

WINNING WITH WOMEN

## Ideas for Connecting With Women


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### Successful events used by top advisors

Women have unique needs and perspectives, so tailoring solutions to meet those needs can help you retain your women clients and gain new ones. Listed below are initiatives from some top advisors in the industry to help you connect with women about their life concerns.

<b>Digital safety and security</b>	<p>With all the benefits the digital world has to offer, it's easy to overlook the risks. Host an event for mothers and daughters that offers ways to keep their families safe and secure online. Cover topics such as online rights and responsibilities, the savvy use of social media and identity theft.</p>
<b>Donation drive</b>	<p>Organize a used clothing drive to help those in need. Invite your female clients to an event and ask them to bring an item for donation. Encourage them to bring a friend as well so you're not only getting a prospect opportunity but also increasing the number of donations.</p>
<b>Clients with aging parents</b>	<p>Caring for an elderly parent can be overwhelming. Provide tools and resources to help tackle the tough issues, such as paying for care, finding appropriate housing and talking about money.</p>
<b>CPR seminar</b>	<p>Invite a firefighter, police officer or lifeguard to coach your clients on how to respond in emergency situations.</p>
<b>Fiscal fitness with a trainer</b>	<p>Hire a personal trainer to speak to your clients and their friends about strength training and physical fitness. Or host a yoga or spin class. Use this as an opportunity to make a connection to fiscal fitness concepts.</p>
<b>Leveraging your clients' clubs</b>	<p>You may have clients who belong to a particular club (Book Club, Bunko, Fitness Club). Consider hosting an event like a cooking class and encourage them to bring a friend from their club so they can experience it together.</p>



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<p>Art, travel, books</p>	<p>Find a local bookshop that offers lectures about travel, invite a local author to speak, or make arrangements at a local museum for a private one-hour tour. Have lunch and talk about the “art of investing” or the “journey of investing.”</p>
<p>Anti-aging techniques and tips</p>	<p>Host a workshop that addresses how to live longer, maintain energy and manage life’s stressors.</p>
<p>The ultimate triathlon: Mother, wife, executive</p>	<p>Invite a life coach to speak to women about maintaining work/life harmony. The coach can conduct exercises and drills, use questionnaires and techniques on helping these individuals find integration between professional and personal commitments.</p>
<p>Savvy women, smart investors</p>	<p>Women are faced with unique financial pressures, whether they are raising a family, caring for aging parents or saving for their own long-term goals. Host an educational event to discuss the unique and evolving financial needs of women.</p>

For help with this and any other business-building ideas, please call your MFS® partners at 1-800-343-2829.

Please follow your firm’s approval process to obtain approval for any sales ideas or marketing materials you would like to use with clients. This includes checking with your firm about industry rules and regulations regarding gifts and entertainment before initiating any events.

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