

# Custom Content With Clout

## Personalized Content to Attract Prospects and Engage Existing Clients

Written exclusively for you to utilize your voice as the driving factor for growth.

Produced by industry professionals (in only 3 days!), using a precise list of questions designed to perfectly shape your idea, custom content is shown to generate up to 3x more leads and referrals and 2x more clients.



 **Clout Insights**

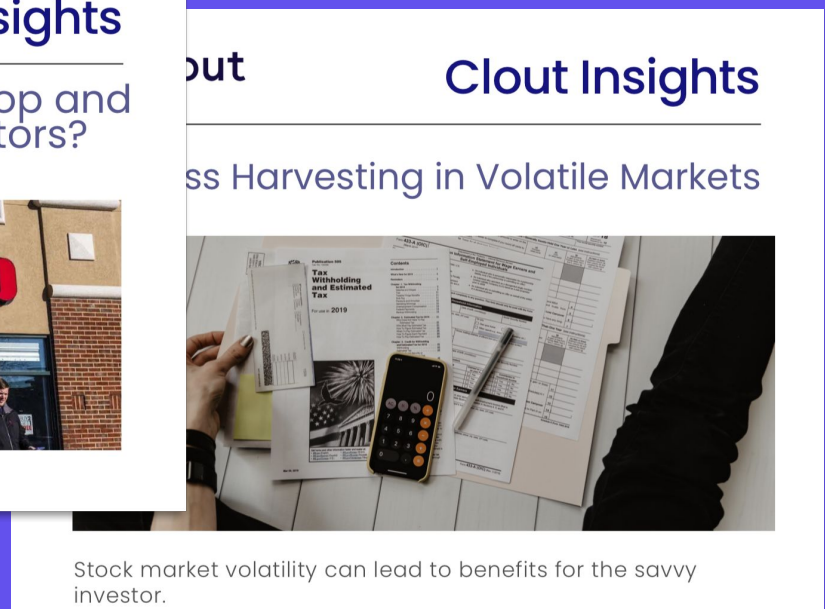
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### What Happened to GameStop and What Does it Mean for Investors?

JANUARY 28, 2021




Retail investors just went to war with Wall Street.



 **Clout Insights**

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### Tax Harvesting in Volatile Markets



Stock market volatility can lead to benefits for the savvy investor.

\$600 per month includes 1 custom content piece authored for you, white-label ready weekly market outlooks, and a vast content library on personal finance, lifestage, event-based financial planning and investing. And one step further...with Clout's unique Turnkey service, you can work with your personal Clout Client Success support to ensure this piece is posted and shared for maximum reach and maximum results.

Eighty-four percent of Americans said personalized content was very important to them when working with a financial advisor.

Source: eMoney