

Financial Advisors Use Web-Friendly Ways to Connect with Clients Via E-Newsletter by Write

By WriteSmart Communications

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Financial advisors can now connect with new clients better than ever before with the launch of a one-of-a-kind e-newsletter service

TORONTO, ONTARIO, CANADA – Financial advisors in search of connecting with new clients, building relationships with current ones and enhancing their brand, can now do so better than ever before with the launch of a one-of-a-kind newsletter service.

WriteSmart Communications, a creative professional writing and communications consulting firm based in Toronto, is pleased to announce the development of a truly customized service featuring engaging content and captivating images.

“This service will benefit advisors and their clients in many ways,” says WriteSmart’s lead consultant, Adam Michael Segal. “Through this proactive and inexpensive form of communication, Advisors will be able to position themselves as experts, inform and educate their clients and successfully market their expertise, ultimately leading to new business.”

All aspects of the Advisor’s branding material, such as logo, slogan, company colors Advisor photo and contact information, will be incorporated into the newsletter’s professional design. Attractive images and photos will instantly entice readers.

The content, crafted in a personalized fashion, will be concise, catchy and easy to read and will focus on such topics as Tips and Advice, Tax Talk, Popular Products, Market Outlook, Features on Insurance, Retirement, Investing, etc., Company News and Testimonials.

“With the economic issues we face today, Advisors need to step up their communications with clients more now than ever before. This is an excellent tool to do so,” reveals Segal.

“What’s particularly practical about the newsletter is that by distributing it online, clients can pass it along to their friends, family and work colleagues, creating a vast network Advisors wouldn’t have reached without this.”

For more information about the customized e-newsletter, please contact Adam Michael Segal at 416-669-4890. Please visit www.writesmart.ca to learn about WriteSmart Communications.

ABOUT WRITESMART COMMUNICATIONS:

WriteSmart Communications is a creative and leading provider of marketing communications and communications consulting services. Specializing in the financial services, healthcare, non-profit and education sectors, WriteSmart crafts clever and catchy communications that connect with client’s target markets. WriteSmart develops a broad range of products, including Direct Mail, Web Site Content, Brochures, Annual Reports, Articles, Case for Support, Advertorials, Newsletters, Press Releases, Business Plans and Proposals. Graphic design expertise is also part of the firm’s expertise.

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Category Accounting, Finance, Insurance

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