



Your Most Powerful Business Tool!

An Advisor who wakes up every morning without a focus on activity will end up with a tombstone that reads:

"Here lies a very knowledgeable, skillful, educated advisor who starved to death because no one knew what he did."

Michael Morrow

In our opinion the most important component of **The EASE™ Formula for Success** is Activity. A Financial Advisor's revenue-generating activities fall into only two categories:

1. Retaining clients
2. Attracting clients

The question I get asked the most is:

'Mike, if you were to suggest one strategy that I can add to my current systems that will have an immediate, positive impact on my business what would it be?'

My answer: 'Close your door for a half hour each week and send out 4 high quality hand written cards or notes of appreciation.'

In my experience the timeless handwritten note of appreciation is the most powerful business tool for Financial Advisors today.



Innovative Ideas to Grow Your Business Now from Michael Morrow, CFP.

View our videos on



The hand written card for new clients:

*"Dear David and Mary,
I look forward to the
opportunity to work with you
and appreciate the confidence
you have placed in me.*

*Please feel free to call me
anytime.*

*All my best!
Regards,*

Michael Morrow"

The hand written card for existing clients:

*"Dear David and Mary,
I am sending you a brief note to
let you both know how much I
enjoyed our meeting. I really
appreciate the confidence you
have placed in me over the
years.*

*Please feel free to call me
anytime.*

*All my best!
Regards,*

Michael Morrow "

For more sample handwritten notes [Click Here](#)

When is the last time you received a hand written card of appreciation? If you do remember, it is because of the impact it had on you, the way it made you feel.

Doing this for new and existing clients once a year will provide you with your biggest return of your energy? You could come up with many reasons not to do this but none of them would be very good.

Remember that you only get paid for transforming knowing into doing. Close this email and start today!

Michael delivers on his promise statement:

"You came here to get results. My promise is that you will walk away with tangible marketing strategies that will improve your client retention, attract new clients and ultimately improve your bottom line." Mike Morrow

Find out why Michael Morrow CFP, is known as:

The Leader in Marketing Strategies™

Invite Mike to share strategies at your next event!

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Discover Success Strategies: www.ideasforadvisors.com

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!

Wellness for The Financial Advisor

*"Wake up every morning
with the objective of
making yourself better
than you were the day
before."*

Mike Morrow

Here are **3 things that you can do right now** that will make a difference in your business:

1. break activity into weekly goals.
2. monthly review of special dates for clients: birthdays, anniversaries.
3. set aside 30 minutes this week for client appreciation - note writing.



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