



# The Secret Ingredient

This month the focus is the final component of **The EASE™ Formula for Success: Excitement**. Review the first three components in our archives.

***"Striving to be successful? We all are. The real secret, the # 1 ingredient: excitement."*** Michael Morrow

So you're excited, now what? How do you ensure that your spirit of excitement is not only *felt* by your clients but *transferred* to your clients? Imagine, *clients who are excited to do business with you - clients who are excited about the services you offer!*

We have lots of exciting ideas, in this issue we will share one of our finest! An idea that you can implement today, that you can pick up, touch, hold and feel, and will make a difference in your business right now.

***Here is a real idea that real Advisors have used on real clients, in the real world, to generate results.***

## A Success Story

*A Financial Advisor arrived at a retirement party of a client with a newspaper but not just any newspaper - an authentic REAL newspaper from the day the client was born! Sound simple? It was.*

*The result: he opened great, new accounts with targeted clients but more importantly, he connected with everyone at the party on a very personal level that day. The Advisor demonstrated extreme forethought and was seen by everyone as thoughtful and competent. Sound simple?...it was!*



Michael Morrow, CFP Ideas For Advisors



Catch a Sneak Peak of Innovative Ideas to Grow your Business Now!

How does this idea score based on the criteria of a great marketing idea that gets results?

- This **unique** idea screams **impact**
- You will **set yourself** apart as someone who really cares about their clients, thus lending **credibility**
- In most cases the historic newspaper will become their "coffee table book"; a marketing idea with a **long shelf life**

An investment or an expense? This idea costs approximately \$50 but you can be sure that it will pay for itself many times over.

The Financial Advisor found these [websites](#) the best to order the newspapers from.

[to download sample letters to send out with Historic Newspaper](#)

[Click Here](#)

## Action Thought

### *The Best \$50 you will ever spend!*

Order your own historic newspaper from the day you were born. This tool will serve as a great conversation piece but more importantly a powerful example to illustrate what the markets have done over your lifetime. Your presentations will be much more compelling when you use this tool as an example of growth and compounding.

The perfect meeting-room marketing piece.

**Now that's exciting!**

As a financial advisor for over 23 years, Michael Morrow CFP, knows what it takes to build a successful, referral-based business from the ground up. Michael has developed Innovative Ideas to Grow Your Business Now! As an international speaker, his marketing system and financial concepts have helped professionals all over the world grow their business and increase their client retention.

Find out why Michael Morrow CFP, is known as:

## The Leader in Marketing Strategies with EASE™

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

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!*

## Marketing 101

Questions to ensure that your marketing efforts are not wasted.

### 1. Are you credible?

Does the marketing piece establish you as credible source?

### 2. Good Impressions?

Does it have high impact?

### 3. Are you unique?

Is it different and better?

### 4. Stand the test of time?

Does it have a long shelf life?

## 4 Results to Achieve:

1. Attract additional assets / insurance sales.

2. Generate quality referrals.

3. Improve client retention.

4. Increased value proposition in the eyes of your clients.



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