

Marketing Collateral. Press Releases. Web Content. Write One.SM



Put Your Message into Words.

Strategy Development to One-off Sheets: We can step into your process wherever you need us, from developing a comprehensive marketing plan for a fund launch through writing a quick press release to capitalize on good news—or anything in-between. You'll value our marketing expertise, industry knowledge and ability to work with your compliance process.

Discovery: Our writers begin by gathering information about your vision and product, conducting one-on-one interviews with your key staff, reviewing existing materials and researching the Web.

Creative Execution: Today, almost anyone can invest in mutual funds. Your marketing materials need to be powerful, creative and understandable to attract those investors. We boil down your in-depth financial process and philosophy into compelling, plain English concepts, focusing on benefits that make sense to your target market.

Financial Writing: Keep your shareholders engaged with regular, in-depth communications on the market, your strategies and performance. SunStar's extensive network of financial writers can prepare copy for your shareholder reports, web commentaries and client or financial professional newsletters.

Get It Done: Opportunities to spread your good news don't wait. Let SunStar's Write One seize the moment by "taking the words out of your mouth" and getting them down on paper and Web sites. We'll write from a place of sound strategic thinking, creativity and an understanding of your business that results in communications that support your growth and profitability objectives.

Develop Messages that Work:

Brochures

FAQs

Press Releases

Sell/Fact Sheets

Web Content

Video Scripts

Shareholder Reports

Client Communications

Market Commentary

SunStar Graphic Design Services are also available to ensure these materials are professional, attractive and consistent with your firm's identity.

Contact Dan Sondhelm, partner, at 703.894.1046 or dsondhelm@isunstar.com.



SunStar

One of Inc. Magazine's
5,000 fastest growing private
companies in America in 2007
and 2008.