

MARKET MATCH™

Marketing as individual as you



Acquire
DIRECT MARKETING

Market Match™

Just as your fingerprint identifies you and you alone, now your marketing can do the same.

Market Match isn't a specific product – it's our formula for marketing success:

Approach + Specialty + Targeted List = RESULTS

In a nutshell, we help you create a marketing program by combining your communication style, your specialty and a highly targeted mailing list of your best prospects. Whether you're a seasoned top producer or new to marketing, Market Match will give you a proven direction to take your practice to the next level.

Your Approach

What is your communication style? Every advisor is different. Some are born presenters that thrive in front of a large group, while others are much more effective in smaller group settings or face-to-face meetings.

Marketing is not a "one size fits all" activity. Instead of trying to adapt your personality to fit someone else's methods, you have to find an approach that's right for you. To be successful, you need to find your own marketing *Comfort Zone*.

No matter what your style is, Acquire Direct Marketing has a perfect fit to help you connect with prospects – **by focusing on your strengths.**

You can choose from:

- Classic Seminar Invitations – for large groups
- The NEW Retirement Roundtable™ – for small group events
- The Appointment Setter™ – for meetings in your office
- The One-on-One™ – for personal dinner meetings

Just as important, prospects have their own comfort zone. Some may prefer a group setting while others would rather meet with you at your office. If you're only implementing one marketing approach you could be missing an entire segment of potential clients.

Your Specialty

Virtually all of our most successful advisors position themselves as specialists. Some focus on working with specific market segments such as women or baby boomers, while others specialize in particular areas of financial planning like IRA tax planning or wealth management.

It makes sense. Think about doctors for a minute. If you were faced with a serious illness, would you settle for the care of your family physician, or would you seek out a specialist?

Prospects want to know you have the experience to understand their unique needs. By choosing a specialty and making it the foundation of your marketing, you can establish yourself as the local expert. This results in better response rates, improved appointment ratios and more new clients.

Acquire Direct Marketing has a number of specialty programs to choose from including:

- Women and Wealth™
- Partners in Prosperity™
- The IRA Authority™
- The American Heritage Series™
- And many more – or we can customize a program to fit your specialty

The key to making a specialty work for you is using your marketing approach to build and maintain your brand.

To complete your marketing plan combine your Comfort Zone and Specialty with a targeted list and you have a Market Match.

For samples and pricing contact your Acquire Direct Marketing consultant at 800-771-9898.

Step 1: Choose an Approach

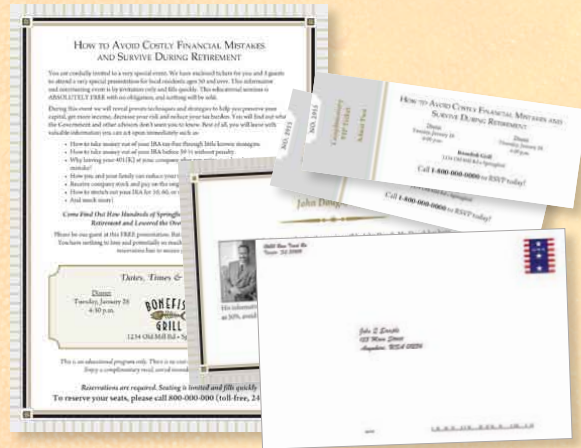
Seminar MARKETING

For large groups

Seminars are still the most effective way to get in front of a large group of targeted prospects. The key is to use a high-end, top notch, (avoid window envelopes and postcards) classic invitation with a compelling current event message. This will help you maximize the number of motivated attendees, keep your appointment ratio high and minimize the number of prospects there for the free meal.

Marketing benefits:

- Years of proven results
- Excellent ROI
- Used by most top-producers
- It's a low risk option for the prospect



For interpersonal small groups

The Retirement Roundtable™ is a new, innovative marketing program. It's best suited for the advisor or agent who is most comfortable in smaller more intimate groups. It offers some of the efficiencies of a seminar without the need for a power point presentation. Plus, the interaction and discussion among the attendees, usually 8-12 prospects per event, yields a high appointment ratio.

Marketing benefits:

- It costs less than putting on a large group seminar.
- It's very interactive, prospects are encouraged to contribute and participate in the discussion.
- It's an attractive option for prospects that aren't interested in attending large group seminars.
- High appointment ratio



Step 1: Choose an Approach



For personal, out of office meetings with affluent prospects

One-on-One Marketing™ is an ideal way for you to attract a select group of upscale prospects without the investment of a seminar. It offers that personal touch and is a low risk way for an affluent prospect to meet with you in a relaxed, neutral setting.

Marketing benefits:

- It gets responses from affluent prospects who normally will not act on other offers
- The neutral setting is a low risk offer for the prospect it requires virtually no preparation
- You can discuss specific personal financial matters
- You can pre-qualify prospects



Appointment Setter

The shortest distance between a mailing and a meeting with a prospect, in your office.

With the Appointment Setter mailer you drive responses from prospects who don't need an intermediate step, such as a seminar; they are ready to take action now. This mail piece brings them directly to your office for a face to face meeting.

Marketing benefits:

- Fastest route from a prospect to a new client
- Yields a similar number of appointments when compared to a seminar
- Can be used with or without a free meal enticement
- You can pre-qualify prospects



Step 2: Choose a Specialty



WOMEN & WEALTH

A professional approach to targeting the lucrative women's market



Acquire Direct Marketing offers advisors a comprehensive turn-key marketing package containing all the tools you need to attract qualified female clients

Marketing benefits:

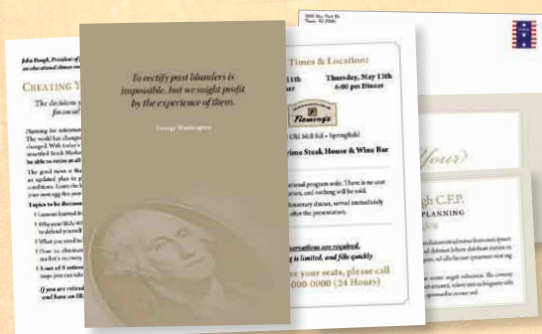
- Women control 60% of all personal wealth in the U.S.
- Women are loyal clients and an excellent referral source
- Women are more likely to attend events that are geared towards them
- Women are highly influential, but overlooked by your competition
- Protected marketing territories

Pricing includes matching branding materials



The American Heritage Series™

A distinctive turn-key marketing program based on the foresight and common sense of great American leaders



The American Heritage Series is a new weapon to add to your marketing arsenal. We have taken quotations from some of America's most famous leaders and combined them with our proven messages to create a collection of truly unique invitation designs.

Marketing benefits:

- Can be utilized by any marketer
- The distinctive look separates you from other advisors
- Brands you as a trusted patriotic American
- Protected marketing territories

Pricing includes matching branding materials

Step 2: Choose a Specialty



Partners in Prosperity

A one-of-a-kind marketing program specifically designed to attract affluent married couples



The vast majority of direct marketers prefer to work with married couples, but it can be a challenge. Getting both halves of a couple to attend the event or meeting is the key; it makes the road to setting the first appointment – and ultimately acquiring two new clients much shorter and smoother.

Marketing benefits:

- Couples have more planning needs
- Involve both decision makers from the start of the process
- Unique approach separates you from competition
- Protected marketing territories

Pricing includes matching branding materials



Establish yourself as the 'go-to' expert on IRAs



A distinctive turn-key direct marketing program based one of the most lucrative markets in the country – the IRA holder. By keying on this market, advisors can improve their marketing results and land more new clients quickly.

Marketing benefits:

- Takes advantage of existing specialties
- Large prospect base that needs guidance
- Improves marketing results by positioning the advisor as the IRA specialist
- Higher Net Worth prospects

Pricing includes matching branding materials



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