

First Appointment Surprise

Concepts

Challenge

Consumer Insight team research has shown that affluent prospects interview anywhere from three to eight advisors when they decide to hire one to work with. Some of these could be word-of-mouth recommendations from friends/associates, adding another barrier for EFE to overcome.

Prospects who make an appointment potentially must wait up to one month to see an EFE planner. We know similar lags adversely affect our appointment set rate for our current mass affluent audience. We need to cushion this delay for affluent prospects.

With our Surprise & Delight mailing, we want to make every affluent prospect eagerly anticipate the appointment. We want them to feel that EFE deserves their serious consideration, regardless of whatever firms they've already spoken to.

Audience

Affluent prospects, aged 55-65, who have an initial appointment to meet a planner in a few weeks.

What we want them to think:

“I don’t want an advisor to treat me like an account balance and give me standardized answers and advice. Edelman Financial Engines is an intriguing firm that appears to have the values, sophisticated expertise, and levels of client service I want in a financial partner. I may not know enough about them yet, but I’m impressed they reached out to me like this. I intend to keep my appointment with them and hear what they have to say.”



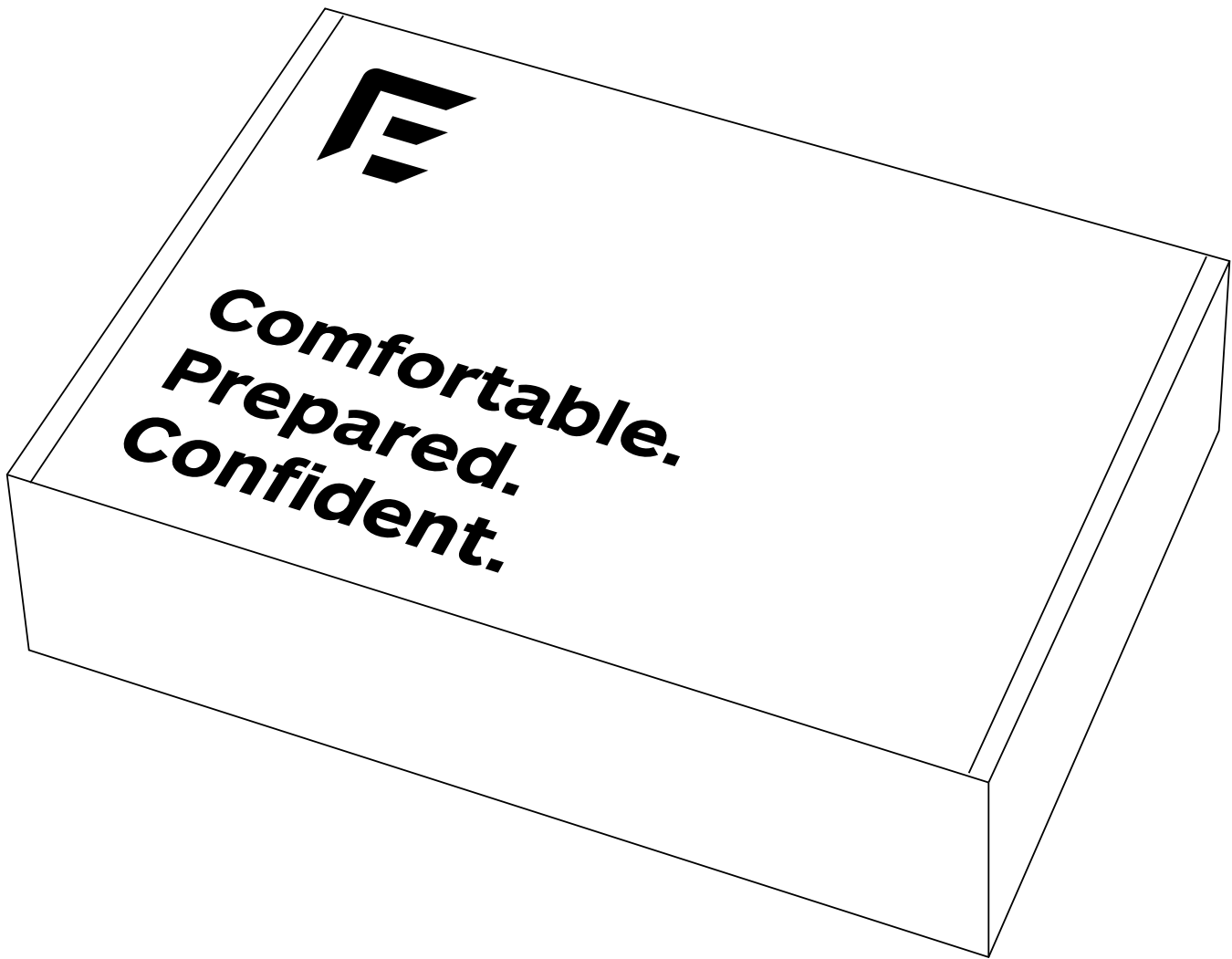
Concept 1

Impromptu options

Concept 1

Impromptu options

Packaging: outside



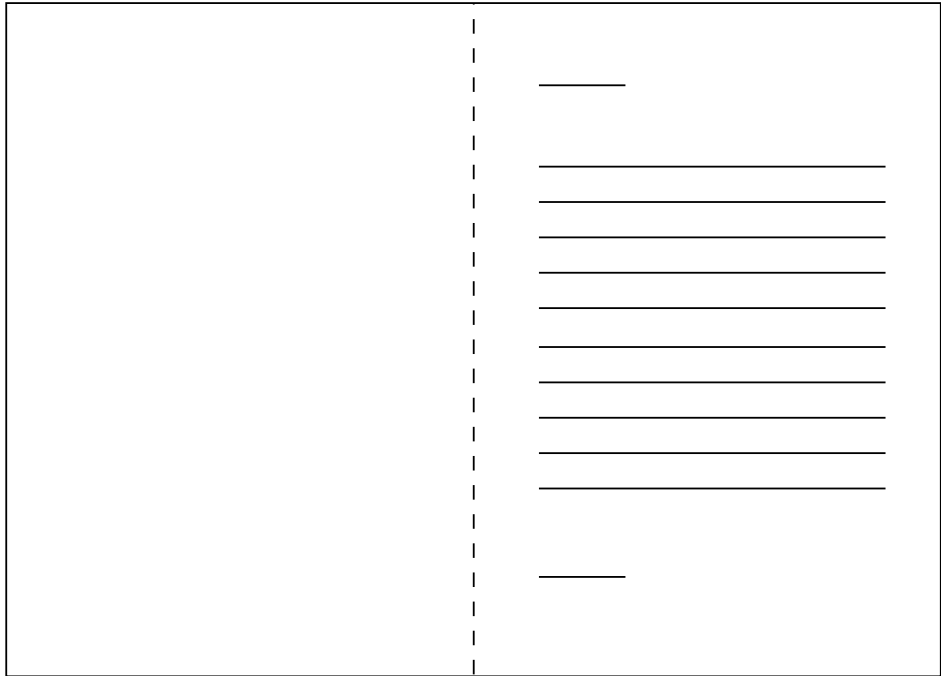
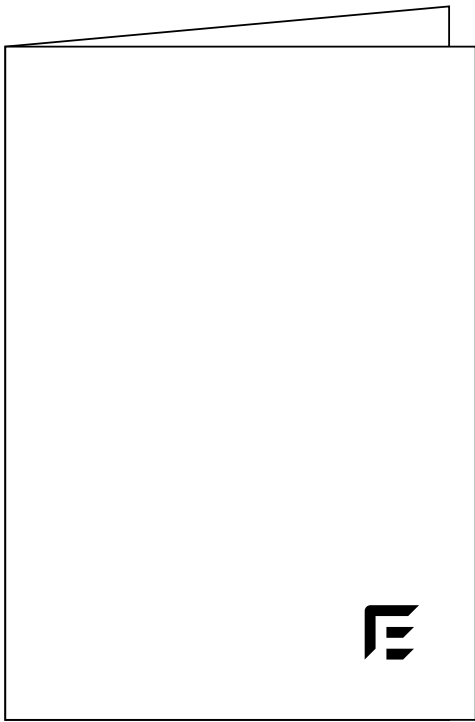
Packaging: inside (gift and note)



Gift: Matador brand pocket blanket (\$30)



Personalized note copy



Dear [[NAME]],

You’ve reached an enviable place in life. Where others face stark either/or choices, you have more options.



Perhaps your decisions are as significant as leaving your beloved community to move closer to your grandkids. Or as simple as stopping on a whim to hear a jazz concert on the town green. In whatever case, you deserve a financial planner who can support you in the fundamentals, unlock the financial potential you hadn’t considered, and maximize your opportunities so you can live a richer more fulfilling life than what you had ever thought possible.

May you find this gift useful for those jazz concerts, or for whatever impromptu adventures you may undertake.

If you have any questions in the meantime, don’t hesitate to call; my personal cell phone is below. I’m looking forward to meeting you.

Warmly,

[[PLANNER NAME]]
[PLANNER TITLE]
[PLANNER CELL PHONE]



Concept 2

Important Conversations

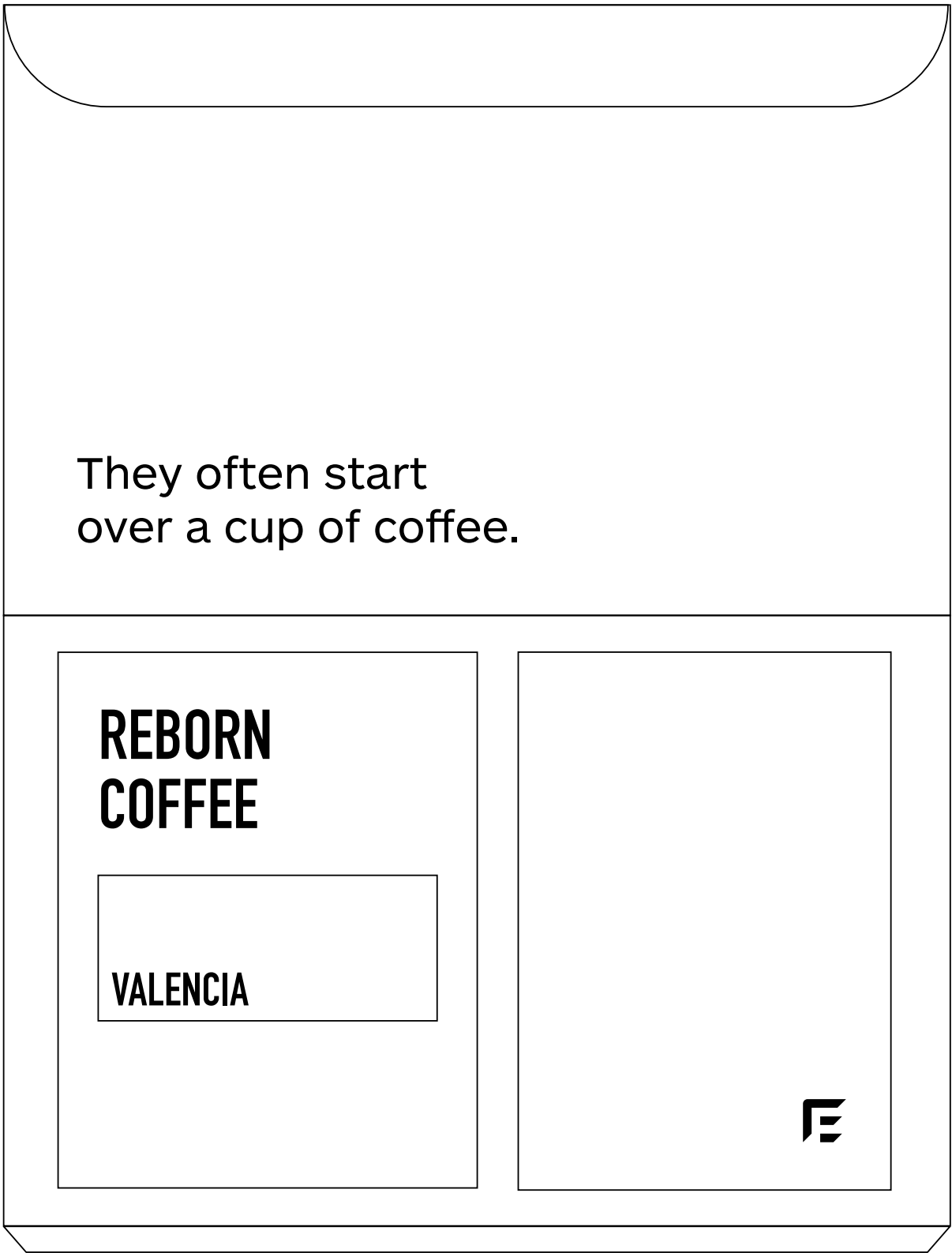
Concept 2

Important Conversations

Packaging: outside



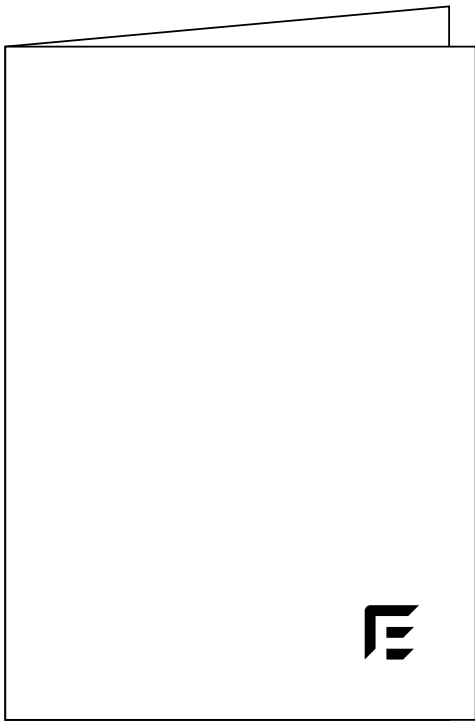
Packaging: inside (gift and note)



Gift: Reborn coffee pour over bags (starting at \$11)



Personalized note copy



Dear [[NAME]],

There’s something about a good cup of coffee that opens conversation like nothing else can. And sometimes, the biggest conversations in life come with absolutely no fanfare at all.



For over 35 years, Edelman Financial Engines has met our clients wherever they are in life—both financially, and even at their favorite roadside restaurant for annual reviews. It’s in that spirit that I’ve sent you the enclosed.

Physicists often talk about finding the universe in a cup of coffee. I hope our upcoming conversation will help you see the vast possibilities open to you: to financial potential, to the dreams and goals that have shifted and evolved as your life has, and to greater certainty that having a financial life in order can bring you.

If you have any questions in the meantime, don’t hesitate to call; my personal cell phone is below. I’m looking forward to meeting you.

Warmly,

[[PLANNER NAME]]
[PLANNER TITLE]
[PLANNER CELL PHONE]]



Concept 3

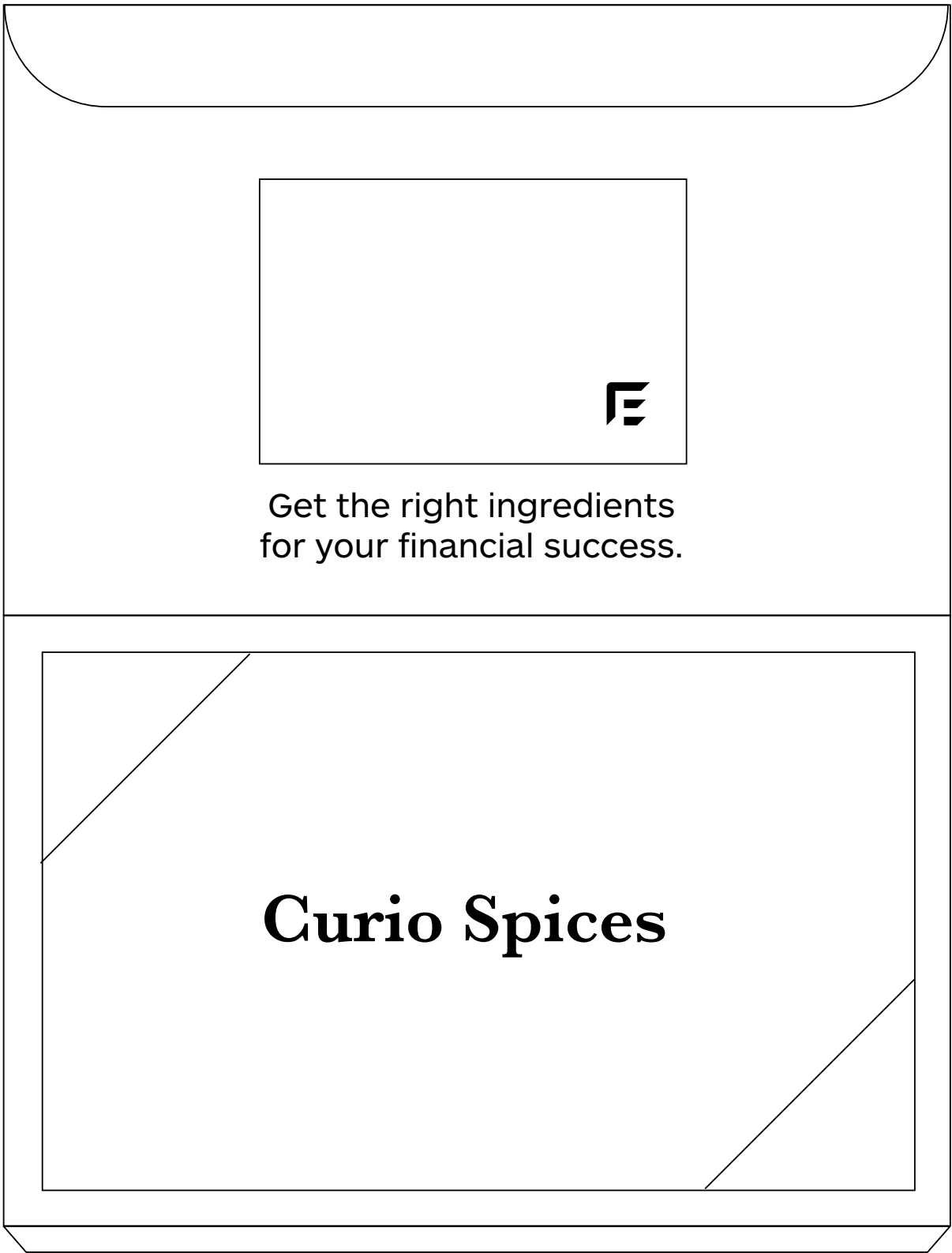
The Sophisticated Blend

Concept 3
 The Sophisticated Blend

Packaging: outside



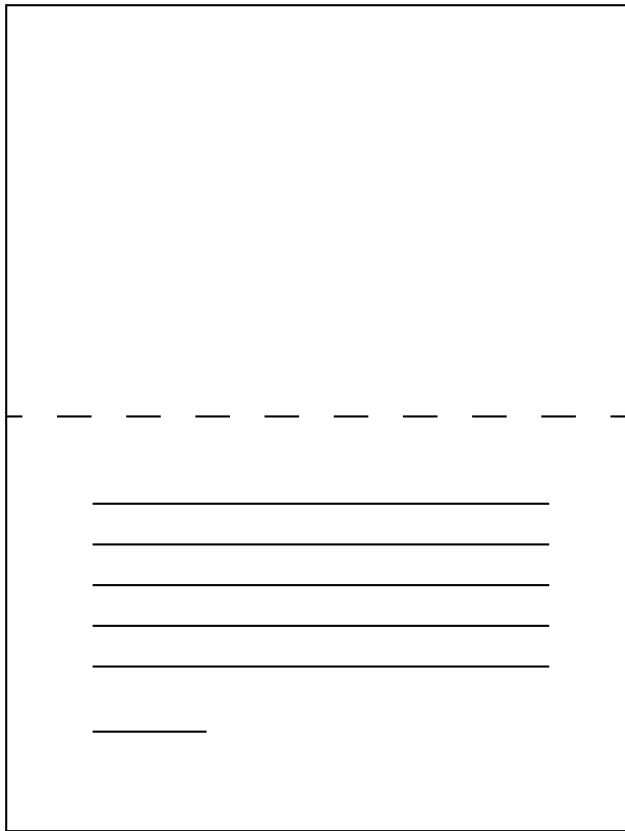
Packaging: inside (gift and note)



**Gift: Curio Spice Company Gift Box
 (starting at \$20)**



Personalized note copy



Dear [[NAME]],

A nourishing meal and the best financial plan have a lot in common: nuance, depth, care in preparation, and the skillful integration of ingredients.

Maybe you've been wondering what you might be missing in your current financial strategy – perhaps what needs to be added, substituted or improved upon. Whatever your needs, I look forward to showing you how our bespoke portfolios, tax efficiencies and proven investment management principles can help you unlock your greater financial potential and a richer life.

Please accept the enclosed as a friendly introduction our upcoming conversation.

If you have any questions in the meantime, don't hesitate to call; my personal cell phone is below.

Warmly,

[[PLANNER NAME]]
[[PLANNER TITLE]]
[[PLANNER CELL PHONE]]





Concept 4

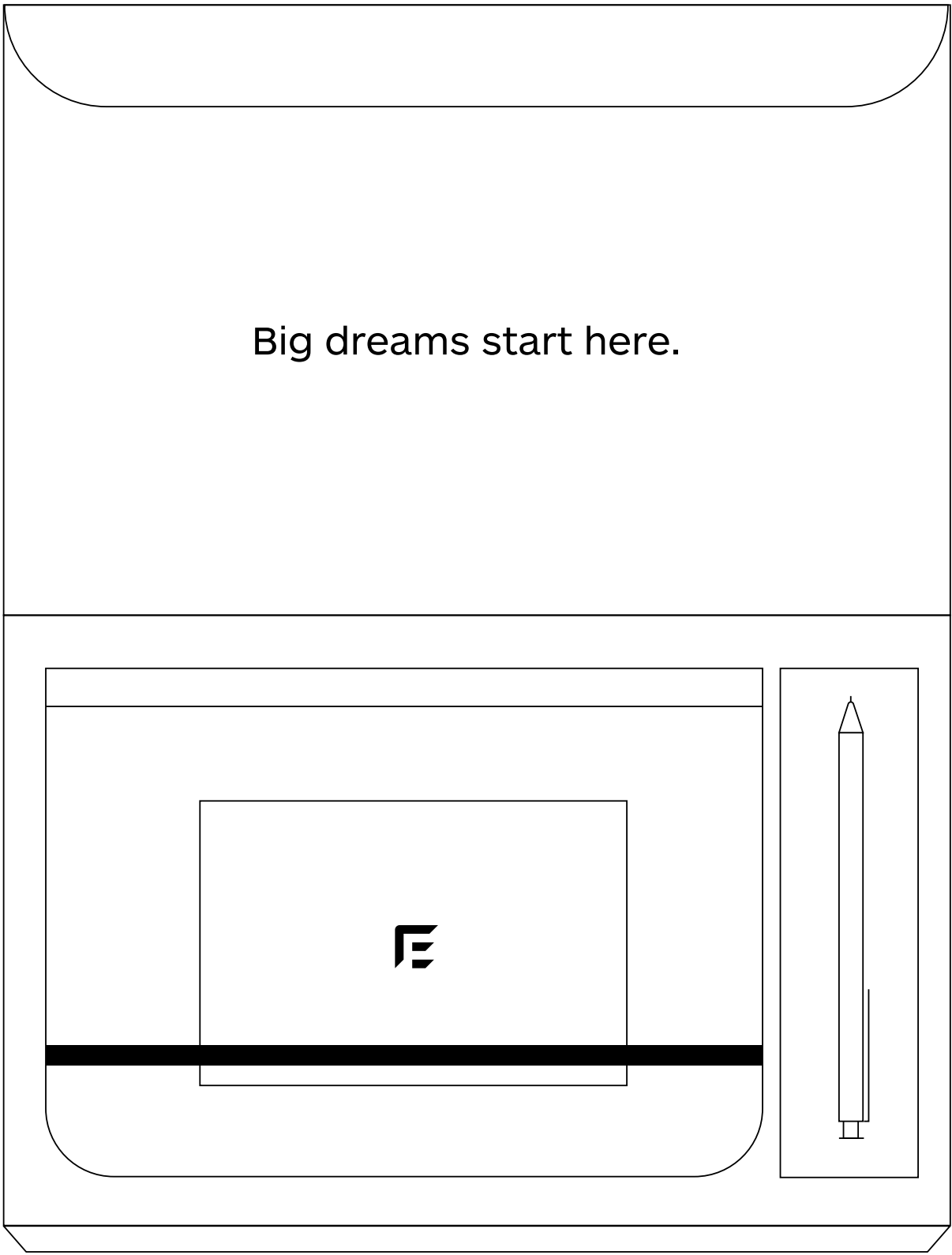
Dreamspace

Concept 4
Dreamspace

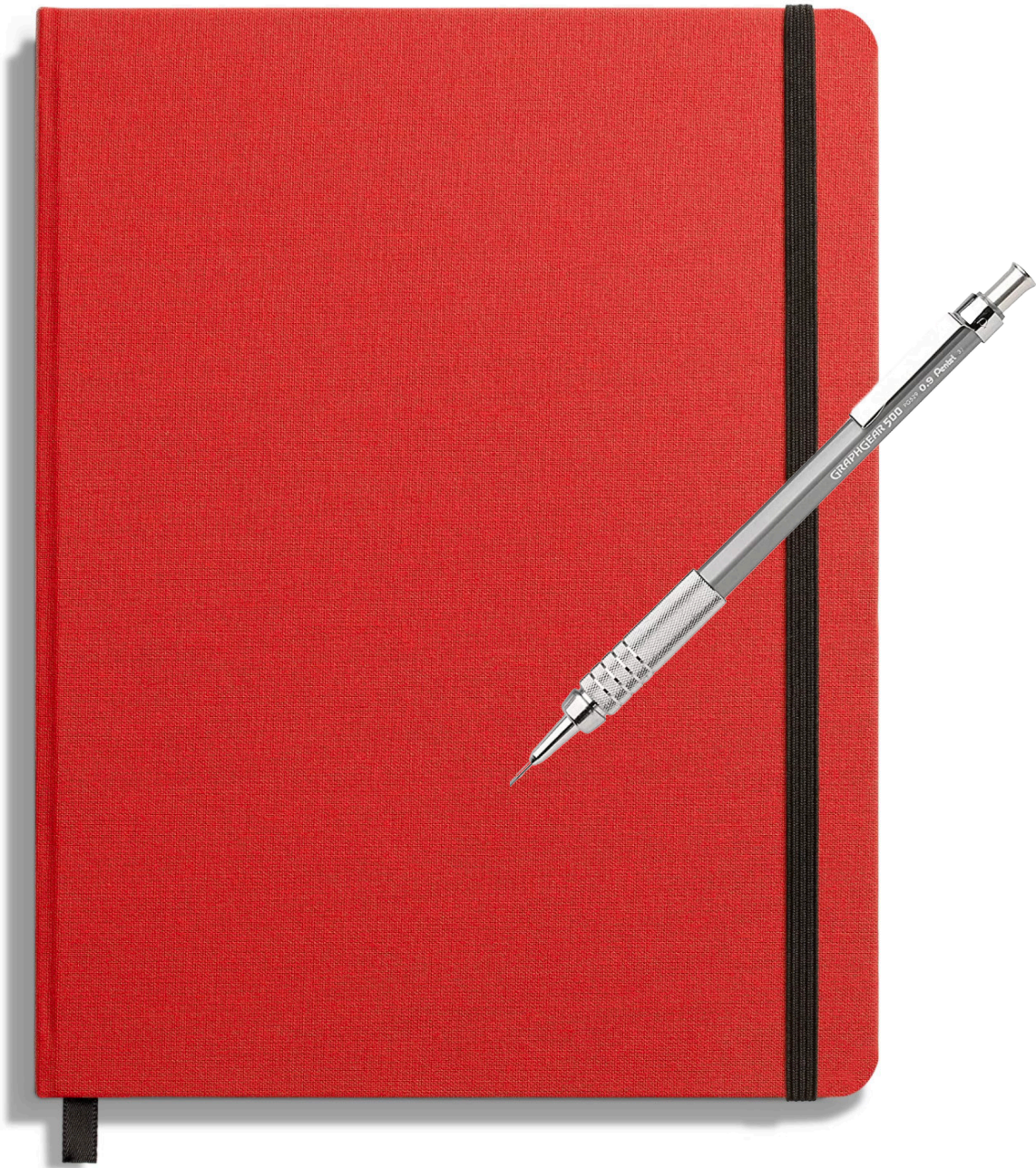
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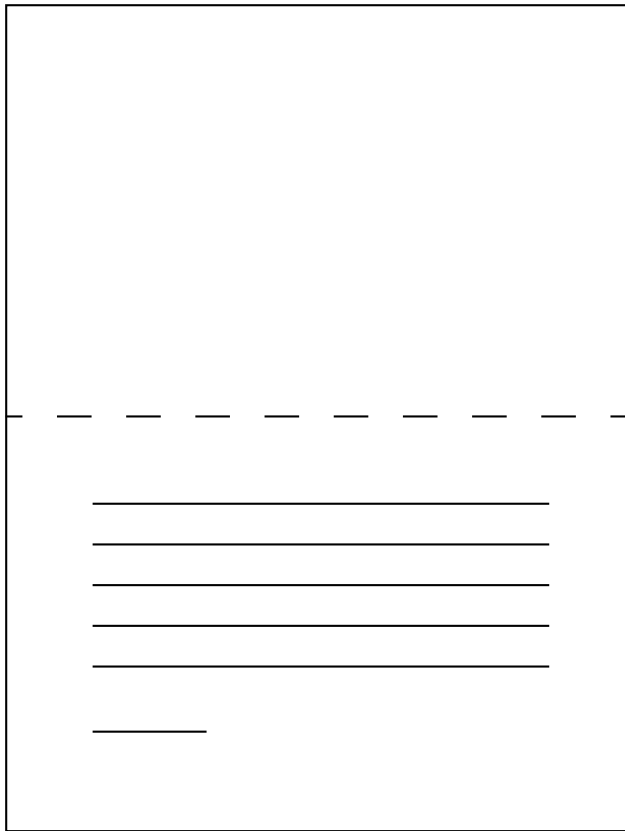
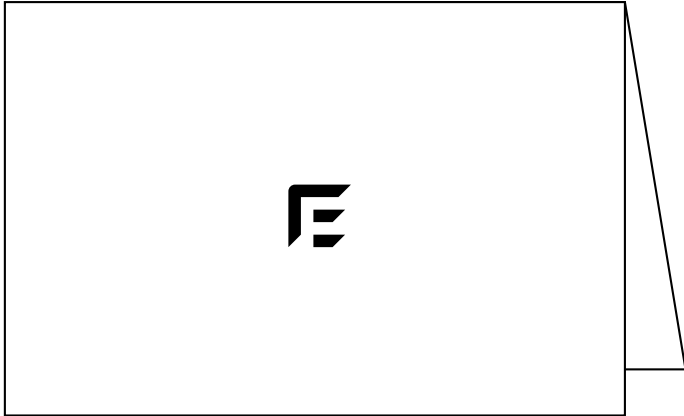
Packaging: inside (gift and note)



Gift: Shinola Detroit journals and mechanical pencil (\$28-36)



Personalized note copy



Dear [[NAME]],

Getting your big dreams, ideas and wishes down on paper is the first step to building the plan that will make them real. Sometimes setting those down on paper in ink can be intimidating. Because life changes. Priorities shift. Perspectives evolve. Journeys become detours.



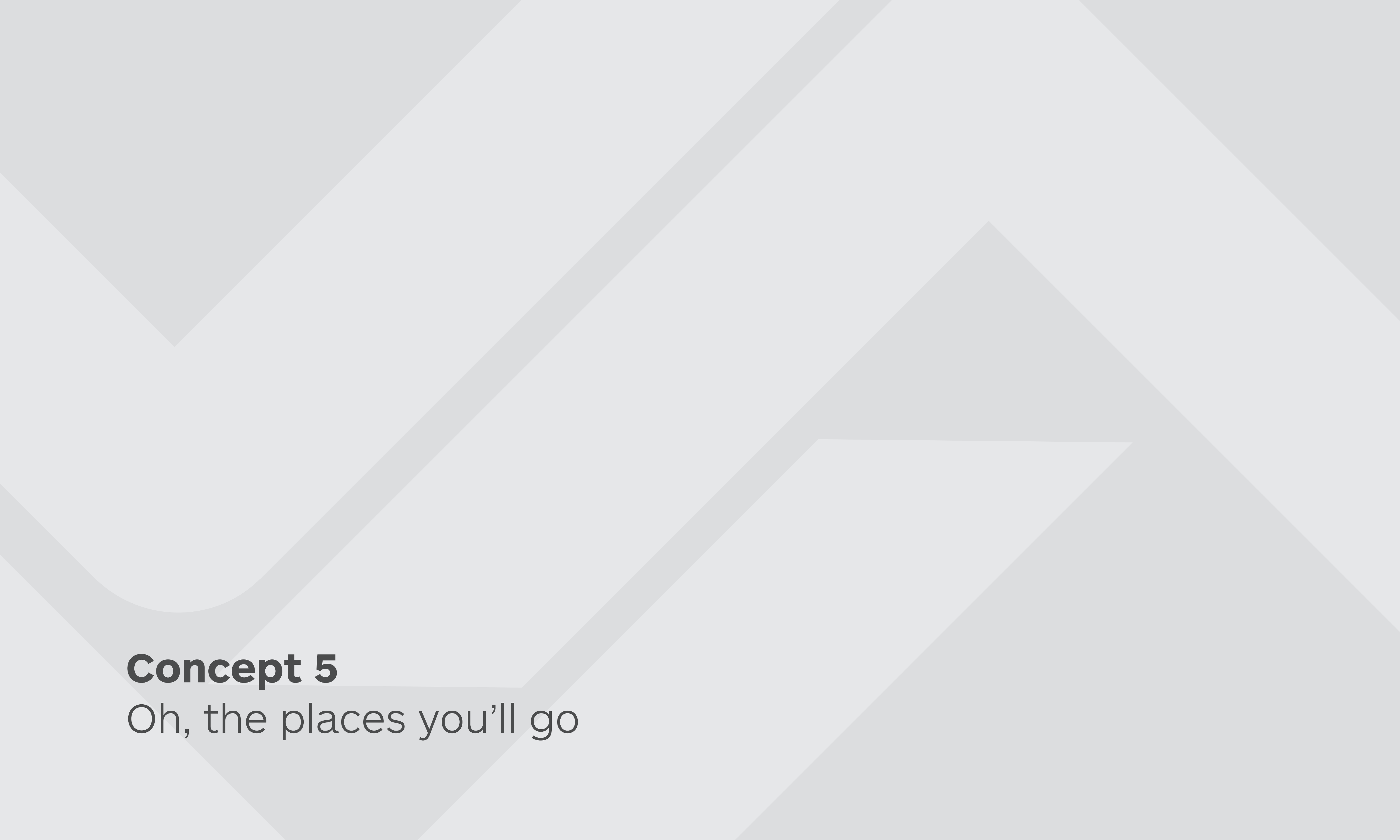
Your lifetime financial strategy also evolves. The best financial advisor for you will have the skill and experience to meet you at those pivots and advance your dreams and unlock any financial potential you may have underestimated.

It's in that spirit that I hope you enjoy the enclosed: a place to record your dreams on the way to becoming real, and the implement to change them if need be. May they help spur many rewarding and productive conversations for you.

If you have any questions in the meantime, don't hesitate to call; my personal cell phone is below. I look forward to meeting you.

Warmly,

[[PLANNER NAME]]
[PLANNER TITLE]
[PLANNER CELL PHONE]

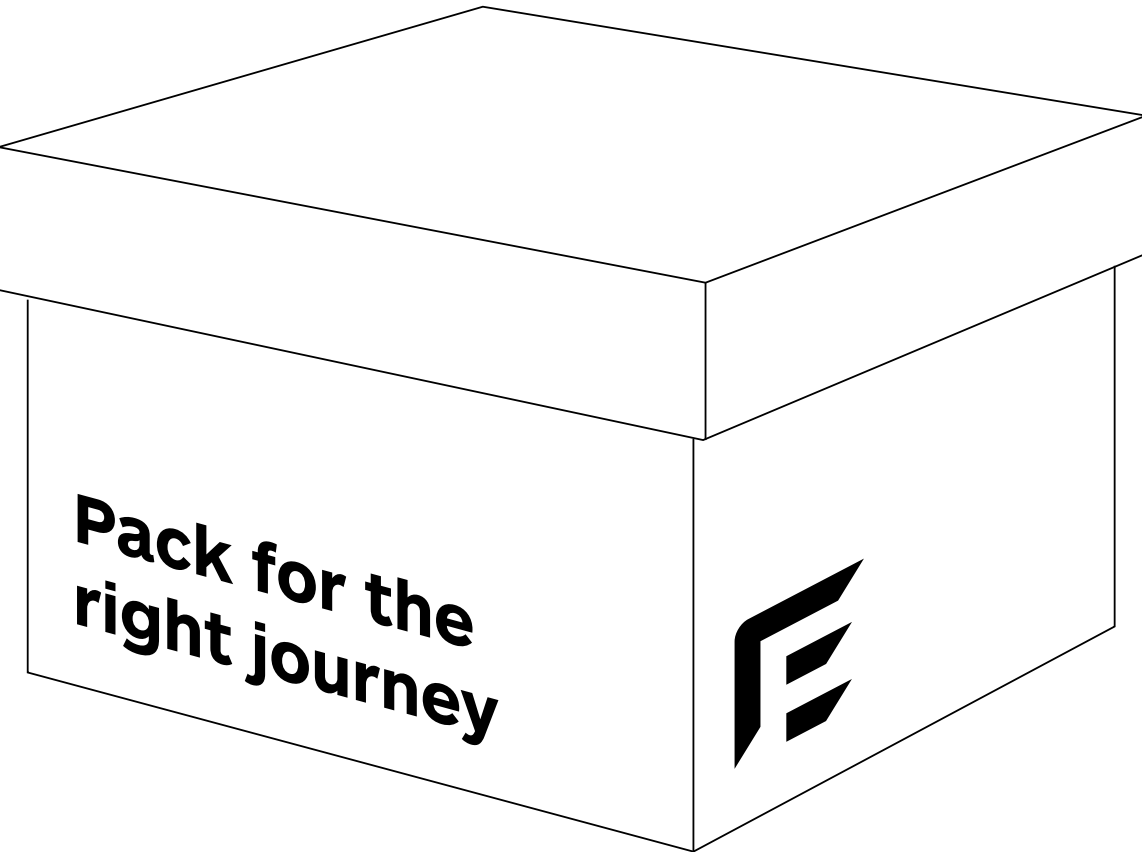


Concept 5

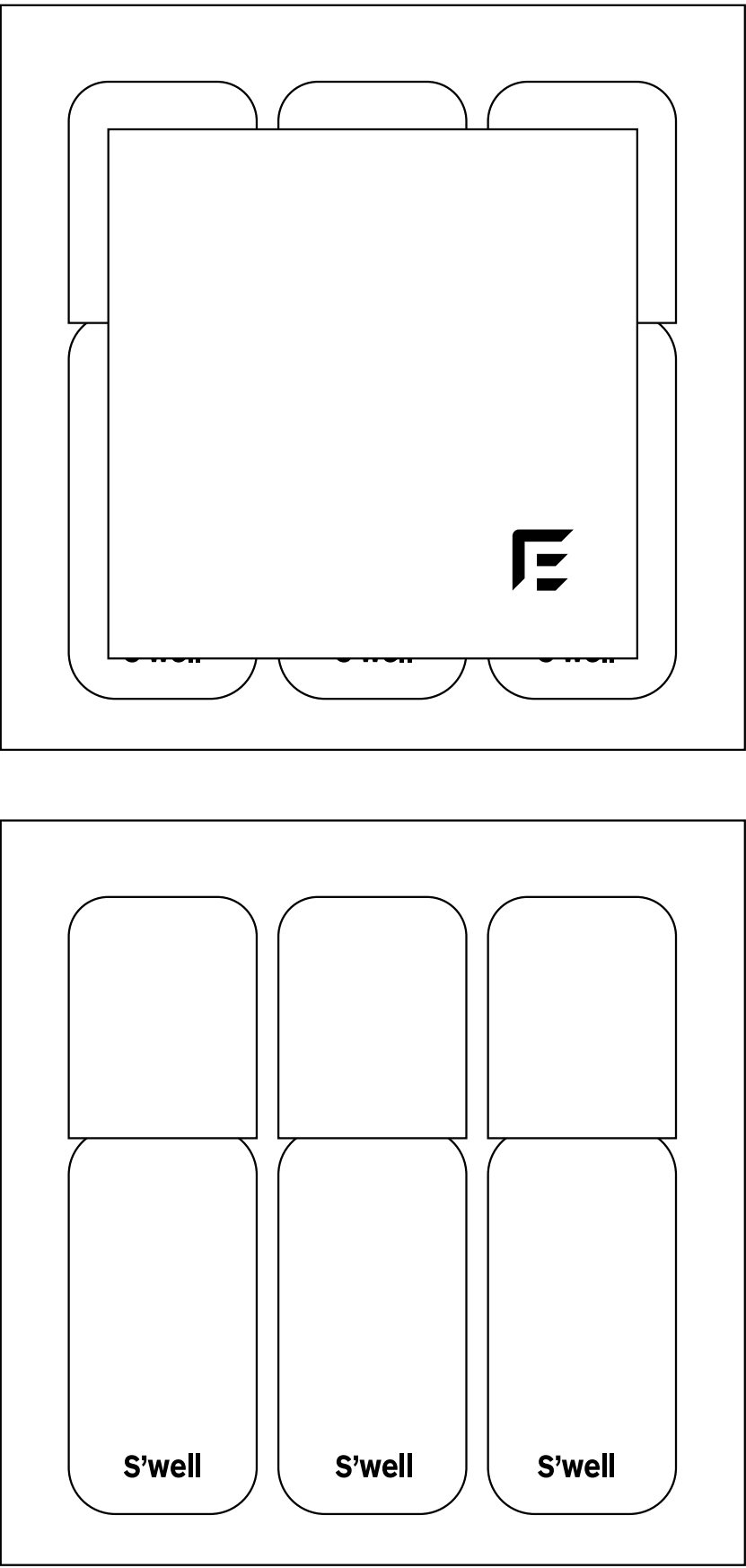
Oh, the places you'll go

Concept 5
Oh, the places you'll go

Packaging: outside



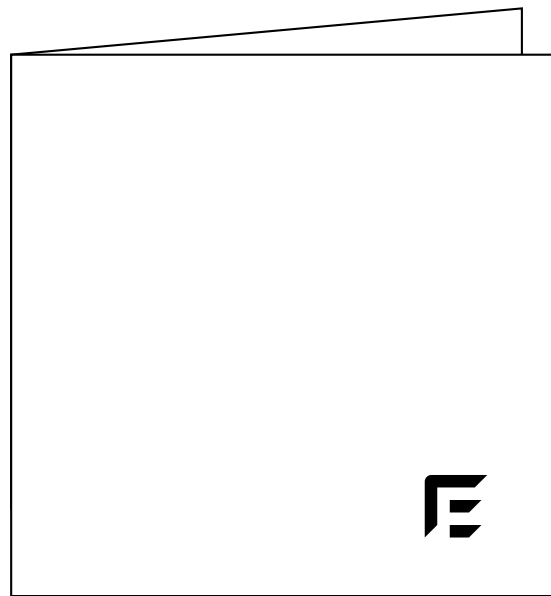
Packaging: inside (gift and note)



Gift: Travel bottle set (\$35)



Personalized note copy

[illegible]

Dear [[NAME]],



Ever forget your favorite shampoo when you pack for a vacation? Sure, the hotel will have some in your room. But there's something to be said about the comfort and consistency of knowing that what you reach for suits your needs—whether you're in Costa Rica or Copenhagen.

And sound financial planning is durable, standing up without question to the journey and all the roads ahead. Wherever you go in life, your financial advisor's advice should be consistent and comforting.

Thank you for considering me and Edelman Financial Engines to be your trusted partner for the advice that will allow you to take those journeys, take comfort in the expected, and unlock the greater financial potential you've always wanted to reach.

If you have any questions in the meantime, don't hesitate to call; my personal cell phone is below. I look forward to meeting you.

Warmly,

[[PLANNER NAME]]

[PLANNER TITLE]]

[PLANNER CELL PHONE]]

