

You Only Get One Chance to

# Successfully Launch Your Fund



**FUND LAUNCH<sup>SM</sup>. CREDIBLE PRESS COVERAGE FROM THE START.**

**Attract investors.** Positive news coverage attracts investors, strengthens distribution and builds brand identity for your mutual funds. These third party endorsed articles add credibility to your sales and marketing efforts. SunStar will get you interviews with key journalists, resulting in new product mentions, quotes and features.

**Differentiate.** You can't afford to be another "me, too" manager. Early, discernible differentiation will increase demand, help you join platforms and get attention from advisors and retail customers.

**Month 1: Story Development & Media Training** Fund Launch begins a month prior to your launch date with SunStar's proven Media Bootcamp to help differentiate your fund's story from competitors. We work with your portfolio managers in classroom style and on-camera exercises to ensure they are at their best when working with reporters, helping them to stay on message, keep answers appropriate in length and be persuasive.

**Month 2: Media Outreach** SunStar will write a press release and distribute it via PR Newswire and SunStar's extensive proprietary database of journalists who cover mutual funds and investing. SunStar will follow-up with phone calls to key reporters to generate at least five meaningful telephone interviews.

**Months 3 and 4: Continued Outreach** Sunstar will continue to contact key journalists to persuade them that you have a good story to tell. You can expect at least two telephone interviews per month.

**In addition, you will receive:**

- Follow-up with each reporter to ensure maximum coverage.
- Story idea development and brainstorming session by telephone.
- Coaching on how to respond to inquiries when reporters call you directly.
- Ideas and strategies to leverage reprints as an integral part of your sales and marketing efforts.
- SunStar's extensive industry background and consulting for your sales, marketing and distribution needs.

**Try us out.** Fund Launch starts at only \$6,500 per month and can begin with just a four-month trial. Media training at our Washington, DC headquarters\* and press release writing fees are included. PR Newswire distribution fees are additional. Let SunStar's proven strategies help your firm and its products attract investors, strengthen distribution and build your brand.

Contact Dan Sondhelm, partner, at 703.894.1046 or [dsondhelm@isunstar.com](mailto:dsondhelm@isunstar.com).



**SunStar**

One of Inc. Magazine's  
5,000 fastest growing private  
companies in America in 2007.

\*Media training may be subject to additional fees based on the number of people, number of products or preferred location for sessions. More aggressive programs are also available. Please inquire.