**You are invited to participate in a small 10-12 person focus group on [date] starting at [start time] ending no later than [end time]**

**The focus group will be held at:**

**[Firm Name]**

**[Address]**

**[City, State]**

[Firm Name]

[Address]

[City, State Zip Code]

[N**ame]**

**[Address]**

**[City, State Zip Code]**



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Future.

Financial Consultation

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The purpose of the focus group is to clarify issues to be utilized in

revising local financial advertising. The information gathered will

be anonymous. You will be compensated $50 (one per household) for your participation (snacks and beverages will be provided).

 The topics will include:

* Briefly looking at 12 topics and ranking them by priority
* Describing problems you see with the banking and financial industries
* Giving perceptions on invitations to financial seminars you receive
* Describing what you believe to be the #1 financial issue facing the public today
* Identifying financial topics of interest to Colorado residents
* Describing any credibility issues you feel the financial industry has

Please respond promptly if interested as only 12 respondents are needed.

**RSVP required.**

**You can call [phone numbe]**

Calls will be taken by the sponsoring firm of [Firm Name].

Dress comfortably and come with your thinking caps on and ready with your opinions. All information gathered will remain anonymous,

there will be no follow-up required by you.