

SUCCESS STORIES Financial Industry

OBJECTIVE:

Intelligent, relevant gifts for financial services salespeople to distribute to existing and potential customers. The main themes being: Stability, Integrity, Long-Term Planning and Trust.

BOOK SOLUTION #1



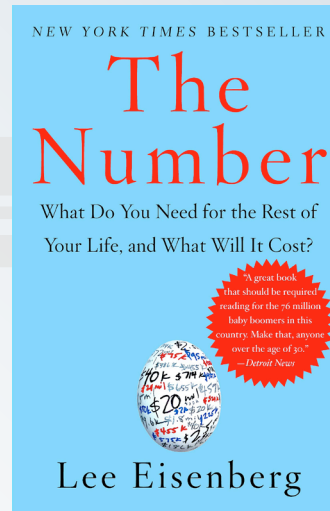
Where will you be 5 years from today?

item #: 9781932319446

The most important ingredient in financial planning is promoting a long-term outlook. This inspirational book serves as both a spark and a road map through its thought-provoking quotations and real-life stories and anecdotes.

Hardcover with jacket, 9 x 7," 80 pages
As low as \$10.95 (R) plus customization

BOOK SOLUTION #2



The Number: What Will You Do with the Rest of Your Life and How Much Will it Cost?

item #: 9780743270328

Do you know what your "number" is? It's the amount you need for your nest egg. Have you saved enough? Can you save enough? The Number will help you think about the kind of life you want, and the kind of help you need to achieve it.

Hardcover with jacket, 9 x 7," 80 pages
As low as \$10.95 (R) plus customization

BOOK SOLUTION #3



Expect Success: A Gift of Inspiration Quotation Book.

item #: 1932319123

Success is a way of thinking, acting, planning and doing that changes everything. The ultimate objective of success is to deliver great value. When real value is created, our customer wins. And when our customer wins, we win. This book inspires us to expect the very best.

Hardcover with jacket, 6" x 6", 128 pages.

Customized Books – The Solution for Your Next Promotion

In today's challenging business environment, customized books have found a unique niche – providing inspiration, communication and an emotional connection. There has never been a more important time to foster communication, provoke creative thinking and reinforce relationships with customers, employees, and prospects – customized books provide a smart and easy solution with lasting value.

