



## The Message

### IDEA 1—MESSAGE 1

#### GRABBER

Close More Business Starting Today

#### MESSAGE

You can.... when armed with the information you need, when you need it. Find product availability, price changes or breaking news stories that impact your clients—immediately—all in a device that fits right in the palm of your hand.

### IDEA 2—MESSAGE 1

#### GRABBER

Impress Your Boss Today

#### MESSAGE

You can.... when armed with the information you need, when you need it. Find product availability, price changes or breaking news stories that impact your clients—immediately—all in a device that fits right in the palm of your hand.

### IDEA 1—MESSAGE 2

#### GRABBER

Close More Business Starting Today

#### MESSAGE

Send orders to purchase or sell stock, options or bonds. Change the strike level of an order. Recalculate your clients' portfolio. Do this and more while you're with your client—all as you approach the 19th hole.

A message can support more than one idea and an idea can be supported by more than one message.

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