



## EASE™ The Ultimate Goal!

EASE: (defin.) 1.To render less difficult.

2.Freedom from labour and pain, anxiety; freedom from great effort; freedom from financial need.

We believe that a life of EASE is the ultimate goal for advisors and clients. As The EASE™ System evolves we want to ensure that it can be implemented within your business with EASE™ and that your clients will be moved to action with EASE™.

### The EASE™ Formula for Success in Your Business:

**Education:** How are you capitalizing on what you already know, now? It is time to transform knowing into doing. Remember to access the free resources of knowledge and experience at your disposal.

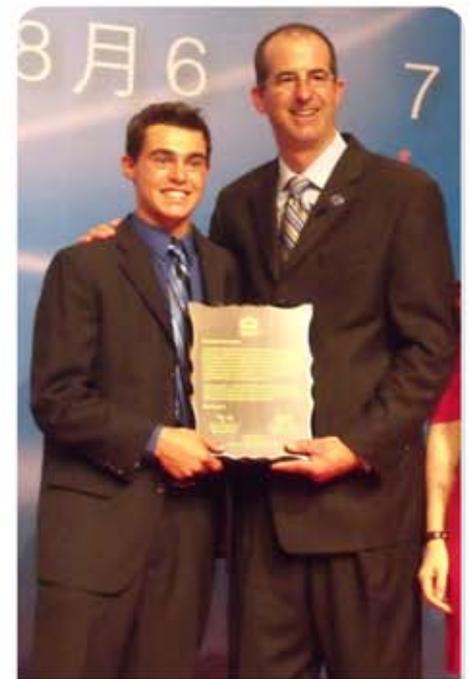
**Activity:** Your business falls into 3 categories:

1. business of running your business
2. attracting clients
3. retaining clients

**Allocate your time profitably to the people who deserve your attention.** How many revenue-generating days into 2011 are we already? Work your plan for the year.

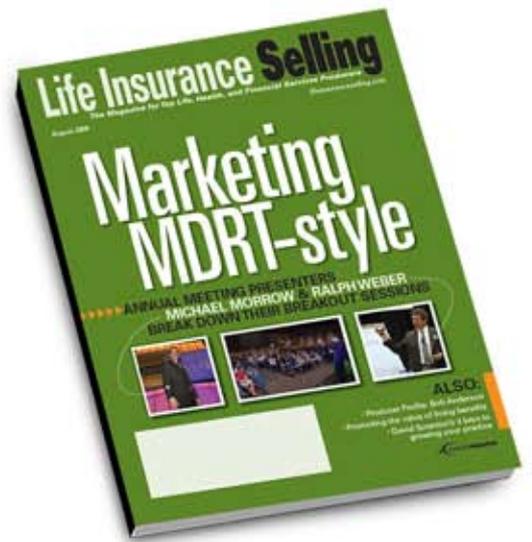
**Skills:** Sales skills, marketing skills, networking and referral skills, communication and delegation skills. Block off 1 hour each month to improve your business skills. This is about getting up everyday and making your business more profitable than it was the day before.

**Excitement:** When we are excited and passionate about the products and services we offer - our clients will be excited! Who wouldn't want an excited client? Who wouldn't want an excited advisor?



Mike Morrow CFP, and his son Jonathan. The Million Dollar Round Table, China.

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



**Michael Morrow CFP,**  
featured in Life  
Insurance Selling cover  
story article:

"These cost-effective  
and memorable  
marketing strategies,  
presented by Michael  
Morrow during the 2009  
MDRT Annual Meeting,  
can work for you."

[click here to read article](#)



200 - 905 Tungsten  
Thunder Bay, ON Canada  
P7B 5Z3  
1-807-684-1805  
[michael@ideasforadvisors.com](mailto:michael@ideasforadvisors.com)



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## Action Thought

There are approximately 62 business days in each quarter of the year. How many business days have already past in this quarter and what have you accomplished? Put the EASE™ Formula to work and make it your own. Start now by focusing on your profit activities. Keep in mind that when you break your business down to the lowest common denominator, it will always be attracting and retaining clients.

## What are you going to do this year to attract and retain more clients?

Michael lives by the philosophy that "a confused buyer NEVER buys." This simple statement drove Michael to design and field test concepts and analogies that provide advisors and their clients with a clear understanding of the services they offer. Today advisors all over the world implement Michael's Marketing Strategies with EASE!

Find out why Michael Morrow CFP, is known as:

## The Leader in Marketing Strategies™

Invite Mike to share strategies at your next event!  
[michael@ideasforadvisors.com](mailto:michael@ideasforadvisors.com)

Discover Success Strategies:  
[www.ideasforadvisors.com](http://www.ideasforadvisors.com)

All of Michael's presentations qualify for CE credits

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