



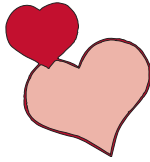
# In Touch!



Volume 4 Winter 2005  
www.thegallaghergroup.net

Gg's logo stands for the exponential power of great people. We believe there is no limit to the incredible things that can be done when talented, committed people get together to accomplish a common goal.

## Welcome Clients!



The Gallagher Group-Financial Svcs. Division is pleased to have welcomed the following new Clients in the past year:

- John Hancock Financial Network
- MetLife – DeStefano & Associates
- Geoffrey Kasher Financial
- Family Wealth Advisors
- Townsend Resources Group
- The Saffer Financial Group

For more on how we help our valued clients capture their own valued clients, please visit <http://www.thegallaghergroup.net>.

## Time Well Spent!

“Top producers spend 37.5% of their time on marketing compared to 18% for average producers,” notes C. Richard Weylman quoting a recent statistic from a cross-industry study conducted by the VIP Forum. For more ideas on how to focus your time on *good marketing* tactics and techniques, visit [www.richardweylman.com](http://www.richardweylman.com) or [www.thegallaghergroup.net](http://www.thegallaghergroup.net).

*C. Richard Weylman, CSP, CPAE*

## AMF – FAQs

Ever wonder what exactly IS an **Advanced Marketing Firm (AMF)**? More to the point, what does it have to offer your firm and what are the possible pitfalls? For an honest discussion of the pros and potential cons, visit the “Marketing” section of Gg’s website and click on “AMF Deconstructed.”

## Add a little spice...

Does your marketing plan have the Winter blahs? Find out ways to add a little spice to your approach and personalize your plan. Read Trisha’s recent article in *National Underwriter*, “Build Personality into the Mix.” The article can be accessed at <http://www.thegallaghergroup.net/html/nu-personality.html>.

## Here’s to home office programs that just keep getting better...!



GUARDIAN™

Guardian Life Insurance Company continues to offer hands on support for their growing network of marketing directors with assistance from The Gallagher Group. In 2004, Guardian held their 3rd annual Marketing Director/Sales Manager Symposium, continued to offer a series of monthly conference calls on various topics that support and guide marketing directors, and launched a Marketing Director Advisory Committee. Trisha is currently working with the Guardian team to update the Marketing Directors Reference Guide.

## Hoop, Hoop, Hooray!



Northwestern Mutual  
FINANCIAL NETWORK™

Hoopis Financial Group has something to cheer about! Under the leadership of industry leader Harry Hoopis and the capable management of CMO, Allen Weintraub, HFG can boast great results from their marketing efforts in 2004. As a result of the fee-based Marketing Assistance Program (MAP) that Allen Weintraub and Trisha Gallagher Boisvert created for the agency in 2003, **MAP participants were up an average of 24.7% in sales last year.** Network representatives not involved in the MAP program were down an average of 2.4% over the previous year. Just goes to show ya, a little marketing focus goes a long way!

## E<sup>2</sup> Marketing Idea (E<sup>2</sup> = Easy and effective!)

A good cultivation strategy involves keeping in front of people regularly with meaningful messages that build upon one another. How’s this for an idea:

- Purchase small “To Do” note pads with magnets attached that include your photo and contact information. (For source, try: [www.magnetsusa.com](http://www.magnetsusa.com))
- Rather than just mailing them out, take a moment to hand write a quick to do list on the top sheet for your prospect or client:
  - Convert term insurance
  - Check statement of values for Growth Fund
  - Call Dave to schedule appointment and share referrals!
- Be sure to follow up with a phone call to ask how many boxes your client/prospect has checked off.



http://www.nwhp.org  
 check out the National Women's History Project's website at  
 For ideas and even a celebration materials,  
**How will your organization celebrate  
 Women's History Month this March?**



**The Gallagher Group**  
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## Gg's Network is bursting with talent!

Getting the right fit to assist you in your latest project can make all the difference to its ultimate success and your stress level. If you're stumped with any of the following areas, let us know:

- \* marketing communications or writing assistance for your corporation,
- \* sales management coaching,
- \* better operations efficiency,
- \* technology outsourcing,
- \* creative design,
- \* process development,
- \* professional speakers.



If Gg can't help you directly, we'll introduce you to an experienced credible professional who can. Just give us a call at 978-521-9520 and let us open up our networking doors to you!



Need a sophisticated gift idea for your clients or board members? Check out the gorgeous

Italian leather accessories at <http://www.patinaweb.com>.

Whether it's a cozy cover for your palm pilot, a chic business card jacket or a worthy wallet to carry all the cash you will earn in 2005, Patina owner/designer Penny Ericson will set you up with high-end accessories for you or others who appreciate good taste.

Please visit Gg's website at <http://www.thegallaghergroup.net>.



For assistance with Financial Services marketing call **Trisha Gallagher Boisvert** at 978-521-9520. For assistance with Fashion or Luxury Goods marketing call **Michele Gallagher** at 212-367-9054.

*Gg Partners, Trisha & Michele at recent Gg hosted event. Luxenburg Consulate, NY.*

## Have you been hybernating lately?

There's an old saying about "doing well while doing good." Most highly successful financial professionals put this saying into action, both in business and in their communities. They make an excellent living by helping their clients achieve their financial objectives and they give back to their communities in many ways, some of which include monetary donations. Just as often, however, they give much of their time and personal commitment. They are also very quiet about these activities—maybe too quiet. By being silent about their community involvement, many professionals miss a wonderful opportunity to build their image as both a knowledgeable, successful advisor and as a caring individual. Plus the charitable group misses a chance for positive publicity about their programs and services.

### Tell Your Story!

It is easy and cost-effective to use public relations as a tool to spread the word about your community involvement. It can be as simple as putting together a press release and delivering it to your local newspapers and business journal. What's more, many charitable groups are more than willing to help you develop your press release. The basic elements are: Who, What, Where, When and Why.

**If you would like assistance or ideas in getting your story out, call Susan Bumstead Chanley, Principal, Crystal Communications Group. She can be reached at 781-587-0115 or [sbumsteadchanley@comcast.net](mailto:sbumsteadchanley@comcast.net).**

