**Marketing Template Communications**

Existing Clients, Prospects, and COI’s

**Existing Clients**

The following communications should be used with existing clients to expand your relationships and create new opportunities.

***Existing Client Letter # 1***

Dear Joe and Mary,

As you know, our firm prides itself on bringing new ideas to clients and their families. We continually remain open and interested in what our peers in the industry are doing, as well as our strategic partners in other facets of financial, estate and investment planning.

As such, we have been working with a new planning approach, and it’s one I believe you will find quite intriguing. Over the years, our clients have worked with other professionals, such as Accountants, Lawyers and Insurance Professionals, to manage different parts of the planning process. Although we have found much of the work to be very good, it was not being integrated at the highest level with all the other work, and so the results have therefore been limited.

Our new planning approach is designed to address this problem and ensures all your efforts are working seamlessly. Many of our longstanding clients are enjoying it, even having already done quite a bit of planning together.

As with many new concepts, it’ll be easiest for us to talk about this face-to-face. Mary in my office will follow up with you by phone to schedule a time for us to meet (virtually/face-to-face). In preparation for our time together, it would be helpful if you could bring the most up to date contact information for any other advisors you are working with. I look forward to it.

Best regards,

Alan Advisor

***Existing Client Letter # 2***

Dear Alice,

For most of us, life clicks on at a predictable pace these days. Then, every so often, something rather monumental presents itself, like the current pandemic, and we begin to look at the past and the future in a whole new light.

Over the last few years, I’ve embarked on a very positive evolution regarding the advisory experiences my firm shares with our most valued clients. We have watched the financial services marketplace metamorphose into a confusing mismatch of boutique firms and large institutions all claiming to do the same thing. Many families aren’t even quite sure what that one thing is.

We have taken a different tactic and look forward to walking you through the experience. By adopting a planning methodology that is different than anything you’ve been exposed to previously, we have been able to help clients more clearly articulate the why’s and how’s of planning. The families who have experienced our process report a greater sense of clarity and conviction than ever before. Where they once felt their planning was “done”, they have now totally redefined their notions of effective planning.

As with many new insights, it’s best illustrated face-to-face. I will follow up with you shortly to schedule a time to meet (virtually, face-to-face) to share what we believe to be the real future of planning and how we advise clients like you.

Best regards,

Alan Advisor

***Existing Client Letter # 3***

Dear Clyde,

As you well know, we are constantly looking out for our clients’ best interest. We try to be as proactive as possible in finding new options that might interest you.

There is a new planning method we’ve been using that I think you’ll find very intriguing. I know we’ve been through much of this together already, however, when we walk through this new process with longstanding clients, they’ve been finding new insights and renewed excitement.

The families who have experienced our process so far report a greater sense of clarity and conviction than ever before. Where they once felt their planning was “done”, they have now totally redefined what they want out of planning.

As with many new concepts, the best way to introduce you to the process is face-to-face. I will follow up with you soon to schedule a time to get together (virtually/face-to-face).

Best regards,

Michelle Advisor

***Existing Client Letter # 4***

Dear Bob and Lauren,

I hope things are going well with you. I have been thinking about you quite a bit lately and wanted to share something with you.

These days, it seems like everyone wants to talk about how the financial advisory world is changing. Yet as I go through daily life as an Advisor, I see more fluff than substance. Many are claiming to do something new and different, yet when the curtains are drawn, it’s the same players singing the same old tunes.

Over the past few years, this has motivated our firm to dig deeper.

The reason I’m writing to you now is that we’ve been doing some things for new clients that I think might really appeal to you both. We have uncovered a process that has been around for nearly three decades designed to help families like yours plan in a way that is both motivating and refreshing. The process is now very much engrained in our daily business.

If it’s of interest, I would love to schedule a time to share it with you.

Best regards,

Mary Advisor

***Existing Client Letter # 5***

Dear John,

I have been thinking back over the work we’ve done together during the past 12 years. I remain honored that you have chosen our firm again and again to help you achieve your goals.

I sat down with my staff and partners recently to discuss what new things we’ll be bringing to our clients in the coming months and years. Just as your plan will span many generations, our firm’s vision is to continue serving our most cherished families for centuries.

We firmly believe that planning is an evolution and not a series of light switches. We believe that as families shrink and grow and change, so too does the need for planning that keeps pace with these changes.

It is with this thought in mind that we ask you to consider learning about a service we have been offering to *new* clients for a while now. Ironically, sometimes it’s most difficult to share innovations with those who know you best. There’s a certain comfort to the idea that we both know what to expect. At the same time, I know that you’ve counted on me to be ahead of the curve over the years, and I take this trust very seriously.

For now, I will simply say that the families who have chosen to embark upon this innovative planning journey (including those who have done extensive planning with our firm or other firms) seem to now go through life with a wonderfully different outlook.

I will follow up with you soon so we can discuss.

Best regards,

Alan Advisor

**Prospects**

The following letters should be used to communicate to prospects that you have identified as ideal clients and that you would like to engage.

*Prospect # 1: Relationship in Common*

Dear Dave & Virginia,

My client, Clyde Client, speaks highly of you, and therefore I look forward to getting acquainted. My guess is that you have many trustworthy, longstanding financial and legal advisors. Please note that my work is not a duplication of these roles.

Over the years, my firm has watched the financial services marketplace metamorphose into a confusing mismatch of boutique firms and large institutions all claiming to do the same thing. Many families aren’t even quite sure what that one thing is.

We have taken a different tactic. The families who have experienced our process to date report a greater sense of clarity and conviction than ever before. Where they once felt their planning was “done”, they have now totally redefined their notions of effective planning.

As with many new concepts, our approach is best illustrated face-to-face. I will follow up with you shortly to schedule a time to share what we believe to be the real future of planning. I know Clyde will be pleased to hear we connected.

Best regards,

Alan Advisor

*Prospect # 2*: Relationship in Common

Dear Paul,

I hope this letter finds you well. The reason for my contact is that we have some friends in common, some of which are clients of mine and it has been mentioned several times to me that you and I should meet. I imagine that you already have many trustworthy, longstanding financial and legal advisors and I want you to understand that my goal is not to disrupt those relationships, nor to attempt to provide a duplication of these roles.

We are experiencing historic times and today more than ever before there is a greater need for planning or simply a summary of all the moving parts. You may not have experienced this with your advisors, but we have found that our industry continues to focus too much time on the HOW of planning and too little time on the WHY.

We have taken a different tactic. The families who have experienced our process to date report a greater sense of clarity and conviction than ever before. Where they once felt their planning was “done”, they have now totally redefined their notion of effective planning.

As with many new concepts, our approach is best illustrated face-to-face. I understand that time is a great asset and one that I will respect if we have the opportunity to get together (virtually/face-to-face). I will follow up with you in the coming weeks to schedule a time to share what we believe to be the real future of wealth planning.

Best regards,

Alan Advisor

*Prospect # 3:* Cold Prospect

Dear Kelly,

I wanted to formally introduce myself since we have only crossed paths in some of our circles and colleagues we have in common. My guess is that you have many trustworthy, longstanding financial and legal advisors. Please note that my work is not a duplication of these roles.

Over the years, my firm has watched the financial services marketplace metamorphose into a confusing mismatch of boutique firms and large institutions all claiming to do the same thing. Many families aren’t even quite sure what that one thing is.

We have taken a different tactic. The families who have experienced our process to date report a greater sense of clarity and conviction than ever before. Where they once felt their planning was “done”, they have now totally redefined their notions of effective planning.

As with many new concepts, our approach is best illustrated face-to-face. I will follow up with you shortly to schedule a time for us to get together (virtually/face-to-face) and share what we believe to be the real future of planning.

Best regards,

Michelle Advisor

**Centers of Influence (COI)**

The following letters should be used to communicate to COI’s that you would like to strategically align with to provide your services to their clients.

***Center of Influence # 1***

Dear Jane Accountant,

I hope this letter finds you well. I am writing to tell you about some new things we’re doing with longstanding clients of our firm, with the thought that they may be of interest to some of the people you come in contact with.

After using many of the same financial and estate planning processes and philosophies for several decades, we’ve recently started taking clients through their planning using a very interesting methodology. It is based on the concept that affluent families are often asked too quickly to select strategies and financial products. They lack clarity regarding the underlying vision for their planning, and in turn, wind up staying stagnant for months or years.

As with many new concepts, it’ll be easiest for us to talk about this face-to-face. For now, I can tell you that our best clients have been extremely pleased and energized by the process. They are finding themselves motivated to take action in a way they never have previously.

Tom in my office will follow up with you by phone to schedule a time for us to meet (virtually/face-to-face). I look forward to seeing you.

Best regards,

Alan Advisor

***Center of Influence # 2:***

**Letter from Client to Existing Professional Relationships**

Dear Joe Advisor,

We are writing to let you know that we recently began working with a financial advisor that is helping us develop a comprehensive plan. We have been spending a fair amount of time discussing the benefits of having a collaborative team approach among all our advisors so that all the work we are doing is in alignment with our overall plan.

As you know, we have been very happy with the work you have done for us over the years and we are writing to ask that you get together with (Bill – new advisor) if for nothing more than an introduction so you know one another. Moving forward, we imagine there will be more specific issues to discuss related to our plan, but the two of you getting to know one another ahead of time would be great.

We have asked (Bill – new advisor) to contact you in the coming weeks to set up a meeting for the two of you.

Best regards,

Joanne and Mark Client

***Positioning Piece:* Letter from Financial Advisor to COI**

Dear Joe Lawyer,

As you know, our firm prides itself on bringing new ideas to clients and their families. We continually remain open and interested in what our peers in the industry are doing, as well as our strategic partners in other facets of financial, estate and investment planning.

As such, we have been working with a new planning approach, and it’s one I believe you will find quite intriguing. Many of our longstanding clients are enjoying it, even though we’ve been through quite a bit of planning together before.

It is based on the concept that affluent families are often asked too quickly to select strategies and financial products. They lack clarity regarding the underlying vision for their planning, and in turn, wind up staying stagnant for months or years. As such, this process helps families first gain added clarity about what it is they’re trying to plan for.

As with many new concepts, it’ll be easiest for us to talk about this face-to-face. Mary in my office will follow up with you by phone to schedule a time for us to meet (virtually/face-to-face). I look forward to it.

Best regards,

Alan Advisor

**Introductions/Referrals**

**Existing Clients**

The following letter should be used to communicate to existing clients the importance and value of introductions/referrals.

***Existing Client:*  Introduction/Referral Meeting Request Letter**

Dear Clyde,

I am writing to ask for your help with a business development project I’m working on. As you know, the financial services industry continues to change at a blurring pace, and the one thing that seems to remain constant is the challenge my firm faces in differentiating itself.

We know that our approach and our ability to deliver on that approach is truly rare. However, the media constantly bombards consumers with a myriad of misconceptions.

As a result, we’ve found that the best way to grow our business is to ask our best clients to introduce us to others in similar situations. We hope that since you have experienced our process first-hand that you can help us cut through the confusion that’s placed in many families’ minds.

I would love to connect (virtually/face-to-face) and brainstorm at a time that’s convenient for you. I’m hoping we can carve out 60 minutes. I’ll come prepared with some questions and lists of other leaders in the community to help us identify some folks that would be a good fit.

I will follow up with you shortly.

Best regards,

Alan Advisor

***Existing Client:* Introduction/Referral Letter from Your Client to Prospect**

Dear Pat & Julia,

I hope this note finds you both well. I am reaching out to you to make a connection with someone who made a tremendous impact in my life.

We reach a point in life where we find ourselves with a variety of financial advisors, plans and documents in place. That had been the case for me for quite some time when I engaged Alan Advisor to take a second look at my planning.

I saw no real need to revisit the issues, but since Alan was referred to me by someone I greatly respect, I agreed to a meeting. I’m now writing to recommend that you too learn of the value his firm can provide.

Perhaps like you, I had been through my fair share of planning over the years and had heard more than my share of new strategies. Maybe that is why Alan’s approach took me totally and refreshingly by surprise.

I hope you’ll take the time to meet with him and have the good fortune that I now have in looking at my planning in a more peaceful light.

Best regards,

Clyde Client

***Existing Client:* Introduction/Referral Email from Your Client to Prospect**

Dear Jose & Monica,

I hope this note finds you both well. I am reaching out to you to make a connection with someone who made a tremendous impact in my life, and in my business.

Please meet (Advisor full name) who I’ve Cc’d here.

I found myself at a point in life where I had worked with a variety of advisors, had done some planning and even had some documents in place. However, a friend I greatly respect suggested I consider a second opinion and connected me with (advisor first name). I really found (his/her) approach to be different than I’ve experienced with other advisors and quite refreshing.

I will leave it with the two of you to connect, and if I can be of any help, please let me know.

Best regards,

Clyde Client