Marketing is more than creativity!

It's about logic, process and consistency. To succeed in marketing, you should plan, execute, measure and adapt!

First Things First Checklists are our *free* best practice guides to help you navigate the process of ordering marketing materials and building your brand.

- **Marketing Pre-Order Checklist –** This list includes items you should have up-to-date with our Licensing Department before you order marketing materials. Doing *first things first* will typically result in fewer revisions, and faster approval and production of your order.
- **Brand Identity Checklist –** If you're going to build your own unique brand, we have a list of key decisions to consider and action steps to take prior to placing orders.

Planning and processes are the backbone of successful marketing campaigns. You'll be amazed by the quality and quantity of low-cost and no-cost guides and support materials that we make available to help boost your marketing efforts and enhance your business' growth!

- **PR Mastermind –** This program provides a package of public relations-related services in a group setting at a lower cost than could be achieved individually. You have access to an experienced team of marketing and public relations professionals, as well as strategic discussions among group members. Participants have been quoted in the *Wall Street Journal*, the *New York Times*, *Registered Rep*, *Investment News*, *Financial Advisor* and *Research Magazine*, as well as numerous local and regional publications and broadcasts.
- **Client Contact System –** This *free* online guide provides a systematic approach for maintaining contact with clients. It describes client profiles, activities and marketing materials for each profile, as well as check-lists, event and gift ideas, and touch-base suggestions.
- **JumpStart Marketing Kit –** A good brand, a strong value proposition, professional materials, a solid website, referral stimulation strategies, targeted direct mail, focused advertising, publicity tactics and networking activities can all pay off. The JumpStart Marketing Kit helps you plan, target and execute your marketing campaigns. This effective guide can be found online for *free* or purchased in a printed three-ring binder format.
- **Referral Builder –** This *free* online guide is a step-by-step system for generating quality referrals, and then implementing a defined process once you receive a referral. This complete turnkey system includes ongoing, supplemental and advanced referral activities, as well as sample templates and scripts.
- **Direct Marketing Guide and Forms –** This program is full of guides and forms that provide overviews of, and insight into, marketing processes applied to financial services. From client acquisition activity lists to campaign tracking forms to sample mail schedules, the program is full of information, tools and solutions.
- **The VIP Process –** Impress your prospects with this program designed to gain and retain the very best clients. The no-cost process helps you prepare for what to do from the time your VIP prospect enters your office for the first time, to building a solid foundation from which your client-advisor relationship will grow.

Securities America
Your business growth expert.

Prospective Representatives: 800.989.8441 ▸ Current Representatives: 800.747.6111 ▸ www.SecuritiesAmerica.com

marketing and public relations

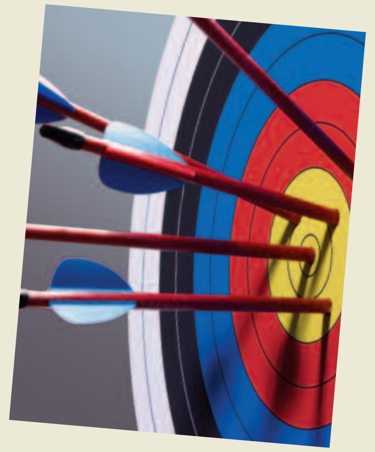
Securities America

your business growth expert

Professional Marketing Support

Helping promote you and your business.

Securities America's Marketing Department provides you a wide array of professional materials, contact tools and planning guides to help you promote yourself and your business to current and prospective clients in your target markets. A great many of the tools are provided *free* online, while items with a cost are consistently less expensive than when purchased in the marketplace.



Brochures are a great way to inform clients and prospects about the unique value you offer, or to promote products and services they might not be utilizing! Use them in a mailing; distribute them at your local business meeting; offer them as a give-away in a solicitation letter – *use your imagination!* Choose from a wide variety of styles and prices to fit your needs. Even better, most pieces can be customized to varying degrees with your personal and business information.

- **Topic Specific Brochures –** These compliance-approved brochures are customized with your name, business contact information and disclosures. No set-up fee, no customization charge and low minimum order quantities mean they're highly affordable. Topics include retirement planning, understanding volatile markets, long-term care, exchange traded funds (ETFs), saving for college, annuities, rollovers and more.

- **Securities America Brochure –** This attractive brochure is available in standard-business-envelope size for mailing ease. It contains information for your clients about the Securities America Financial Corporation family of companies. If you are newly affiliated with Securities America, you can use the brochure with one of our templated "change of broker/dealer" client letters.

- **Semi-Custom OR Fully-Custom Brochures –** Creating your own custom brochure doesn't have to be expensive, and it's easier than you think! We offer a wide variety of styles and content from which to choose. If you use the compliance-approved content of a **Semi-Custom** brochure, we'll include a full panel of custom text about you, along with your photo and other business information, for a minimal set-up fee.

  If you have a unique value proposition, special expertise or a particular niche you want to target, then choose the "Your Company" **Fully-Custom** brochure option. Write your own story, provide us with the text, select one of the many brochure layout styles, and we'll flow your content into your chosen layout, for a minimal fee.

- **The Importance of Financial Planning –** This full-color brochure promotes your services and educates clients on the importance of financial planning. It outlines strategies for developing a financial plan and highlights objectives clients should consider. The back page of the brocure can be customized to include your business information.

Diverse, versatile communications tools can be critical to penetrating target audiences. Securities America provides an assortment of printed materials, written scripts and articles, and electronic files to meet your varied needs.

- **Articles –** Our article series is a collection of compliance-approved financial articles available at no charge. Use them for mailings, newsletters, newspaper submissions, letters and more. They cover a variety of financial topics and are refreshed regularly to stay current and relevant.

- **Greeting Cards –** This is a great way to show clients that you're thinking of them. Imagine the power of acknowledging a client's birthday, or congratulating him or her on a special milestone or accomplishment like the birth of a child or grandchild, or a job promotion! Examples include assorted holiday greeting and thank you cards, and client appreciation and seminar invitations. Cards can be customized with personal information and include blank white envelopes.

- **Postcards –** An easy and inexpensive way to contact clients and prospects, we offer a wide variety of postcard designs including birthday, anniversary, appointment reminder, invitations and more, each with an area for your personal information. We also provide discounted access to third-party vendors who provide design and mailing services, allowing you to save time (no more fulfillment headaches) as well as money!

- **Flyers –** These information-filled pieces are handy for educating clients and prospects about investing, and prompting them to consider their financial circumstances. Each piece has an area for your personal information. Flyer examples include *Asset Allocation, Risk vs. Reward, HSAs, Saving for College vs. Retirement* and *Dollar Cost Averaging.*

- **Advertisements –** Creating a custom advertisement for your local newspaper, magazine or Yellow Pages is easy when you use our step-by-step order form that walks you through the process of creating your own personalized ad through our Marketing Department.

- **No Cost Items –** Constantly working to offer more free marketing tools, we currently provide *at no charge* a large letter library, phone scripts, on-hold messages, press releases, radio ad scripts and more. The majority of these pieces can be downloaded directly from the Marketing section of the e*Office website.

- **Weekly Market Commentary –** This is a *free* two-page Microsoft Word document for download and distribution to your clients as your own newsletter. Add your personal closing, contact information and disclosures to the second page of the commentary, and then distribute it as an email attachment, on your website as a hyperlink or as a printed newsletter.

LEARN MORE ABOUT MARKETING'S OFFERINGS
Current Advisors can view and order materials, and download free marketing files, from the Marketing section of the Securities America e*Office website. **Prospective Advisors** should call Branch Office Development at **800.989.8441**.

Coordinated materials will make your marketing more impactful and professional in appearance. Whether you're a large office, a small office, a financial institution-based office or a wealth management or CPA-based office, we work hard to provide the specialized support you need to excel with your marketing efforts.

- **Fee-Based Program Materials –** Securities America's advisory programs have corresponding marketing materials to educate your clients about each program's benefits. Some of the materials can also be printed with your personalization.

- **Build Your Brand Packages –** These brand packages are built to help you *affordably* create a cohesive identity throughout your marketing presence. Available in a variety of styles, you can buy a whole package or select just the items you want now, and then add more pieces later. Each style includes the following materials: letterhead, blank second sheets, envelope, business card, note card, AmazingMail postcard, color ad, black-and-white ad, personal brochure, Weekly Market Commentary masthead and Emerald Publications website template.

- **Client Welcome Kit –** Create a coordinated, professional-looking packet to welcome new clients! Built around a suggested process of implementation, many components of the Client Welcome Kit are *free* and can be downloaded from the e*Office website. The kit is designed to be personalized and produced in your office, allowing it to be flexible enough to meet your practice's unique processes and needs.

- **Financial Institution Materials –** For advisors operating within a bank or credit union, we have a large library of marketing materials specifically designed to target financial institution customers. There are several design styles of coordinated materials consisting of custom brochures, desk signs, large posters, statement stuffers and advertisements. PLUS, there are also topic-specific statement stuffers, small posters, postcards and more!

- **Signage and Stuffers –** Choose from a variety of poster designs for placing in a lobby, breakroom or other high traffic area where you want to educate and inform clients or prospects. There are also 8" x 10" signs for reception desks, front windows, coffee tables, etc. *Increase visibility even further by using a matching statement stuffer with your mailings!*

- **Third-Party Vendors –** Securities America has a number of relationships with strategic partners and vendors who provide valuable marketing materials and services at a discount. Take advantage of client-ready seminar programs, dynamic custom websites, educational brochures, client newsletters and postcard and greeting card mailing systems to educate clients and prospects and *grow your business!*