



**THRIVENT
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Connecting faith & finances for good.™



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Dear Brian,

February 9, 2015

Thank you for the opportunity to share my overwhelming excitement to be part of your Town Planner calendar. My enthusiasm for the calendar began when I first received the calendar at my residence in Maple Grove. After looking through the calendar, I knew this was a route I wanted to pursue for business.

As a financial planner, much of my business growth is through referrals and networking. Although, I also knew a marketing avenue for branding purposes is needed. This is where your Town Planner calendar, in my mind, would be a perfect fit.

After meeting with you and learning about the mass distribution channel of the calendar to every resident in Maple Grove, MN., the ability to exclusively own the financial planning space in the calendar, and truly being seen every day by those using the calendar, I knew this would be a wise investment.

The part of your sales process that I truly appreciate is your desire to learn about your clients business and how they are trying to use the calendar for marketing purposes. Through this process, you helped me to add an additional aspect to the calendar by advertising financial education sessions on the calendar date. This is truly an added bonus and I am looking forward to seeing how many of my education session participants attended due to the Town Planner.

As a second year sponsor, I am very thankful and excited about the future opportunities the Town Planner will bring to my practice. Direct new clients from the Town Planner are 4 in 2014. 2015 is off to a fantastic start as I have received 4 rsvp's to my Social Security education sessions from the Town Planner advertisements.

I am looking forward to the additional new business generated by the 2015 Town Planner.

Best Regards,

Michelle Nisbet

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FINANCIAL STRATEGIES
Focused on your goals and values

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