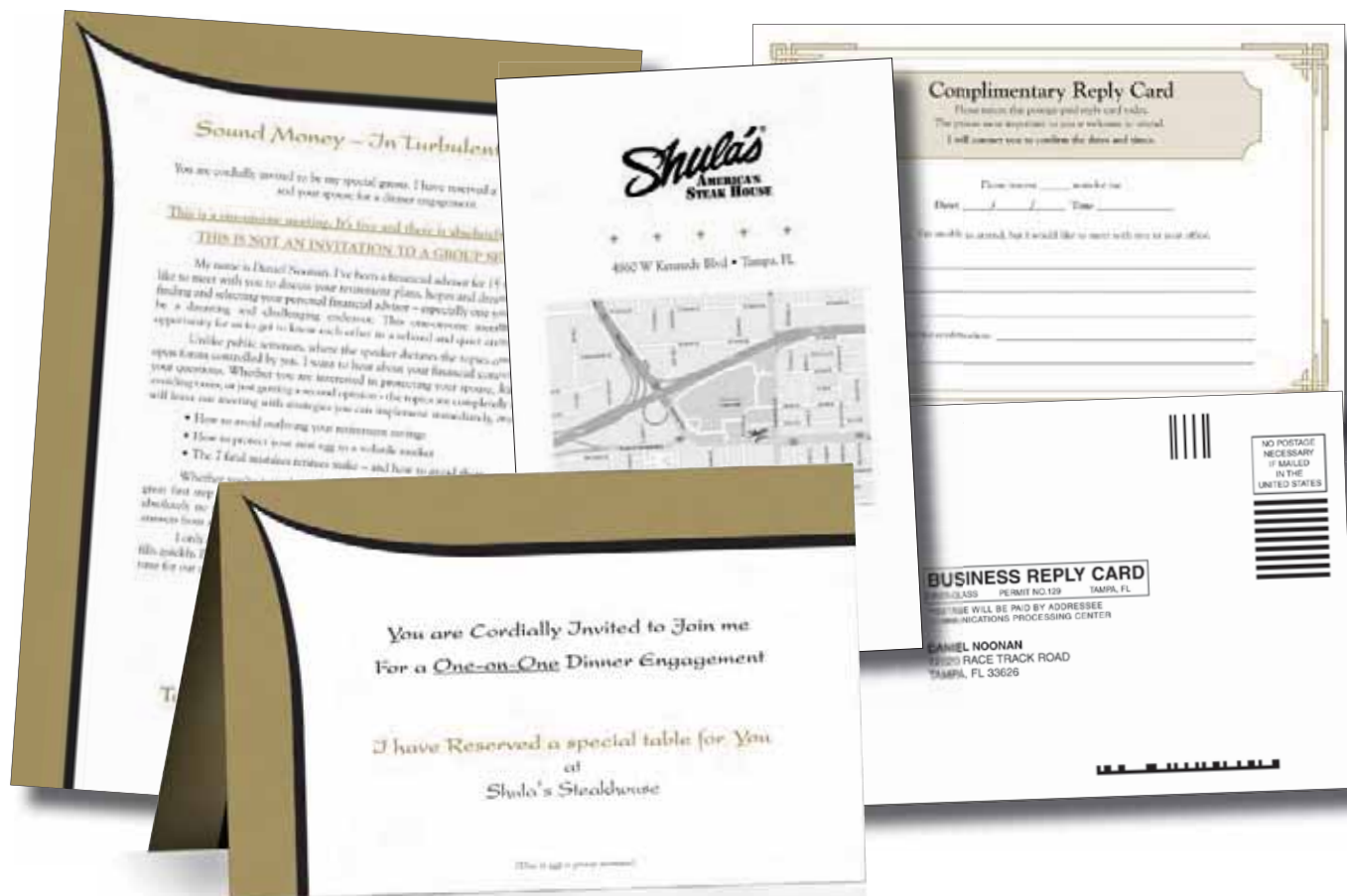


“One-on-One” Marketing

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For the advisor who wants to target prospective clients through a non-seminar event.

While general public lunch and dinner seminars are still the most efficient way to get in front of a large number of prospects at once, many potential clients don't respond well to this method – especially high net worth individuals. Acquire Direct Marketing's **One-on-One Marketing** system is an ideal way for you to attract a select group of upscale prospects *without* the expense of a seminar.

A One-on-One meeting offers that personal touch that seminars are missing. More importantly, it's a low-risk way for an affluent or niche prospect to meet with you in a relaxed and quiet environment -- a neutral setting that appeals to both parties.

The One-on-One approach is especially effective for reaching the **70% of prospects who won't attend a group seminar**. One of the main reasons people don't attend seminars is that they are uncomfortable discussing financial matters in a group setting. At a One-on-One meeting, not only can prospects privately ask you specific questions pertinent to their own situation, you may also uncover opportunities that otherwise could have been overlooked. This face to face meeting acts as the 'ice breaker' for both you and your prospects, and is often the foundation for a sound and trusting relationship.

What's included in the package:

- A custom printed invitation that is unique and exclusive to each advisor
- A detailed biography card to drive quality prospects
- RSVP card/reminder card
- A customized list of “dream prospective clients”

How to get started:

- Determine the demographics of your “dream client”
- Identify 3-4 points of focus for your hot buttons
- Gather your biography and optional headshot
- Contact your Acquire representative for more details

For more information on available territories, samples and pricing

Call today. **1-800-771-9898** www.acquirefinancial.com

Acquire
DIRECT MARKETING