




Back by Popular Demand!

Magic Santa

Every year we like to send out this newsletter reminding you about Magic Santa. We always receive an **overwhelming response** from Financial Advisors and their clients for this amazing idea that you can repeat every year.

This simple marketing idea will have people spreading your name and opening doors for you. An investment or an expense? The cost for you is **zero** and it will make a huge impression.

At Ideas For Advisors our goal is to help you grow your business, by providing you with innovative ideas that you can pick up, touch and hold and use right away with your clients. Our marketing strategies show your clients that you appreciate them, they are easy to do but also easy not to do — don't hesitate, **do it Now!**

Send your clients a short email and a link to this absolutely amazing website! Not only will they appreciate your email but they will forward it to everyone they know and your name and contact information will be at the bottom of the email.



Don't forget to take advantage of the social media links on the the Magic Santa website. Create your own video and then invite your friends through Facebook, Twitter and Email to watch.

To save you time, here is a **sample email letter** to send to your clients that will get results:

Dear Valued Client,

Either you have children or you know of someone who has children. We have discovered a Christmas website that is truly AMAZING! This site allows you to launch your child's photo, and personalize the most magical video featuring Santa speaking directly to your child. Have a look at the video that I had great fun creating in minutes that truly amazed my daughter.

[Click Here](#)

May the magic of Christmas be with you this season!

Sincerely,
(your signature and your referral tag-line)

[Click Here](#) **Take a tour of the Magic Santa website now!**



Michael Morrow, CFP

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

[Catch a sneak peak of Michael's presentation](#)



“ I purchased your marketing system. I am delighted to have these ideas in print. Let me know when you publish your next book, I will be first in line.”
Bharat V. Parekh
CEO, Bharat Parekh
Financial Services



A Quick Tip for Magic Santa Success

Ensure that you have a very professional signature at the bottom of your email, include a referral tag line. A referral tag line tells the world who you are and that you are open for business.

[Click Here](#) for signature examples and more information.

Marketing Campaign Criteria

How does this idea score based on the criteria of a great marketing idea that gets results?

- This unique idea has impact.
- You will set yourself apart as someone who really cares about their clients, thus lending credibility. When your client's experience the wonder in their child's eyes, they will think of you and your thoughtful email and will forward this incredible idea.
- This idea is only good for the month of December but your clients will remember your thoughtfulness all year round.

Here are a few other terrific Christmas websites:

<http://www.northpole.com> – Games, stories, recipes.

<http://www.santaclauslive.com> – Santa Live.

<http://www.noradsanta.org> – Track Santa's journey.

Every Financial Advisor needs 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 Million Dollar Round Table events, including The 2012 MDRT Experience and The 2012 and 2009 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!*

Proven one-of-a-kind marketing strategies



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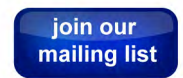
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