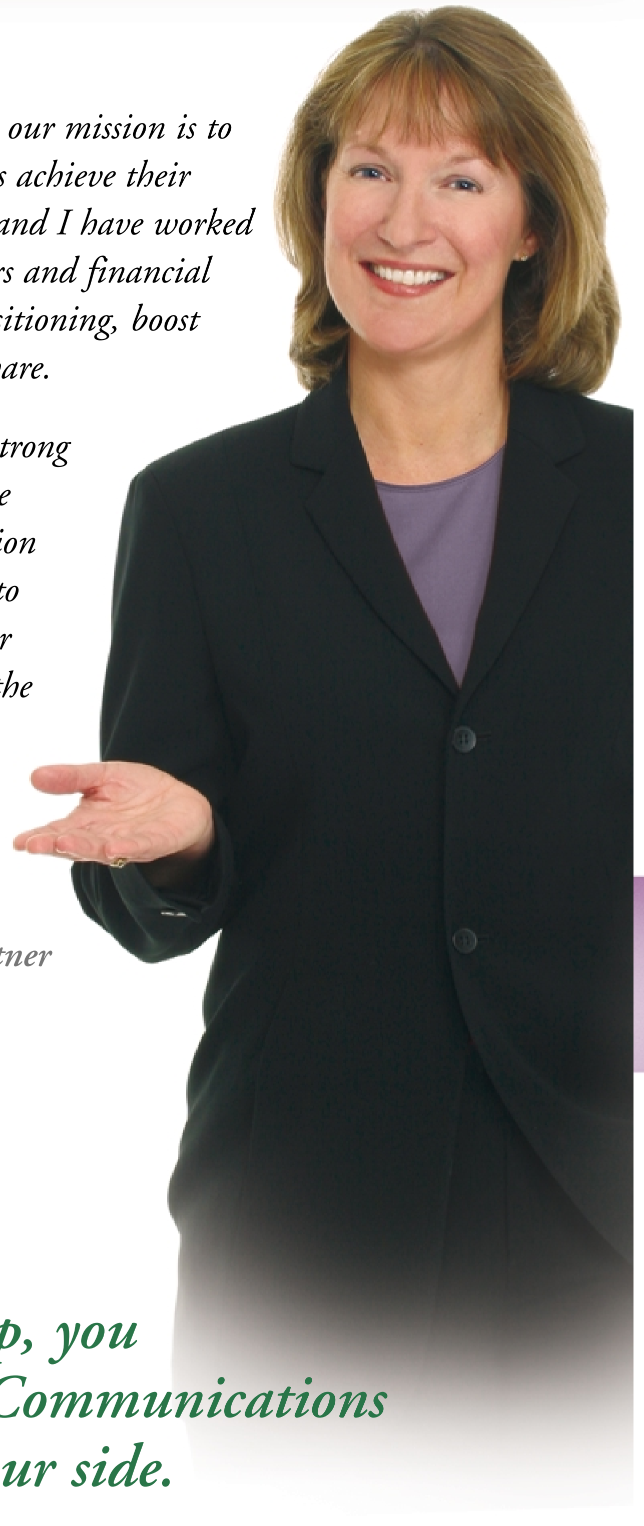

At Impact Communications, our mission is to ensure that financial advisors achieve their goals. Since 1988, my team and I have worked with a select group of advisors and financial planners to improve their positioning, boost visibility and earn market share.

We help our clients to build strong public perceptions, because we know that eventually perception becomes reality. We help you to focus on your clients and their needs and to clearly identify the value you bring to them.

Marie Swift

Your Creative Alliance Partner

If you're going up, you need Impact Communications at your side.

Do you recognize these names?

- Sheryl Garrett, CFP®
- George Kinder, CFP®
- Brent Hicks, CFP®
- Ron LeBlanc, CFP®
- Brian Puckett, JD, CPA/PFS
- Randy Hallier, CFP®
- Anthony Reguero, ChFC
- Jim Christie, CFP®
- John Carrig, CFA®, CFP®
- Lauren Klein, EA, CFP®

Impact Communications is pleased to call these financial planning professionals (and many others) friends and clients.

Visit **www.ImpactCommunications.org** to view our online portfolio.

IMPACT COMMUNICATIONS, INC.

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Helping a Select Group of Financial Advisors Build and Enhance their Businesses Since 1988

Going Up?

Want to expand your client base? Increase your assets under management? Shift your focus to a more targeted market niche?

Are you wondering how to expand your referral network? Do you want to appear in the media as an expert in your field?

These are important goals and they are all attainable with the right marketing strategy.

Creative Experienced Business-Savvy

Your Marketing Specialists

If you're like most financial planners, your expertise is in understanding the complex world of investments and wealth management. And that's as it should be because that knowledge is what engenders the trust of your clients.

But as any business owner knows, there's more to successful business development than just having the best product or service. To build a truly successful planning or investment management practice, you have to bring in the right clients and gain their loyalty.

Attracting the right clients — what's known as marketing — may not be one of your best skills. And, even though you know it's necessary, you may not like doing it or you may simply be too busy to focus on doing it right.

Like your clients, you realize that the smart option is to delegate the effort to an expert — someone who understands your situation, recognizes and supports your dreams, and has the skill to make them a reality.

If you are ready to take your business to the next level, do the smart thing — call Impact Communications. Helping independent advisors build and enhance their business is not only what we do — **it's all we do.**

"In just one year working with Impact Communications, we've secured a monthly column with my byline in three high-end magazines, achieved press coverage in a top-tier national publication, and established a solid relationship with our local newspaper's business editor. The whole team is responsive and affable. Their creativity, talent and direction make Impact Communications my marketing dream team."

Brian Puckett, JD, CPA/PFS
Brian Puckett Retirement Advisors, Inc.

"Over the years I have had literally dozens of opportunities to work with 'consultants.' Most experiences have been less than satisfactory. Marie is truly a different story. My experience with her is so far above the rest that there is no way to compare it. If I had only found her 20 years ago I can't imagine where she could have helped me go!"

Brent Hicks, CFP®
President, FocusPoint Solutions

A Marketing Strategy That's Right for You

Think you're different from all the other planners out there? Good. So do we. Just as one-size-fits-all doesn't work for your clients, it doesn't work for ours either.

It's true that there are some standard marketing tactics and techniques for building share of mind in the marketplace and creating the visibility necessary to attract new clients. But our solutions are tailored for each individual client. We take the time to get to know you, learn where your passion lies and develop a plan filled with tools and techniques that will work for you.

Whether your specialty is retirement planning, investing for women or financial planning for closely-held business owners; whether you're most comfortable on the golf course, behind the wheel at a NASCAR race or delivering investment seminars to retired military personnel; whether your market is local, regional or national, we can develop and implement a marketing strategy that will move you closer to your goals.

Target Specific Results

Helping a Select Group of Financial Advisors Build and Enhance their Businesses Since 1988

Comprehensive Marketing Communications Services

- Marketing strategy development and ongoing marketing support
- Collateral materials including brochures, client communications, invitations, etc.
- PR including news releases and media placement
- Corporate logo and ID package development
- Web site creation and maintenance
- Ghostwriting including newsletters, articles, books
- Drip marketing campaigns
- Event planning and support
- Business and marketing coaching

Our business-savvy team will help you:

- Create a strong identity
- Plant the seeds of success
- Strengthen your position
- Create ripples of visibility
- Promote your expertise
- Build your business

for Financial Advisors Only

Award Winning Team

Check our Web site to see our latest accomplishments.

"Marie Swift has been my faithful writing partner, communications coach, publicist, friend and ally since 1998. Her continued talent, energy and vision have made an enormous difference in countless professional collaborations and undertakings over the years. The depth of knowledge and commitment she contributes to all we do is priceless."

Sheryl Garrett, CFP®
Founder, The Garrett Planning Network, Inc.

"Working with Impact Communications has forever changed the way I communicate with my clients. Two Web site makeovers, two brochures and a dozen marketing initiatives topped off with their high level coaching has convinced me that these people really know what they're doing!"

Randy Hallier, CFP®
Retirement Plus, Inc. /
Financial Worshops, LLC

www.ImpactCommunications.org