

## Building lifetime value with your clients...

### just a few ways to use these innovative marketing solutions

- Send every printed issue to your top grade clients, fee based clients and professional introducers
- Give a copy to all new prospects, and include a copy within a marketing folder that is provided to new clients
- Use your personalised client magazine to engage with your business audiences more effectively and to enhance your TCF obligations
- Email your digital magazines to prospects and business audiences
- Upload your digital magazines and guides to your website to add more regular changing and topical content, and improve the SEO and footfall to your website

# You will receive all of these...

- 1 Bespoke printed 12 page fully personalised client magazine, featuring your corporate branding and colours on the front cover - includes your business logo, company name, photograph (if required), contact details and regulatory statement
- 2 Bespoke digital PDF 12 page fully personalised client magazine, featuring your corporate branding and colours on the front cover - includes your business logo, company name, photograph (if required), contact details and regulatory statement
- 3 30 page digital PDF personal finance magazine
- 4 30 page digital HTML personal finance magazine
- 5 24 page digital PDF and HTML 'A Guide to Wealth Management,' client marketing guide
- 6 Marketing Letter template to accompany your printed magazines

## Receive your **FREE** client, 24 page digital 'A Guide to Wealth Management' worth £447.80

When you order the **September/October 2009** issue of your personalised client magazine, you'll also receive a **FREE** 24 page digital 'A Guide to Wealth Management' worth £447.80.

Provided in **PDF** and **HTML** formats this marketing guide is perfect for emailing to your business audiences, fee based and retainer clients, professional introducers, new prospects, and can be included on your website for clients and visitors to read or download.



# Articles featured inside this issue, the perfect talking point to generate new business opportunities.

- **Wealth management...**  
how to preserve your wealth and shelter it from the burden of higher taxes
- **SIPPs...**  
why astute investors are retaking control of their own investment decisions
- **Financial protection for you and your family...**  
with the abundance of choice, we can help you make the right decisions
- **Investing in uncertain times...**  
in a low growth environment, which areas offer the best prospects?
- **Are you making the most of all your ISAs?**  
Failure to take advantage could mean you lose your allowances forever
- **Building wealth during a recession...**  
how long-term investors could benefit from the current market
- **Corporate bonds...**  
attracting investors' for all the right reasons
- **Managing your money in retirement...**  
choosing your own blend of investments
- **Emerging markets...**  
do they have the potential to lead the recovery when the world economy begins to stabilise?
- **The search for income...**  
investing for an income in a low interest rate environment
- **Inheritance tax planning...**  
keeping your hard earned assets out of the hands of the Taxman
- **A guide to annuities...**  
the different options available when you convert your pension into a lifetime annuity
- **Making sense of the markets...**  
building a solid investment strategy through good and bad times
- **Transferring your pensions...**  
why taking responsibility for investment performance could pay dividends
- **Dreaming of an early retirement?**  
Act now, new survey reveals a worrying picture for the future
- **Reader reply enquiry form...**  
client reply section to generate new business opportunities



Do you require more information or would like to place and order?  
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