

Outsourcing a communication  
project shouldn't be a . . .







# Death-defying experience.

Try the **risk-free alternative:**  
Avanza Communications, LLC.



***Move ahead***  
*with strong business content.*

# The last time you outsourced

a communication project:

Did you **spend so much time training** your consultant you could have done the work yourself?

Did you have to **totally rewrite the content** to make it work?

Were you afraid to let the firm work **with your internal customers?**

Did the company **understand your unique constraints and challenges?**

Was “financial services” **a foreign language** to them?

Did they have **a head for business?**

Was working with them just **too risky?**

**Then next time** try Avanza Communications, LLC.

We're **your risk-free alternative.**

“I found Avanza to be a delight to work with. Harry Lew understood the objectives of the project, delivered the revised product on time (in fact, one day early), and was extremely responsive to our questions.”

– Robert Redman, Kaplan Financial

**Avanza  
Communications, LLC:**  
**Risk management  
for financial  
communicators**

**Underwriting risk, prudently,  
is what insurance is all about.  
Communicators must also  
manage risk — by hiring  
outside resources that add  
value, not risk.**

The key is finding a communication resource with the skills and savvy for the job — and who understands the unique needs of your company and industry.

**Meet Avanza Communications.** We have over 25 years of insurance and financial services experience — serving more than 30 insurers such as AXA Financial, Guardian, John Hancock, MassMutual, New York Life, Prudential Financial, and The Hartford.

We've also served financial trade associations, management consulting firms, and publishing companies. Organizations such as Conning, Financial Planning Association, LIMRA International, and Kaplan Financial.

And since we know the lingo of insurance and finance, you never have to train us.

So the next time you have too many projects and too little time, consider Avanza Communications, LLC. We take the risk out of insurance and financial services communications.

Have a  
communication  
or content need?

# Avanza Communications has a solution you can count on.

Avanza is a **one-stop communication consulting and content development firm**. We consult with clients on the best way to communicate with their prospects and customers. We help them plan and manage specific communication initiatives. And we develop online and offline content that produces results.

## Our consulting capabilities include:

- Communication assessments
- Communication or marketing plans
- Program design
- Program management
- Publication management

## Our content development capabilities include:

### Marketing communication

- Marketing collateral brochures
- Web content
- Sales support tools
- Presentation scripts
- Advertising copy
- Sales letters
- Newsletter content
- Case studies
- White papers
- Executive briefs ↗



Avanza Founder  
Harry J. Lew

## Corporate communication

- Internal and external newsletters
- Executive speeches and presentations
- Intranet content
- News releases

## Training

- Curriculum design
- Course development
- Sales training
- Customer service training
- Management development training

### Give Avanza a try. You'll be in fine company.



- Aetna Life & Casualty
- AIG
- Allmerica Financial Corporation
- American Fidelity Assurance Co.
- Ameritas
- AXA Financial
- Charles Warner Company
- CIGNA
- CitiStreet (formerly The Copeland Companies)
- Colonial Supplemental
- Connecticut Insurance and Financial Services Cluster (probono)
- CNA Financial Corporation
- DirectProtect Group (division of Co-Operators, Canada)
- Financial Planning Association
- Fleet Insurance Agency (now part of Bank of America)
- GenAmerica Financial (formerly General American Life)
- Great American Financial Resources
- Guardian Life Insurance
- Independent Order of Foresters
- John Hancock Insurance and Financial Services
- Kaplan Financial (formerly Dearborn Publishing)
- LIMRA International
- Manulife (Canada)
- MassMutual Financial Group
- National Ethics Bureau
- National Life Group (formerly National Life of Vermont)
- New York Life Insurance Co.
- Nippon Life
- Principal Financial Group
- Prudential Financial (formerly American Skandia)
- Prudential Financial (formerly Prudential of America)
- RBC Insurance (formerly Business Men's Assurance Company)
- Royal & SunAlliance (formerly Orion Insurance Group)
- The Hartford

*Visit our Web site for an up-to-date list.*

Stay safe  
and sane!

# Call Avanza Communications today.

Don't bet your career on an unproven resource.  
Let Avanza Communications help you:

- Complete more communication projects
- In less time
- With enhanced quality
- At a reasonable cost

We're Avanza Communications, LLC, your risk-free  
alternative for financial services communication.



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