

# How I'm supporting Financial Planning Week 2011...



21 - 27 Nov 2011

## Will Mowatt, Mowatt Financial Planning.

"I see Financial Planning Week as an ideal opportunity for my business to piggy back on the IFP's national consumer campaign. It's a great way for me to increase my profile locally as well as help people understand more about Financial Planning.

OVER THE NEXT MONTH, THIS IS WHAT I'LL BE GETTING UP TO:

- Targeting local media (radio stations and newspapers). Last year my local radio station helped by featuring a different angle each day - I hope they'll do the same again this year!
- Contacting professional connections (solicitors, accountants, estate agents) with a short feature on Financial Planning Week and the power of the Financial Planning process.
- Sending our monthly newsletter to my network of 400 subscribers focussed on Financial Planning Week.
- Advert promoting Financial Planning in local newspaper.
- Promoting our video explaining the financial planning process through our newsletter as well as by social media (LinkedIn and Facebook)."



What are you doing to support Financial Planning Week 2011?

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