

FRONT

For educational purposes only (who would use this??) - comments / reflections in white

headline about a target client emotion issue vs. company name

ARE YOU ANXIOUS ABOUT MONEY?

- Do you struggle with the financial decision of staying home versus going back to work?
- Are Maternity Leave benefits a mystery?
- Are you prepared to pay surprise expenses that you hadn't planned on?
- Do you have the right insurance to protect the ones you love?

key planning elements relevant to audience

Complex financial questions arise when you have children, and most of us would rather not think about them. However, even if we choose to ignore or put off addressing these issues, we feel their stress.

audience insight

Stop this anxiety before it overwhelms you.

Build credibility

Talk with an experienced professional who understands your situation firsthand. Kristin Harad is a personal financial planner, trained coach, and mother who specializes in working with expectant parents and growing families to answer these daunting questions.

"how" (a bit weak here)

With her proven method, Kristin works with you to eliminate your financial anxiety, giving you the freedom to experience the joy of parenting rather than worry about money.

Ultimate benefit

Decide today to eliminate financial anxiety.

* Sign up for our free monthly newsletter that includes financial tips for parents and privileged events for our readers. Simply email kcharad@gmail.com with Newsletter in the subject line. And, don't worry, we do not sell or rent your personal information.

* Take advantage of a FREE 30-minute consultation. Scheduled at your convenience, this session gives you the chance to have Kristin answer your most pressing financial question at no cost. Call today (415) 409-6402. Space is limited, and this offer expires 5/31/2012.

Let them know how to start...

BACK

Newsletter would have been the better offer to showcase here. Lower commitment... (today it would need to be a free guide or other valuable item...newsletter alone isn't compelling enough anymore)



NOTE FROM KRISTIN: This is the piece I hung up on bulletin boards where new moms may be (yoga studios, new parent centers, etc.) before I had a website or company name. Blue card stock and pink sticker — a bit cliché for “new parents” (babies) but hey, it was something. An ugly piece for sure, the text did inform copy in service overview or website later. This got the ball rolling for creating my key messages).

Talk about guerilla marketing; The first “lead magnet” I offered

I did not have my CFP® designation yet; I took the California life/health exam to get my insurance license, originally thinking I may offer term insurance to new parents. I never did align with a company to sell insurance, but I used the number since it gave me a “credential.”

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