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FOCUS

Your Financial Marketing Newsletter
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A sense of **URGENCY** makes good sense!

Your customers are bombarded daily with negative news about the financial industry. Why not tell them that you're okay? Community banks are not the ones in trouble.

Because we feel so strongly about how community banks make a difference, we have developed a free ad for your immediate use. You will find the ad attached in this email. Simply provide it to your paper for them to insert your logo and publish.

Spread the message! Promote your bank's safety and soundness – let customers know the bank is regularly and thoroughly examined by Federal regulators who focus on financial performance, soundness and risk management. In addition to this free ad, here are some other ways to spread your message:

- ▼ Generate quarterly and annual reports
- ▼ Update your website with a confidence message and updated financials
- ▼ Use newspaper, television and radio to reach your customers
- ▼ Develop an e-Newsletter to update your customers on important issues
- ▼ Train your staff to continuously reassure your customers with positive messages that demonstrate strength and commitment for the future. Use an employee Q&A, if needed.

Now is the time to answer your customers' questions!

For help with spreading your positive message and much more, call **800-725-3800**—the bank marketing specialists at The Genesis Group.

