**Alternate footer ideas for financial advisors who segregate their list between clients and prospects:**

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**For the bottom of your client email:**

**A couple of extra notes:**  
If you'd like to schedule an appointment, please be encouraged to schedule a time at your convenience using this link to my calendar. Or you can call associate name to schedule if you prefer to do so.

Lastly, we are planning to take on XX new planning relationships this year. I'm letting you know this because based on our experience, we’re thankful that many of our great client relationships have been a result of introductions from clients just like you. There's certainly no pressure from us, but if you have somebody in mind who you think might benefit from working with us, we'd love to have a conversation with you. Call anytime.

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**For the bottom of your prospect email:**

**Whenever you're ready, there are two ways I can help:**

1. Download our free white paper on the topic of the advisor’s choice.

2. Schedule a no-strings-attached meeting with advisor name to see if we're a good fit by scheduling an appointment here.\*\*

\*\*Ideally, the meeting link for #2 above would have some qualification questions so that you're not spending time with folks who do not meet your minimums, etc.