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INNOVATIVE IDEAS TO GROW YOUR BUSINESS NOW!

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Financial Plans and The Tape Measure

"Tell me and I'll forget; show me and I may remember; involve me and I'll understand."
Chinese Proverb

Clients who understand are committed to their financial plan!

* Visual tools are the key to better understanding.

* Visual tools involve the client and compel them to be moved to action.

This strategy uses a cloth tailor tape measure to help your clients understand exactly how the entire financial planning process works.

" A confused buyer never buys! "

Step One:

Cut the tape measure off at your client's life expectancy.
The tape measure now reflects the client's life from birth to death.

Step Two:

Cut the tape measure again at your client's current age.
The message: No matter how much you have saved or not saved, this is where we are today.

Step Three:

Ask your client when they would like to retire.
Cut the tape measure off at your client's desired retirement age.

The tape measure will represent the number of years your client has until their desired retirement age. When your client sees how few years they have left until their anticipated retirement and how long their retirement will be - they will be motivated to take action with you.

Michael Morrow, CFP

We are pleased to announce that Michael has been selected once again to speak at The Million Dollar Round Table Annual Meeting.

June 10 - 13, 2012
Anaheim, California

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To learn why Mike is known as The Leader in Marketing Strategies™, contact us.

Catch a aneak peak of Michael's presentation

- ✓ Attract and retain high quality clients
- ✓ Stand out
- ✓ Simplify the complicated
- ✓ Demonstrate value
- ✓ Shorten Your Sales Cycle

Step Four:

Your client must make one of three possible decisions:
work longer, save more money or retire on less.

It will be easy for your clients to be moved to action because the decision making process is so simple.

The benefit of the tape measure to YOUR CLIENT:

- your clients feel empowered to be involved in their financial planning process
- for the first time they will have a true understanding of how savings and retirement work
- it easy for them to make decisions regarding their financial future because you made the decision making process so simple

The benefit of the tape measure to YOU:

- clients who are committed and engaged to make decisions
- you will stand out as someone who cares about your client's future and not just 'getting the business'
- enhanced credibility and referrals
- your job is made easier because you have clients who are moved to action because they understand what they are doing and why

" Mike Morrow's ideas are practical and proven to work. In his presentation, he shares strategies that truly make professionals more effective. You can not help but be more successful by picking up on his ideas. "

Tony Gordon
MDRT Past President
' One of MDRT's most popular speakers.'

To download PDF versions of any of our newsletters: Click Here

Every Financial Advisor wants proven, one-of-a-kind marketing ideas. Michael reveals marketing strategies that you can take home and implement immediately, that will get results.

Michael Morrow, CFP is a Financial Advisor and an International Speaker who has shared his Grand-Prize winning ideas all over North America, Asia, Australia and New Zealand and at The Million Dollar Round Table events, including, The 2012 MDRT Experience and The 2012 MDRT Annual Meeting.

Find out why Michael Morrow, CFP is known as:

The Leader in Marketing Strategies™

Invite Mike to your next event!
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All of Michael's presentations qualify for CE credits

If we have impressed you with these ideas, please forward our newsletter to your business associates so they too can use these *Innovative Ideas to Grow Their Business Now!* **Forward Email**

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