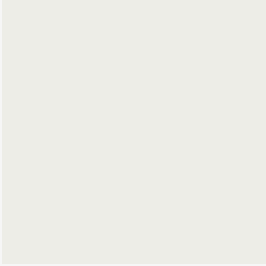
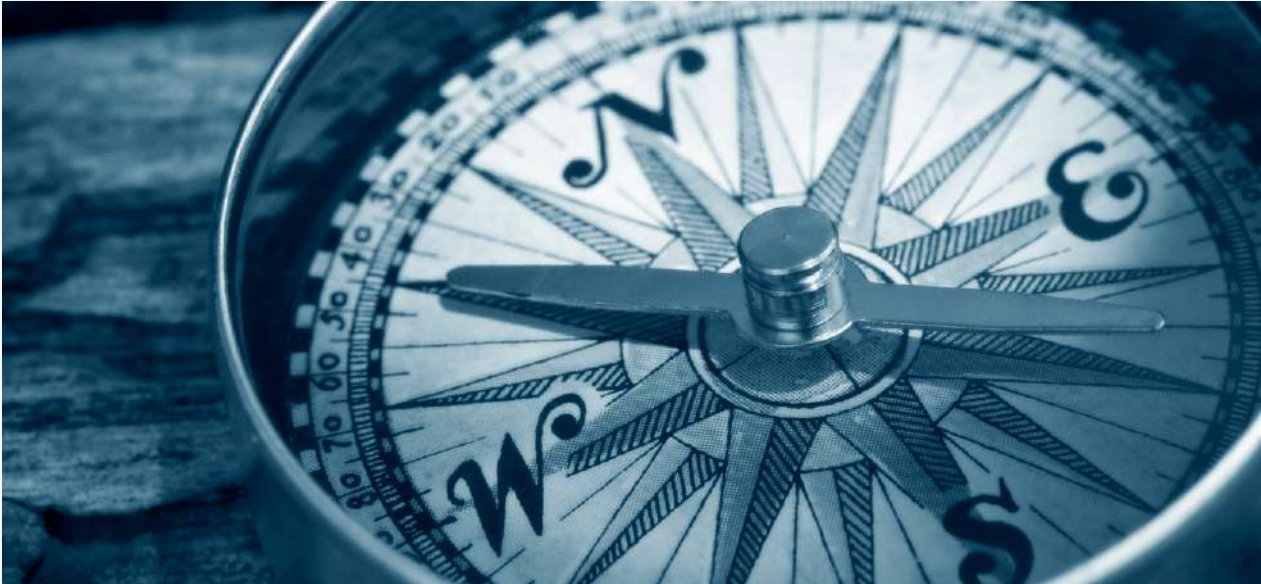


Logo and Brand Design: Seven Miles Financial Planning



HEADINGS HEADINGS
Subheadings Subheadings
Body Text Body Text *Body Text*



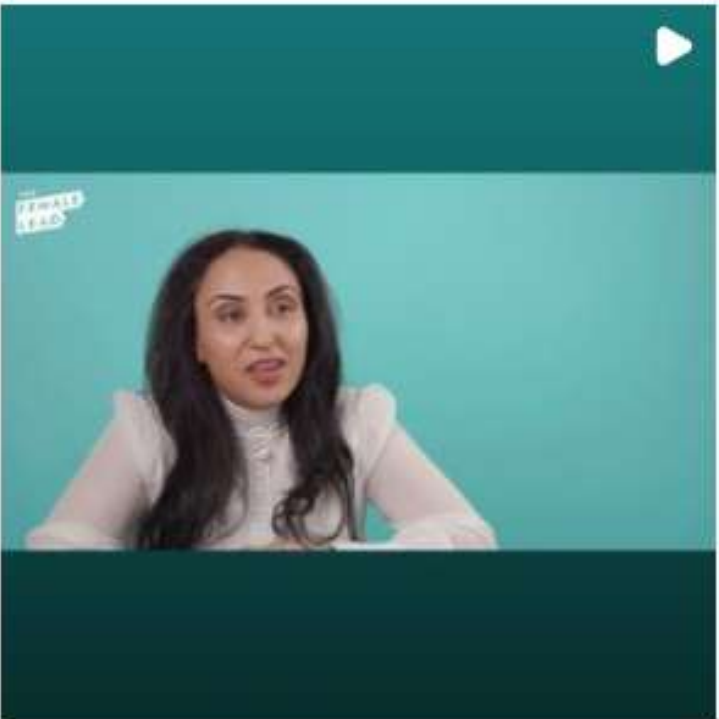
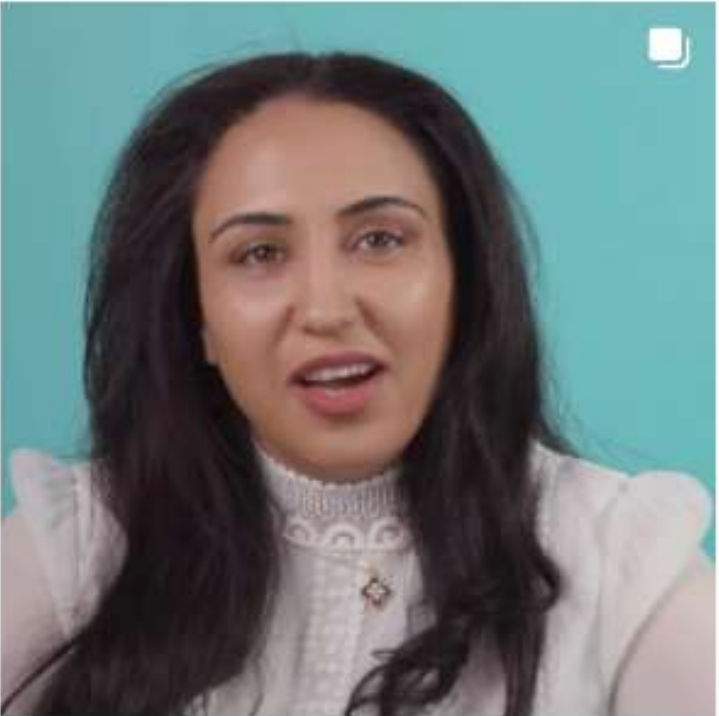
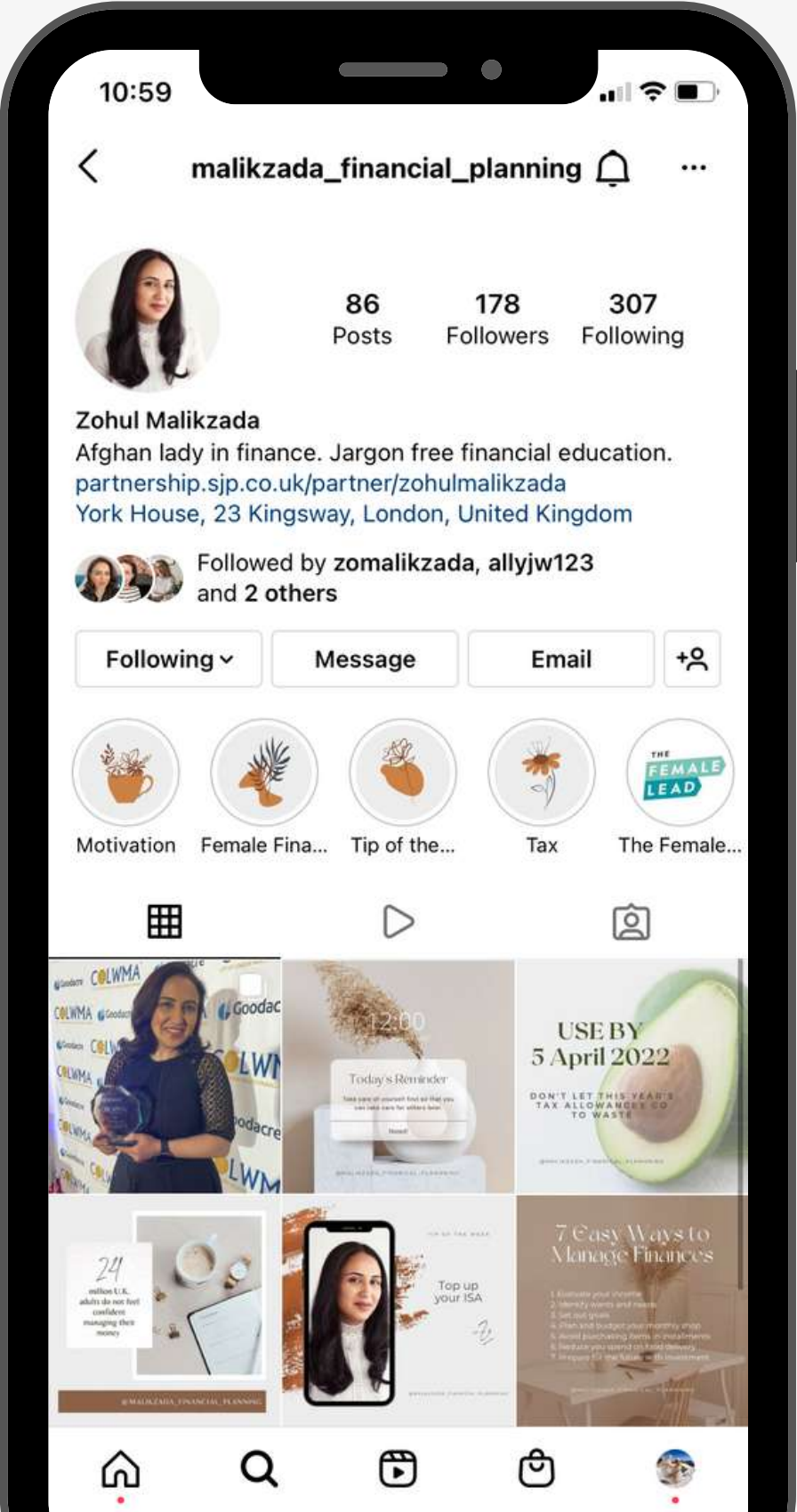
Logo and Brand Design: Vantage Wealth Management



ACCESSIBLE ADVICE FOR EVERYONE



Client Spotlight: Malikzada Financial Planning



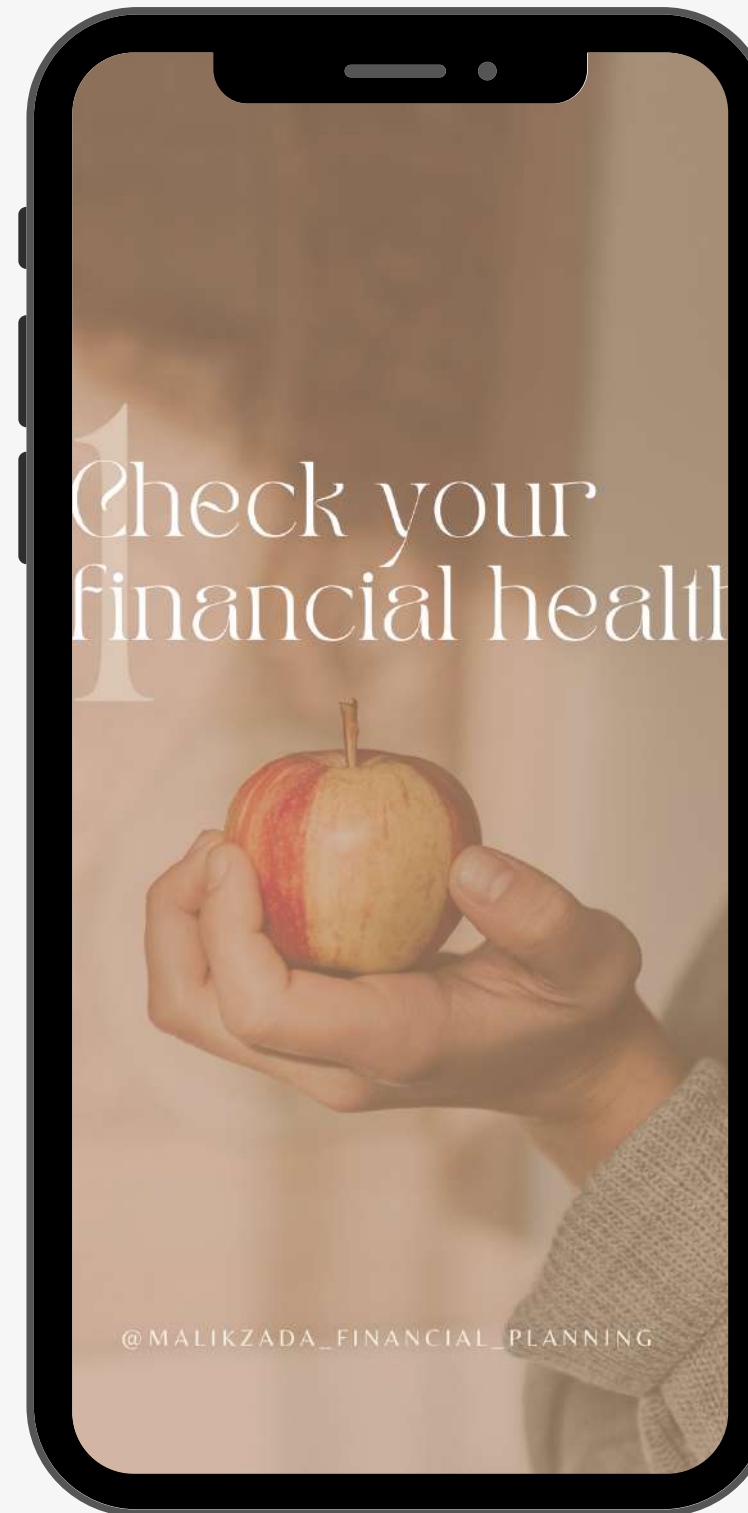
Client Spotlight: Malikzada Financial Planning

Client: Self-employed female
financial advisor.

Platform: Instagram.

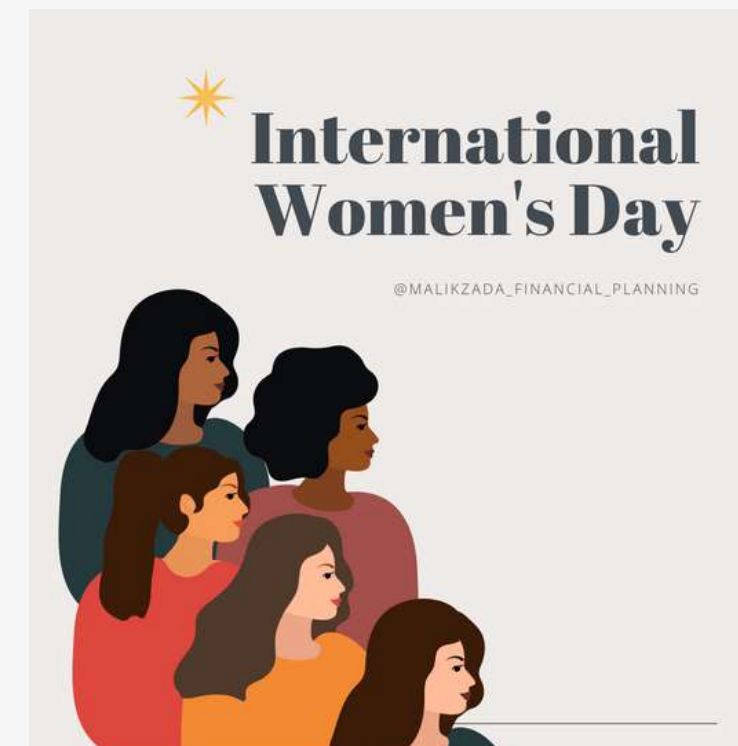
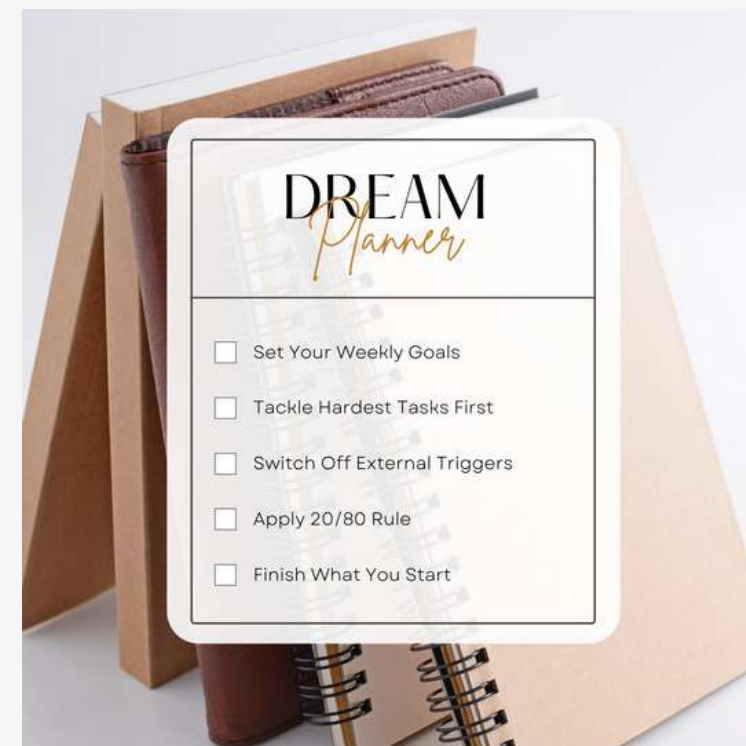
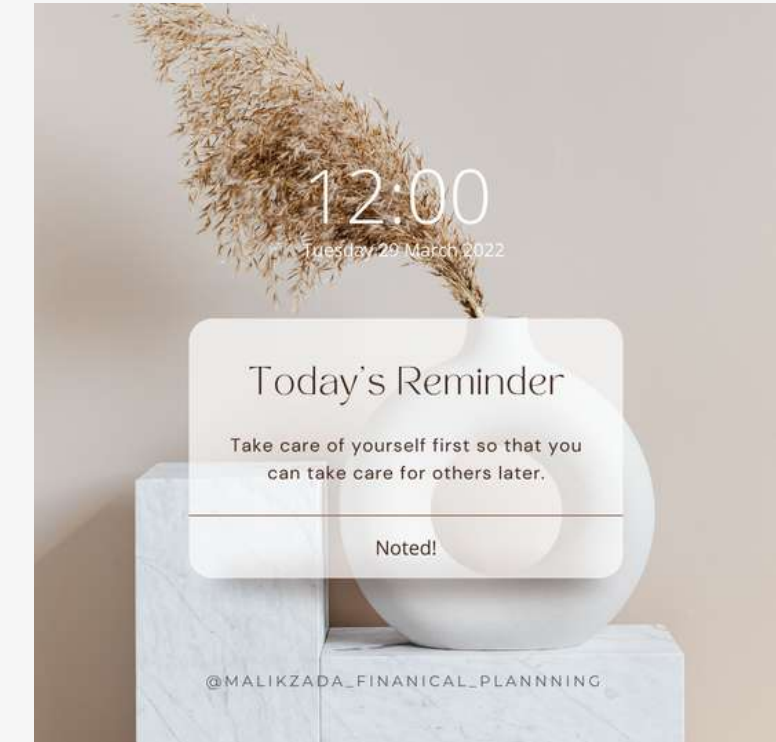
Brand Brief: Providing education and
advice to inform and empower
women. Feminine, clean, modern,
bold and relatable.

Target audience: Women and
mothers who lack financial
confidence and want to achieve
financial independence.



Client Spotlight: Malikzada Financial Planning

Client Strategy: Engage and interact with target audience. Provide informative and educational content in order to build trust and credibility as an industry expert. Open conversations that could hopefully lead onto business prospects.



Client Spotlight: Southover Wealth

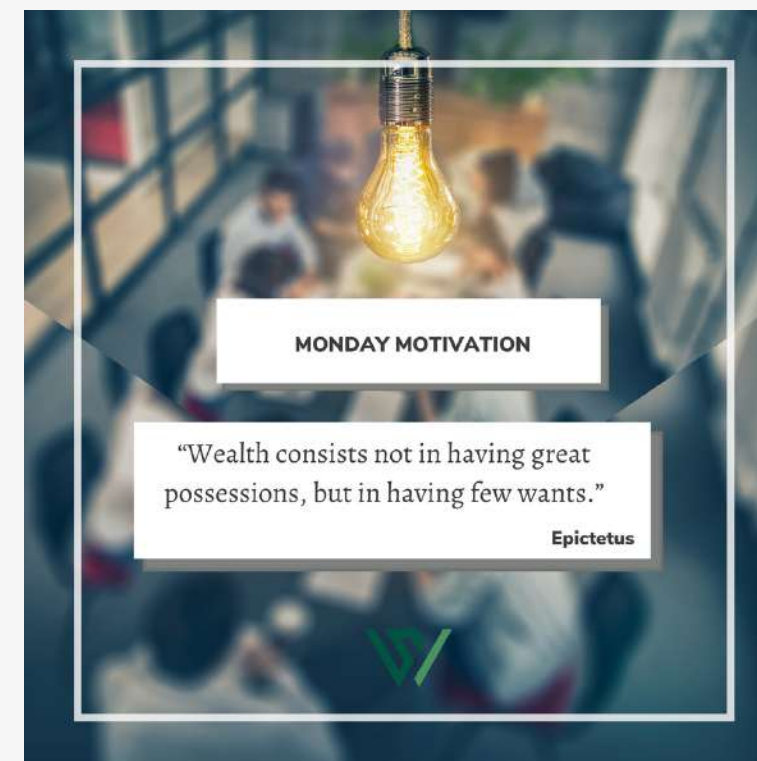
Client: Wealth management firm with a team of 5.

Platforms: Instagram, LinkedIn.

Brand Brief: London, city workers, easy to digest, eye-catching, high level educational content. banking, finance, green, trustworthy, relatable, modern, skyscrapers, windows, offices.

Target audience: City professionals who are money rich and time poor. Earn a high income, 45% tax payers, high bonuses, benefits in kind, etc who need relatable financial advice to mitigate tax penalties, invest their surplus income and maximise their retirement strategies and investment portfolios.

Client strategy: Increase brand recognition and brand awareness. Provide educational content. Generate prospects. Have a searchable and recognisable online presence.



Client Spotlight: Seven Miles Financial Planning

Client: Independent financial advisor.

Platforms: Facebook, LinkedIn.

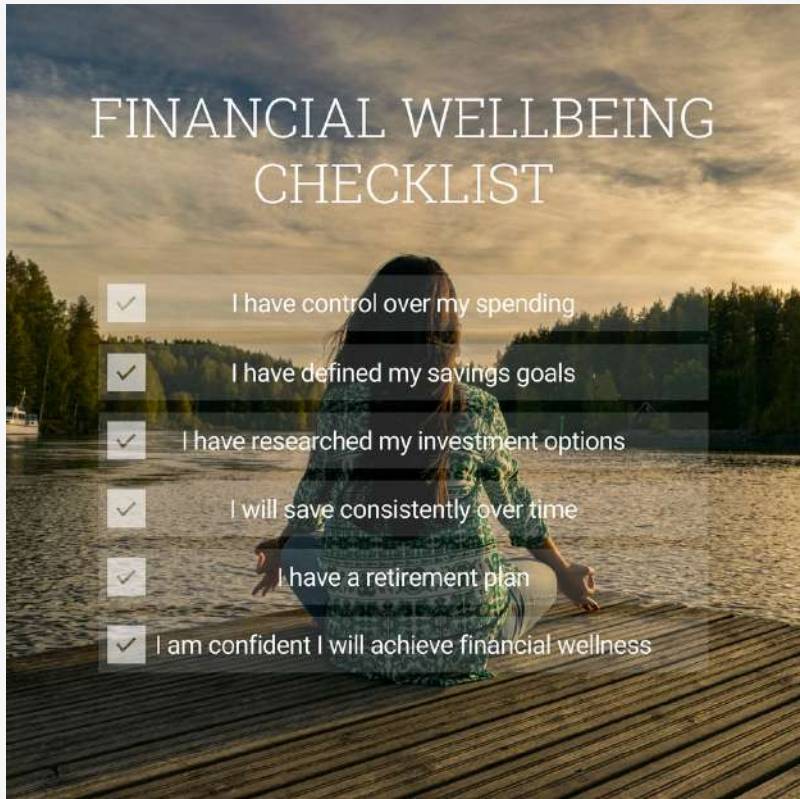
Brand brief: Traditional, prestige, credibility, trust, integrity, safe pair of hands, milestones, guide.

Target audience: There are seven milestones of life which require financial planning or

protection: funding higher education/leaving higher education; marriage/divorce; children; homeownership; retirement; incapacity/illness; end of life. Audience would fit into one of these categories.

Client strategy: Establish a brand and demonstrate the provision of a lifelong financial planner - there for every stage of your life. Use content to highlight need for financial planning at different stages of life. Generate leads through post engagement and networking through Facebook and LinkedIn groups.





Client Spotlight: Ventura Wealth Management

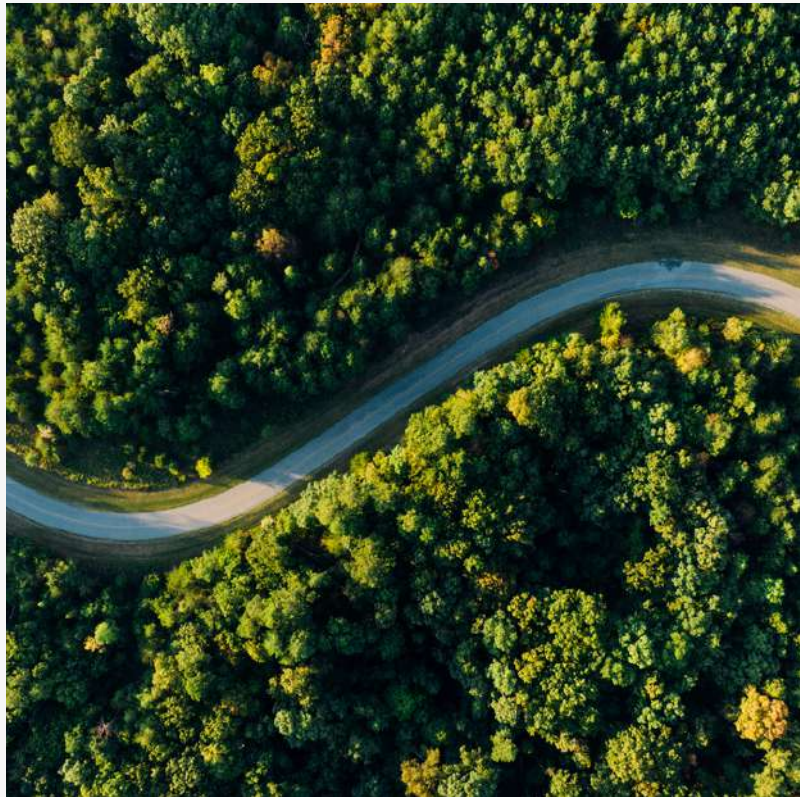
Client: Socially conscious wealth management firm.

Platforms: Instagram, LinkedIn

Brand brief: Green, trees, planet, climate change, ESG investing, using wealth/investments to fight climate change. Social, and environmental awareness.

Target audience: Investors who want a professionally managed wealth portfolio with a strong desire to invest sustainably, e.g. in green funds.

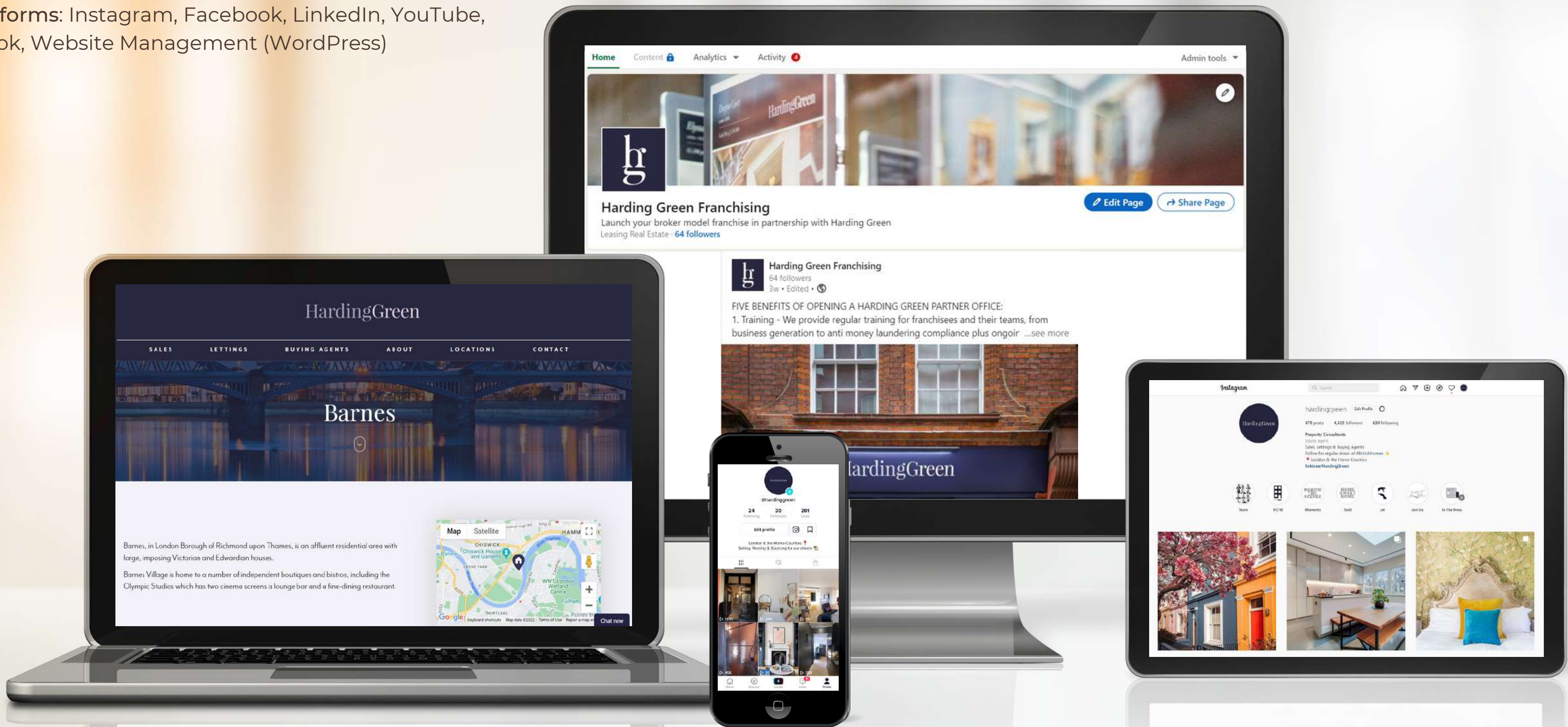
Client strategy: Increase brand recognition and brand awareness. Enforce the message that investment strategies and investing can benefit the planet. Educate audience on green investments.



Client Spotlight: Harding Green

Client: Property Consultants, Real Estate Agency

Platforms: Instagram, Facebook, LinkedIn, YouTube, Tiktok, Website Management (WordPress)



Client Spotlight: Castell Wealth Management

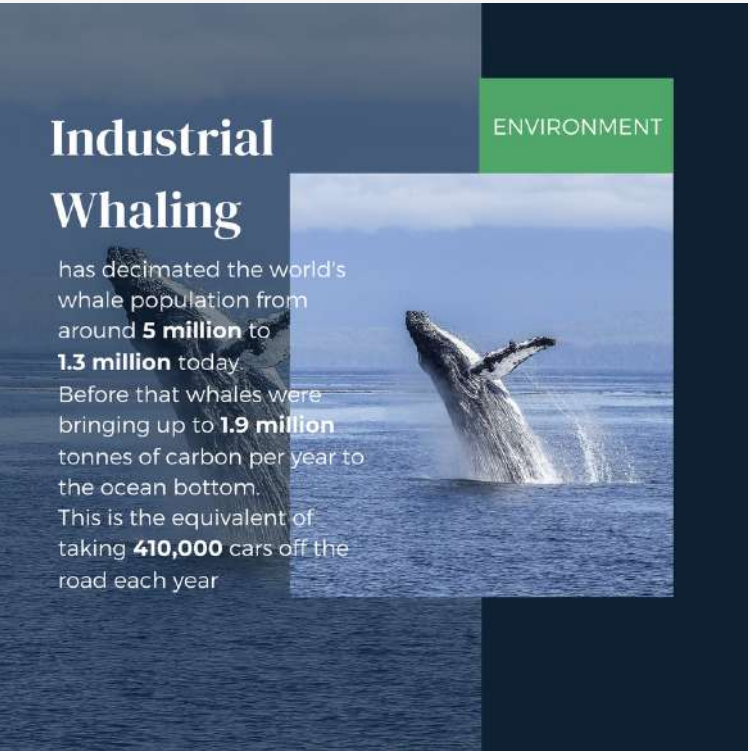
Client: City based wealth management firm with a team of 19.

Platforms: Instagram, LinkedIn, Facebook.

Brand brief: Green, trees, planet, climate change, city professionals, workers, using wealth/investments to fight climate change. Social, environmental and humanitarian awareness.

Target audience: High earning or otherwise wealthy city-based investors who want a professionally managed wealth portfolio with a strong desire to invest sustainably, e.g. in green funds.

Client strategy: Increase brand recognition and brand awareness. Enforce the message that investment strategies and investing can benefit the planet. Educate audience on green investments.



6 MONEY SAVING TIPS FOR NEW MUMS

BROUGHT TO YOU BY *Miss Money Penny* MONEY MENTOR AND FINANCE COACH



1 BABY SITTING CIRCLE

Consider setting up a baby sitting circle with your mum friends. This means date night or going out with the girls doesn't have to blow the bank.

REUSEABLE NAPPIES & WIPES

Although it might be daunting, you could trial cotton nappies or wipes. It doesn't have to be all or nothing though. Even if you just use them a few times a week while you're at home instead of out and about you'll be saving pennies and the planet. You could adopt the same approach with sustainable feminine products.



3 CHILD BENEFIT

Every family can and should apply for child benefit. You are eligible for £21.15 per week for your first child and £14 per week for each child after that. (If you or your partner earn over £50,000 then your child benefit will be subject to tax so check your eligibility on www.gov.uk/childbenefit).



4 SWAP OR BORROW

You may consider buying baby equipment such as baby baths, bouncers and buggies second hand or accepting hand-me-downs but better still, why not borrow from friends who might not be ready to sell their stuff just yet. Also consider a toy swap once your baby outgrows or gets bored of his or her toys.

5 DRY YOUR CLOTHES ON THE LINE

With little ones it's inevitable you will be using your washing machine a few times a week. But by banishing the tumble dryer you could save up to £30 a month.



6 JUNIOR ISA

You can invest up to £9,000 per year into a cash JISA for your child and the interest and growth is completely tax free. You can also ask friends and relatives to contribute for birthdays and Christmases instead of buying toys or clothes they will outgrow. The child can access their little nest egg at age 18.

Miss Money Penny
FINANCE COACH DIP PFS, CERT CII (MP)

Instagram @MISS_MONEY_PENNY_COACH

Email HELLO@MISSMONEYPENNYCOACH.COM



Logo and Brand Design: Bluebird Holidays

