

**“The bad news is time flies.  
The good news is you’re the pilot.”**

*Michael Altshuler*

# **2009 Marketing Calendar**

## **Stay ahead of schedule**

**Compliments of  
Emerald Publications**

# What's New at Emerald

## The Heartland Program

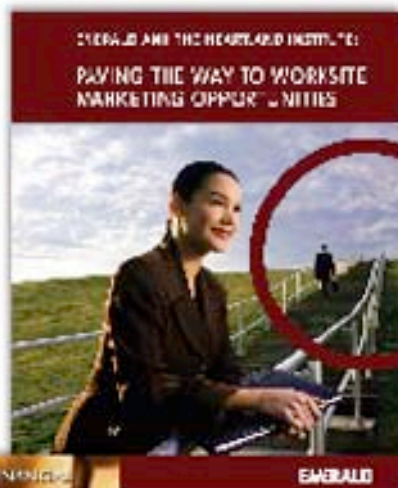
**Become a certified financial instructor!**

To help pave the way for financial education worksite opportunities, Emerald has partnered with the Heartland Institute of Financial Education, a Colorado non-profit organization whose mission is to promote financial literacy across America. The Heartland Institute provides financial education programs for businesses and organizations that want their employees to enjoy a more financially secure future.

The Heartland Program rewards trained individuals with the Certified Financial Educator (CFE<sup>®</sup>) certification, a designation recognized by FINRA and sought after by HR professionals who want a trusted professional who can present financial workshops. This program, in conjunction with Emerald's *The Complete Financial Management Workshop* marketing system, provides the perfect solution for seminar marketers to conduct co-sponsored worksite events.

The Heartland Institute is frequently contacted by companies that are looking for certified instructors. In response to this need, Emerald is engaged in a nationwide search for financial professionals who can be trained and certified to provide financial education workshops for qualified worksite sponsors.

To learn how to become a certified instructor, please contact Emerald at 800-233-2834 and ask to speak to a Marketing Consultant about the Heartland Program.



Class books used in the Heartland program



## Mainstream Millionaires<sup>®</sup>

**Tap into the growing millionaires market!**

Did you know that 70% of millionaires work with at least one financial advisor, and that many of them would like to concentrate all their financial matters with just one financial professional? With Emerald's new *Mainstream Millionaires* seminar, you can be the one they turn to for guidance.

*Mainstream Millionaires* uses an educational approach that will position you as a knowledgeable expert, build trust, and lead to strong, long-term relationships with people who are in the process of building (or have already accumulated) significant assets.

Americans who are already millionaires and millionaires-in-the-making need someone who can help them build and protect their assets. Emerald's *Mainstream Millionaires* seminar system is the vehicle you need to attract and retain this sought-after demographic.

**System components:** 70 presentation images with scripts, 24-page participant work book, coordinated marketing campaign, all FINRA reviewed



For more information on Emerald products,  
call 800-233-2834 or visit [www.emeraldpublications.com](http://www.emeraldpublications.com).

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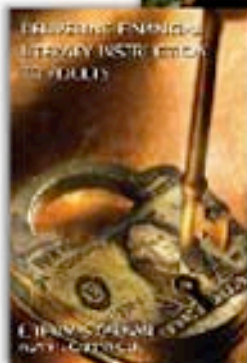
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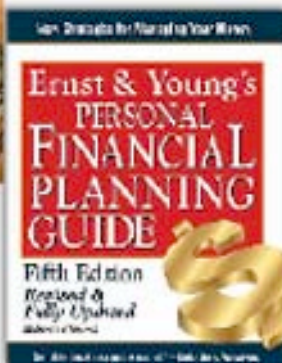
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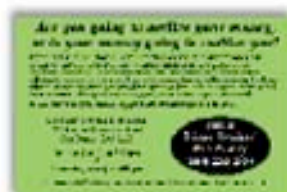
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## Generate qualified prospects with Emerald's NEW postcard programs!

Whether you are promoting a seminar event or want to drive prospects directly to your office, Emerald's new postcard programs will fit your needs.

### Promote your seminar event with a low-cost alternative!

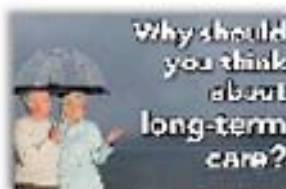
Filling your seminar seats has never been easier! With response rates averaging over 1% and pricing as low as \$0.32 each (including postage), now is the time to switch to an Emerald Mail Direct postcard program!



### Generate more business with our "Lead Generation" postcard packages!

Encourage qualified prospects to come to your office for a complimentary consultation by using one of Emerald's NEW lead-generation postcards.

Each 4x6-inch postcard focuses on a specific life stage so you can target specific groups of people. Whether you want to generate business in areas of life insurance, long-term care, retirement planning, or college funding, Emerald has a focused postcard for you!



## Coming Soon in 2009!

As we all know from industry statistics, it's imperative to "touch" our clients 12 to 18 times per year. But saying it and actually finding the time to do it are two very different things. Emerald's vision is to make the process easy and powerful.

Just imagine...a portal where you can manage your client communication at the click of a mouse. A portal that works for you 24/7/365, making sure you are touching your clients 12 times per year and giving you the ability to "touch" those clients through e-mail, direct mail, and novelty items. Now you'll have incredible variety that will include articles, calculators, flash presentations, cards, reminders, and—yes— even novelty items such as personalized pens and notepads!

Stay tuned for more information about **The Emerald Marketing Portal!**



