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Writing and design sample

Assignment— Win trust and
confidence of high net worth
individuals

(One-page advertisement)

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Personal and professional relationships built upon trust give meaning and satisfaction to people's lives

Researchers who study what makes people happy are discovering what people with Midwestern values have known for a long time: To enjoy a meaningful and satisfying life, a person needs to be involved in relationships that embody a great deal of trust.

At first blush, the notion of “happiness researchers” may make your eyebrows arch. Even so, the issues they raise and the cause-and-effect connections they find can stimulate useful thoughts about the choices we make and how we shape our lives.

Happiness researchers consistently find that, while financial wealth greatly expands a person's opportunities and freedom of action, financial wealth alone is not the strongest determinant of the enjoyment and satisfaction that a person finds in life. Things like new acquisitions usually produce only a brief increase in happiness because we quickly adapt to and incorporate them into our routines and expectations.

The greatest factor in a person's life satisfaction and enjoyment, happiness researchers have found, is personal and professional relationships that embody mutual trust and empathy. In the workplace, researchers have found that trust in management is the aspect of work that has the greatest effect on employee happiness.

The importance of trust far outstrips that of pay.

In times of difficulty, relationships built upon trust sustain us. Empathy and counsel from those whom we trust enable us to overcome setbacks and grow stronger.

In good times, when we achieve team and personal successes, the opportunity to share such moments with people with whom we have bonds of mutual trust amplifies our enjoyment many fold. If someone you trust helped you achieve the success you enjoy now, then you know personally how crucial that quality of relationship can be.

Moreover, success in the context of trusting relationships brings out our better selves. When we benefit from the wisdom and generosity of others, we in turn are more inclined to share with others our gifts and abilities. Being kind benefits others and adds meaning and satisfaction to our lives. In a virtuous cycle, trust, empathy and wise counsel beget success, kindness and generosity of spirit. Kindness and generosity beget more trust. The cycle grows.

In short, when a person is surrounded by trusting relationships, adversity is easier; success, more enjoyable; life more meaningful and satisfying. Researchers have found that people who enjoy positive and productive relationships are likely to live longer, happier and healthier lives.

At Trust Point, we understand that the growth and preservation of your financial and other assets is very important. We take asset management and wealth preservation very seriously. Yet, we also understand that true wealth is the meaningfulness and satisfactions that you enjoy in your lifetime and that you pass on to those whom you care about most deeply.

At Trust Point, we want the quality of interaction that you have with our professionals to give you not only the financial, tax, estate and legal results you seek, but also the counsel, empathy and understanding essential to an enjoyable life. Our values guide our actions and our interactions. We believe that satisfaction and joy are better than frustration; kindness, better than selfishness; and empathetic, thoughtful, expert counsel, better than generic advice.



At Trust Point, we hire the best and brightest people we can find. We educate them in our values and in the quality of interaction we expect them to have with you.

Our professionals do their best to gain a deep understanding of your goals and concerns. Every day we ask ourselves how we can bring our expertise and capabilities to bear in a way that adds to the enjoyment and satisfaction that you gain in life.

Trust Point professionals do not *ask* for your trust. Through our actions and counsel we seek to *earn* it.

In his book *The Politics of Happiness*, Harvard University President Emeritus Derek Bok surveys the findings and insights of happiness researchers.