

think  
big.



# Group Coaching and Training Programs for Advisors

*Open enrollment for individual advisors or group arrangements and preferred pricing for institutions*



If you've ever been jealous that the advisor down the road is getting media attention — and you're not — this program is for you. Impact Communications, a leader in providing full-services marketing communications and PR services, will educate you and your staff about how you can execute an effective public relations plan.

In this three-month training and empowerment program, you receive all the tools and insight you need to succeed in the fast-paced world of media relations, including an in-depth understanding of media; three online media training sessions with a small group of your peers; three live tele-coaching sessions with a team of PR professionals; unlimited access to a password protected Intranet with discussion forums for spot coaching and idea sharing, document library filled with story ideas and press templates for your use; and a comprehensive 90-page Media Mastery Manual.

Finally, you get a targeted media list developed just for you — complete with names, phone numbers, mailing addresses and email contact information for all the top journalists and producers in your local market. This comprehensive list, in and of itself, is worth the entire price of admission. You can also join fellow MMU graduates in our popular, ongoing graduate level program for continued coaching and peer support after you've completed the core program. Join us and add the power of PR to your marketing plan!

## Business Builder Pro

Business Builder Pro is an exciting one-year program aimed at giving participants a complete understanding of effective marketing communications for financial services professionals. This professionally-driven group coaching program gives qualified financial advisors the opportunity to access Impact Communications' award-winning team for marketing communications coaching and advice, at a fraction of what private client services would cost.

Over the course of the program, you will participate in 12 strategy and coaching calls aimed at helping you harness the power of focused marketing communications. Impact Communications will deliver the learning modules covering all aspects of marketing a

*Offered exclusively by marketing guru  
Marie Swift and her A-Team of Experts  
at Impact Communications*

financial services business via Webinar. All Webinars and coaching calls will be recorded and provided to participants for their review and internal use. At the conclusion of the first year program, you will have the opportunity to sign up for graduate level work and our exclusive Gold Access Pass (professional services at preferred pricing on an à la carte basis).

## Web 2.0 and Social Media BOOT CAMP

Are you interested in using the latest Web 2.0 technology to drive traffic to your Web site? This program uses both Webinars and on-site training to help you understand the many things you can be doing now to build relationships with your clients and market your business.

The Web 2.0 and Social Media Boot Camp will help you harness the power of the worldwide web through blogs, podcasts, video-casts, community forums, multi-media presentations, webinars, etc. that serve as a comprehensive expression of your brand and offering. Impact Communications will show you exactly what to do to use social media and Web 2.0 to your advantage. In the pre-boot camp webinar, an industry compliance expert will also provide insights into what you can and can't do.

Then, in the live on-site bootcamp, our team of experts will help you build both a branded Twitter presence and a branded, robust blog page, complete with your first video-cast, podcast, and several foundational entries. At the on-site training, you'll learn more about additional social media tools, such as LinkedIn, Facebook, Groupsite and Ning. A follow-up webinar will be offered to ensure you have all the help you need to leverage your new tools and build your online presence.

## Customized Speaking and Training

Let us design a custom program for your organization. Call to set up an exploratory conversation.

# Public Relations for Institutions

Whether you're a broker/dealer, a mutual fund company, a professional alliance organization, a conference meeting planner, a client acquisition program, custodian, money management firm, software company, training organization or other type of service firm, Impact Communications can help you achieve your business growth objectives.

Since 1988, marketing professional Marie Swift has been focused on the financial advisory industry — helping institutions and individual advisors develop and implement their marketing and PR strategies. Swift and her team at Impact Communications know the ins and outs of the industry, understand the subtle (and not so subtle) distinctions among service categories and are experts at crafting messages and communications that make a difference.

Services include:

- PR-Specific Plans
- Crisis Communications
- Executive Development and Media Training
- Ghostwriting and Book Publishing
- High Impact Media Tours
- Media Leads, Proactive Pitching
- Contributed Article Placement
- Social Media and Viral Marketing Strategies
- Press Kit Development
- News Release Strategy and Distribution
- Daily Media Monitoring

Let Impact Communications help to build and maintain your thought-leader status through a variety of marketing and communication strategies and PR tactics.



*Helping Select Clients in the Financial Planning Industry  
Build and Enhance their Businesses Since 1988*

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