

Miller Resources, Inc.

Financial Marketing Communications

Contact: George Miller
(386) 668-5900
george@wallstreetwriter.com

NEWS RELEASE

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Guidebook Helps Advisors Attract and Retain Better Clients *Helps Firms Equip Advisors with Fresh Marketing Tools Faster and Easier*

The *Investor Communications Handbook* is an extensive securities industry manual for creating effective, response producing presentations, print materials and Website content. Filled with creative ideas and insights for attracting and building trust with clients and prospects, it helps separate a firm's marketing communications from the glut of lofty financial prose, sales hype and information overload flooding today's investor markets.

The guide has several aims: to help advisors and their firms single themselves out from competition; attract more clients that meet the advisor's ideal profile; raise prospect-to-client conversion rates; fortify relationships and improve client retention. It also furnishes marketing and advisor support people with a stock of "swipe" materials for producing their own marketing pieces, presentations and online content.

The *Investor Communications Handbook* is a compilation of marketing dos and don'ts author George Miller learned from doing approximately 120 investment speeches and seminars as a financial advisor, conducting scores of interviews and focus groups with top-producing advisors about their success stories, and as a lead marketing writer and advisor support specialist for a major wirehouse.

The 257-page manual is packaged in an index-tabbed 9 X 12 ring binder. It includes a writable CD with sample prospecting letters, newsletter and Web articles, copy segments, presentation scripts, talking points and other business-building tools. 60 minutes of start-up phone and e-mail consultation is also provided. It is available for \$295 on a six-month risk-free trial basis from Miller Resources, Inc.

Miller Resources is a marketing communications firm providing custom and off-the-shelf business building materials for the securities industry. For more information on the *Investor Communications Handbook*, visit www.wallstreetwriter.com or contact George Miller at (386) 668-5900, P.O. Box 530610, DeBary, FL 32753, or george@wallstreetwriter.com.

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