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—Michael Morrow, president, Morrow Financial

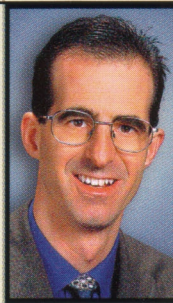
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GRAND PRIZE WINNER

Michael Morrow
president
Morrow Financial
Thunder Bay, Ont.



Michael Morrow's countless ideas have more than paid off. It means having a business that is 100% referral-based. On key birthdays, such as 40th, 50th or 75th, Morrow sends the client an original newspaper—usually *The New York Times* or *Boston Globe*—from the day they were born.

These "birthday" newspapers have resulted in new assets from two clients and tremendous goodwill with existing clients.

He also provides an annual calendar to each client that is full of interesting financial tips and quotes—a constant reminder of Morrow, 12 months of the year. "This year will be my fourth year doing it," Morrow says. "A calendar has a lot of shelf life, I have dates noted all the way through it, such as RRSP deadlines."

Morrow asks clients with an interesting story if they would like to be profiled in the local media or *The Globe and Mail*. Of the ones who are interested, Morrow e-mails story suggestions to reporters. So far, three clients have been profiled, and Morrow has sent the clients in question a framed copy of the article. Morrow says *The Globe and Mail* articles were a perfect testimonial for clients, especially since their friends and colleagues all read the article. More importantly, the profiled clients provided 11 new referrals



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