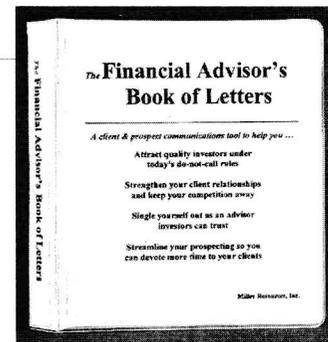


# Put Your Prospecting on Autopilot so You Can Spend More Time With Your Clients

The *Financial Advisor's Book of Letters* is a portfolio of credible door-opening and client re-activation letters to help you...

- Schedule more meetings with quality prospects who meet your client profile
- Stay close to ALL your clients in this down market and discourage them from eyeing your competition
- Rely less on cold-calling, door-knocking, time-consuming networking and costly seminars to fill your pipeline



**\$125.00 Order**

- 37 prospecting & client activation letters on a read/write CD
- Printed copies in 3-ring binder for reference
- Reply card templates
- Phone and e-mail start-up coaching
- 90-Day Trial with 100% moneyback guarantee

Dear Advisor...

How much is your time worth? \$100 an hour? \$ 200? More?

If you're spending any time writing letters, you know you could be spending it more wisely in front of your clients.

But for the cost of a client dinner or lunch 'n learn, you can now have a portfolio of professionally written letters that could take you or your staff weeks of client-robbing time to develop on your own.

And it's a tiny fraction of what you'd pay a professional copywriter, ad agency or consultant to write all these letters for you. As a copywriter myself, I've charged agencies and clients \$500, \$750 and more **to write one letter.**

## Not Your Father's Sales Letters

These letters are NOT your typical hard-sell, slam dunk "killer" sales letters... the old school kind that may have worked in the past, but not in financial services today... especially in our current economy when client and prospect skepticism is at its peak.

"Trust Before Transactions" is the philosophy behind the *Financial Advisor's Book of Letters*. They are relationship building letters with the sensitivity and kindness that attracts quality clients and puts them in a trusting enough frame to respond to you.

Meet George Miller,  
Writer/Publisher of the  
*Financial Advisor's Book  
of Letters*



A former broker, financial advisor and lead copywriter for several securities firms, George has been writing, researching and refining sales and relationship building letters and scripts since the 1970s. He was a key player in upgrading and strengthening the letter library of a large brokerage firm serving 6,800 advisors.