

Storyselling For Financial Advisors

Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections, then translate their findings into understandable and practical strategies that any financial professional can use. They present actual stories, including many by Warren Buffet, one of the greatest "storysellors" of all time.

Are you ready to discover the secret to thriving in today's fee-based financial services environment? The old transactional, sales-based approach is fast becoming defunct. The real key to outstanding success as a financial adviser is helping your clients get more of what they really want from life. John Dashfield shares a revolutionary new paradigm in psychology that clearly demonstrates that your state of mind is the most significant factor in creating a growing, prosperous and sustainable 'Client-centred' practice. This book will help you build exceptionally strong, high-trust and mutually profitable client relationships; conduct powerful client conversations; become comfortable and

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effective when discussing fees; effectively engage new clients and re-engage existing ones; eliminate stress and increase your everyday enjoyment and fulfillment.

Is Barack Obama the savior of liberalism—or the last liberal president? Charles R. Kesler's spirited analysis of Obama's political thought shows that he represents either a new birth of liberalism—or its demise. Who is Barack Obama? Though many of his own supporters wonder if he really believes in anything, Charles R. Kesler argues that these disappointed liberals don't appreciate the scope of the president's ambition or the long-term stakes for which he is playing.

Conservatives also misunderstand Obama, according to this leading conservative scholar, educator, and journalist. They dismiss him as a socialist, hopelessly out of touch with the American mainstream. The fringe Right dwells on Obama's foreign upbringing, his missing birth certificate, Bill Ayers's supposed authorship of his books. What mainstream and fringe have in common is a stubborn underestimation of the man and the political movement he embodies. Reflecting a sophisticated mix of philosophy, psychology, and history, and complemented by a scathing wit, *I Am the Change* tries to understand

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Obama as he understands himself, based largely on his own writings, speeches, and interviews. Kesler, the rare conservative who takes Obama seriously as a political thinker, views him as a gifted and highly intelligent progressive who is attempting to become the greatest president in the history of modern liberalism. Intent on reinvigorating the liberal faith, Obama nonetheless fails to understand its fatal contradictions—a shortsightedness that may prove to be liberalism's undoing. Will Obama save liberalism and become its fourth great incarnation, following Woodrow Wilson, Franklin D. Roosevelt, and Lyndon B. Johnson? Or will he be derailed by his very successes? These are the questions at the heart of Kesler's thoughtful and illuminating book.

You may have heard that financial service firms aren't traditionally designed for serious growth. Well, they were wrong! Do you want to become a million-dollar financial advisor, boost client satisfaction, and dramatically expand your business? The Financial Advisor's Success Manual provides all the answers and strategies you need to do just that. Complete with proven techniques, expert insights, and practical tips to maximize your profitability, this one-stop guide will show you how to break the cycle of moderate growth by

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teaching you how to:

- Develop a differentiation strategy
- Define and implement your six core client-facing processes
- Balance the cost of services with the value delivered
- Enhance client loyalty
- Perfect your personal marketing and sales approach
- And more!

You didn't start your financial services firm with a goal of modest gains. So don't settle for that! By implementing the methodologies and strategies in this manual, you can grow your business beyond your wildest expectations--all while serving your clients better.

The Financial Advisor's Guide to Managing and Investing Client Assets

Your Blueprint for Massive and Sustainable Growth

Real Influence

Life Centered Financial Planning

The Client-centred Financial Adviser

The Excellent Investment Advisor

Heroes of Horror

Secret to sales success starts with higher emotional intelligence (E.Q.).

Improve your E.Q. and watch your sales soar! Emotional Intelligence (E.Q.) is the ability to relate to people and maintain positive relationships, and is now widely regarded as more critical to

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workplace success than I.Q. Selling With Emotional Intelligence will help sales professionals improve their E.Q. for better performance.

The Supernova Model is a client service, client acquisition, and practice management model that drives an explosive acceleration in revenue and client satisfaction by capitalizing upon the 80/20 Rule. First implemented by financial advisors at Merrill Lynch—under the leadership of author Rob Knapp—it has grown increasingly popular within the financial services industry. The Supernova Advisor skillfully outlines this proven model and reveals how it can be used to create an exceptional experience for your clients, while significantly growing your business.

A comprehensive, step-by-step process for launching your career as a financial planner. Here is everything you need to know - from getting the right credentials to getting the right clients. Over the next few decades, billions of dollars will be changing hands as millions of Baby Boomers retire. Learn how you can play an

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important role in ensuring the financial health of future generations! A common-sense approach to achieving success in one's life. Offers workable, step-by-step methods and positive visualization techniques to help readers personalize goals, trust creativity, transcend old beliefs and limitations, and transform positive thinking into positive action.

The Pocket Guide to Sales for Financial Advisors

Your Guide to a New Career Ninth Edition

How to Master Hypnotic Skills

Storyselling for Financial Advisors

Building a StoryBrand

A Framework for Avoiding the Mistakes Everyone Else Makes

The Distraction-Proof Advisor

The financial planning profession is undergoing a transformation from the historical approach of transactions and straight asset accumulation to an integrated financial and life planning strategy for customers. Your Clients for Life: The Definitive Guide to Becoming a Successful Financial Life Planner is a roadmap that financial planners can use to understand how to make the connection between financial planning and life planning. Its premise is that advisors of the future will need to deal more with

money as an element of a client's life that cannot be viewed alone.

Based on interviews with fifteen top financial advisors, each doing several million dollars' worth of business every year, this priceless tool contains universal principles to guide both veteran and new financial professionals to immediate success. The Million-Dollar Financial Advisor distills these success principles into thirteen distinct step-by-step lessons that teach readers how to build and focus on client relationships, have a top advisor mindset, develop a long-term approach, and much more. The book also features two complete case studies, featuring a "best of the best" advisor whose incredible success showcases the power of all the book's principles working together in concert, and an account of a remarkable and inspiring career turn around that demonstrates it's never too late to reinvent yourself. Brimming with practical advice from author David J. Mullen and expert insights from his interview subjects, The Million-Dollar Financial Advisor equips any financial advisor to succeed-- regardless of market conditions.

There have been big changes in consumers' buying habits, and financial services are no exception, says Cam Marston, a world-renowned expert on generational issues in the marketplace.

Understanding clients' age-based points of view is an indispensable soft skill that you can use to establish connections and make sales. New attitudes about investing break down along generational lines and this book is the definitive guide to tailoring financial services and building relationships with clients based on these new generation-specific expectations and

experiences. Whole chapters are devoted to each of the four generations - Matures, Baby Boomers, Generation Xers, and Millennials - and their unique approaches to finance and investing. Marston offers detailed guidelines and an arsenal of proven techniques to help the advisor best serve investors of all ages. Through this book, Marston conveys the changing demographics and shifting experiences that are giving many financial advisors anxiety they haven't felt since the Great Recession. But he also shares a path forward.

Most Financial Advisors fail to run their practice like a business and consequently never live up to their full potential. Even worse they find themselves trapped by the demands of their clients and unable to lift the proverbial ceiling on their income. This book will take you on a journey through the proprietary Quantum Leap Success Model built to help financial advisors achieve massive and sustainable growth. So, you want to be a million-dollar producer or dare I say it, a multimillion-dollar producer. How do you get there? The simple answer is that you need a recipe. Many financial advisors toil in mediocrity for years haphazardly trying different ways to jump-start their business. They forge their path forward by feeling, or even worse by trial and error. They waste time, effort, and money, chasing every new idea, thinking that this time will be different. This time they will become the success that they always dreamed that they could be. Unfortunately, time and time again, they find themselves stuck in the cohort of the average. The good news is that you do not have to be average anymore. There is a model to build just about everything. If you want to build a house, you would be

out of your mind to proceed without a blueprint. If you want to build a business, you can build a plan emulating the world's most successful companies. There is absolutely no difference in our business. If you want to be a financial advisor superstar, The 10X Financial Advisor provides you with a blueprint for success. In almost every profession, there is a cohort of people that make up the best of the best, la creme de la creme. The rest of the surrounding people are left looking in with wonder. How did they achieve such fantastic success? How did they get to such an extraordinary level of talent? You could very well be talking about the computer scientist that can code ten times faster and more proficient than their peers or the salesperson that earns 10x more than the others. Almost everywhere you look, there are people who have broken out of the mold of mediocrity and go on to do something truly great within their respective spheres. How about your company? At most financial firms, there is one, or perhaps a few individuals who are ten times more successful than all the other advisors. What are they doing differently than you? Has it ever felt like you work just as hard, but do not even come close to the same output? The 10X Financial Advisor will provide you with a clear, simple to follow, formulaic approach to massively growing and scaling your financial services business. By the time you finish this book you will possess the blueprint that will allow you to transform your practice and turn it into a thriving and sustainable business. You can be the one in your company that everyone else is envious of and looks up to. You will possess the knowledge to accomplish the very pinnacle of success within financial services. You can

become a card-carrying member of the 10X club.

Unlimited Selling Power

Your Client's Story

So You Want to Be a Financial Planner

The Marketing Guide For Financial Advisors

The Supernova Advisor

Behavioral Investment Counseling

How to Sell More, Easier, and Faster Than You Ever Thought Possible

Provides salespeople with information on hypnotic techniques and how to use them in sales presentations and script books to win the customer's trust and make sales. If you're an advisor, whether you need a push or not, and regardless if you're new or old to the business, this guide will help add instant value to your practice. Using the proven method author David J. Mullen Jr. has taught at Merrill Lynch and is famous for in the industry, The Million-Dollar Financial Services Practice guides aspiring brokers on their journey toward building a lucrative financial services practice. Templates, scripts, letters, and tried-and-true market action plans work together to give you the skills you need to get the appointment, convert prospects to clients, build relationships, retain clients, use niche marketing successfully, and increase the products and services each client uses. In The Million-Dollar Financial Services Practice, you will gain

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insight into practical areas often overlooked by other industry guides, including: how to work in teams, how to train sales associates, and how to handle and overcome rejection. Updated with new strategies for acquiring affluent clients, the second edition of The Million-Dollar Financial Services Practice includes tips on offering wealth management services, using social media, leveraging alumni marketing, and targeting successful relators as clients to help today's financial service professionals become top producers.

Accelerate your sales career with this how-to book from an expert in sales In Elite Sales Strategies, expert sales leader Anthony Iannarino offers his philosophy about becoming a commercial success. This guidebook provides unique insights into how to approach every sale by serving your clients from a position of authority and expertise. As Iannarino himself notes, this technique speaks to an ethical obligation towards your client, combining ethics and tactics to help place you in a position where your strengths can be fully utilized. This guidebook suggests putting yourself in a "one-up" position, where you, as the salesperson, come to a client in a position of authority and strength,

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where you yourself are qualified to offer nuanced and helpful advice to companies that have put themselves in a "one-down" position, whether that be by bad decision-making, poor understanding of the marketplace, or bad luck. At its heart, this book suggests you find the advantages that you can provide that will, in turn, help your client become "one-up" themselves in their own field and ensure they achieve the better results they need. In addition, *Elite Sales Strategies* provides readers with: A step-by-step approach for how to become "one-up" yourself and what you provide to your clients A healthy analysis of what makes a person or a company "one-down" and tips on how to course correct Strategies, tactics, and talk tracks that will provide you with what you need to become "one-up" Terminology and vocabulary so that you can approach your client with tact and decorum while still addressing the weaknesses of their system As a successful international speaker, author, and sales leader, Anthony Iannarino brings a unique set of skills to bear in this book. Iannarino's tried-and-true methodology is an ideal resource for sales professionals in all fields, as well as for executives and managers looking to improve their sales success and position

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within the business world.

Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

The ultimate guide to building high-trust, high-profit relationships and a thriving practice

A Guide to Being One-Up, Creating Value, and Becoming Truly Consultative

The New Retirementality

How to Structure and Grow Your Financial Services Practice

The Gen-Savvy Financial Advisor

The Complete Reference for Digital

Marketing, Niches, Prospecting, and

Powerful Ideas to Grow Your Business

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How Top Producers Sell

Bring your financial planning to life by bringing life to your financial planning. *Life-Centered Financial Planning: How to Deliver Value That Will Never Be Undervalued* shows financial planners and advisors how to radically improve the service they provide to their clients by tying their decisions and strategies to their clients' life events, stages, and goals. Written by distinguished financial professionals Mitch Anthony and Paul Armson, *Life-Centered Financial Planning* provides readers with practical advice and concrete strategies to revolutionize their organization and client service by:

- Focusing on what matters most to clients, rather than maximizing assets under management or pushing products
- Understanding that a strong financial plan means more than simply accumulating as much money as possible
- Building a business model that is good for everyone involved: the financial advisor, clients, and the organization
- Moving from being a commodity to being your client's trusted advisor

The book is perfect for any financial planner or advisor who wishes to adapt to the radical redefinition of financial services taking place today.

Knock-Out Networking! is based on Michael Goldberg's proven system for attracting more prospects, more referrals, and more business to the pipeline. These proven approaches have helped thousands of sales reps, sales managers, business owners, and job searchers change the way they develop relationships. And they will do the same for you!

Based on interviews with fifteen top financial advisors, this priceless toolkit contains universal principles to guide both veteran and new financial professionals to

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immediate success. The book features two complete case studies, featuring a “ best of the best ” advisor whose incredible success showcases the power of all the book's principles working together in concert, and an account of a remarkable and inspiring career turn around that demonstrates it's never too late to reinvent yourself. The Million-Dollar Financial Advisor distills these success principles into thirteen distinct step-by-step lessons that teaches you: how to build and focus on client relationships, have a top advisor mindset, develop a long-term approach and much more.

Brimming with practical advice from author David J. Mullen and expert insights from his interview subjects, The Million-Dollar Financial Advisor equips any financial advisor to succeed--regardless of market conditions.

With this latest edition of The New Retirementality, readers will quickly discover how to achieve the freedom to pursue their retirement goals?at their own pace, on their own terms?regardless of their age. Most people won't experience the same retirement that their parents did, nor do they necessarily want to. Page by page, top financial planner Mitch Anthony reveals how new opportunities will enable individuals to create tailor-made retirements. He includes new research and studies to back his insights and introduces readers to important concepts such as "wealthcare" and "return on life." Filled with engaging anecdotes and inspirational suggestions, this book will motivate readers to rethink the way they retire.

Clarify Your Message So Customers Will Listen

Knock-Out Networking!

Values-based Selling

A No-Nonsense Formula for Getting What You Want

Best Practices from Top Performing Teams

The Happy Financial Adviser

I Am the Change

Get Equipped To Build the Financial Services

Business You Want Frustrated with constantly lurching instead of confidently leading? Has your crystal-clear vision for your business become unfocused as demands and distractions grow?

You're not alone. Most financial advisors feel they don't have control of their business. There is a way to break free from the frustrations and distractions that hold you back from having the clients you want, the money you need, and more time to do what you love. Read this book and learn to: Stop reacting and focus on what matters most Create crucial habits to get your priorities done Identify key activities to find and engage new prospects/ Develop compelling conversation skills that actually work Build conviction for your process and how you help your clients "Psst...Paul

Kingsman is talking to you. Yes, I mean you! You don't have to be in business very long to habitually be distracted from accomplishing things that you know will make your business a success. Using his Olympic-winning strategies, Paul helps you focus on "your" goals, "your" future. Paul lays it out there for you. Isn't it time to work on what "you" want? Take the first step and buy this book. You won't regret it." - Deena Katz, CFP(r), Texas Tech

University "Financial advising is a highly competitive field full of distractions. Who better to guide and motivate than Paul Kingsman, an Olympic medalist, a financial advisor, and now an advisor to advisors. You'll learn the habits that separate participants from achievers." - Mitch Anthony, Author, "StorySelling for Financial Advisors"

The Marketing Guide for Financial Advisors uncovers the truth about how independent advisors really get new clients in a digital world. Learn what no one wants you to know about marketing, how to avoid wasting money on your marketing, and the secret to unlocking your marketing potential, including: Why digital marketing is so challenging in financial services How to create a website that converts Email marketing strategies for financial advisors Using social media to get in front of your ideal prospects Search engine optimization to get more traffic to your website Content strategy to start the conversation Embracing a specialty to command higher fees Using webinars to warm up prospects In this exclusive guide, you'll learn proven strategies from top advisors to grow your firm and uncover a step-by-step process to build your marketing engine. About the Author Claire Akin, MBA grew up in the financial services industry working with her father, an independent financial

advisor of over 35 years. She holds a bachelor's degree in economics and a master's of business administration. Claire founded Indigo Marketing Agency to help independent financial advisors reach more of their ideal clients. It's her mission to help financial advisors grow their firms through digital marketing.

This book, designed to be a guide for practitioners who wish to advise ultra-wealthy families, focuses on the difference between the ultra-wealthy and the 'merely' wealthy. With this in mind, the chapters devote little time to issues on which most financial advisors spend most of their time—retirement planning, IRA accounts, home mortgages, planning for college tuition, or financial planning in general. Practitioners working with the ultra-wealthy will instead need to grapple with complex tax issues, matters associated with the ever-changing world of trusts, the special world of the family office, money managers that are not available to anyone who is not an accredited investor or who enforce very high minimum account sizes, the family dynamics and human capital issues that destroy both families and wealth, and so on, all of which will be covered on a global scale in this book.

Happiness Leads To Success If you're an experienced financial adviser looking for a new approach to serving your clients, loving your work

*and building your own long-term financial security, then this book is for you. Read **The Happy Financial Adviser to: Achieve greater financial results by first embracing the science of happiness; Tear down industry barriers that stand between you and the success you deserve; Embark upon the Truly Independent six-step journey towards happiness and freedom; Reclaim your time, attract more clients and experience less stress; Be happier in business while building a secure financial future. If you feel that your work-life balance needs adjusting, or that despite helping your clients provide for their future, yours still looks uncertain, this book is the first step to getting on track.***

*Gain Control, Work Smarter, Succeed Sooner
Beyond Positive Thinking*

*How to Connect with More Clients, Enjoy More
Freedom and Make a Positive Difference*

The New Wealth Management

*Crossing the Invisible Bridge to Exceptional Client
Service and Consistent Growth*

Success as a Financial Advisor For Dummies

The Financial Professional's StoryBook

Drawing upon Howard Lashner's more than two decades of success in the financial services industry, **10 Common Mistakes Financial Advisors Make & Simple Ideas to Avoid Them** demonstrates that what many

advisors consider standard operating procedures are really missed opportunities to build better, longer-lasting client relationships. Using real-world client experiences, as well as his own, Lashner focuses on eliminating mistakes that keep financial advisors from delivering the highest-level client experience possible, and from expanding their business and client roster. The result is his philosophy on how to work with clients, and a plan of action you can implement to create a personalized client experience.

Selling is as old as civilization itself. Put in the simplest of terms, selling is the exchange of goods and services for something of value. To financial advisors, however, the sale is often seen in a negative light, and many cringe at the word "sell." Interestingly, the same advisors who shy away from the concept of selling are often those who find themselves selling every single day! Sometimes they're even participating in the selling process multiple times throughout the day--and they may not realize it. Asking for client referrals, developing strategic alliances, seeking and talking with new prospects are all obvious parts of the selling process, but selling happens every time you remind a client why

it's a good choice to do business with you, too. The fact is that most CFAs(R), CFPs(R), CPAs, and other professionals did not obtain these titles because deep down they really wanted to be in sales. Most times, their interests tend more toward data, analysis, and more solitary orientations. Selling is probably the last thing those who entered these fields were thinking of doing. They may not have considered the "people" aspect of their chosen profession; the aspect that involves sales. For this reason, and some others, turning into a salesperson seems like a negative, degrading thing. Many advisors will conjure up the picture of the slimy used-car sales guy. It's time to recognize selling as the valuable activity that it is. It is a way to: Let people know who you are and what you do well. Get your message out to those who need it. Promote your planning process, wealth management services, or investment expertise. Use your relationship skills to close new business. Take your business to the next level. If you want to grow your business, the bottom line is that you--or someone on your team--need to sell, and to sell well. This book will offer guidance on how you can sell in a comfortable and effective manner.

The authors argue against the aggressive

selling of ideas and instead emphasize listening, genuine engagement and commitment to a lasting business relationship in order to get someone to come around to one's way of thinking.

A how to guide to avoiding the mistakes ineffective financial advisors most often make Based on a 15-year consulting program that author Steve Moore has led for financial advisors, *Ineffective Habits of Financial Advisors (and the Disciplines to Break Them):*

A Framework for Avoiding the Mistakes Everyone Else Makes details proven techniques which allow advisors to transform their business into an elite practice: business analysis, strategic vision, exceptional client service, and acquiring high net worth clients. Told through the story of a purely fictional and completely average financial advisor, each chapter begins with an ineffective habit that is then countered with a discipline that improves business results and adds value. The book Details a step-by-step strategy for working through current clients, rather than relying on cold calling to form new relationships Includes anecdotes collected through both personal experience and stories relayed to him by clients and colleagues Provides question and answer segments, examples, and homework

assignments Ineffective Habits of Financial Advisors (and the Disciplines to Break Them shows you how to deliver exceptional service while generating higher revenue per client.

How to Create Happy Loyal Clients

Barack Obama and the Future of Liberalism

Advising the Ultra-Wealthy

Advising the Generations in the New Age of Uncertainty

Know Your Clients and the Rest Will Follow

Persuade Without Pushing and Gain Without Giving in

Powerful Lessons and Proven Strategies from Top Producers

A must-have reference for financial advisors In step-by-step detail, Success as a Financial Advisor For Dummies covers how a current or would-be financial advisor can maximize their professional success through a series of behaviors, activities, and specific client-centric value propositions. In a time when federal regulators are changing the landscape on the standard of care that financial services clients should expect from their advisors, this book affords professionals insight on how they can be evolving their practices to align with the regulatory

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and technological trends currently underway. Inside, you'll find out how a financial advisor can be a true fiduciary, how to compete against the growing field of robo-advisors, and how the passive investing trend is actually all about being an active investor. Additionally, you'll discover time-tested advice on building and focusing on client relationships, having a top advisor mindset, and much more. Master the seven core competencies Attract and win new business Pick the right clients Benchmark your performance Start your own firm Brimming with practical expert advice, Success as a Financial Advisor For Dummies is a priceless success tool for any wannabe or experienced financial advisor.

Learn what makes a client trust you to be their financial advisor. Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections, then translate their findings into understandable and practical strategies that any financial professional can use. They present actual stories, including many by

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Warren Buffet, one of the greatest "storysellors" of all time. These actual stories can help financial pros tap into the "gut reaction" of different types of clients. the book also includes special topics on communicating to women, the 50+ market, and the affluent.

The essential handbook integrating fear and horror into D&D play, this guide provides everything Dungeon Masters need to run a horror-oriented campaign or integrate elements of creepiness and tension into their existing campaigns.

Mainstay reference guide for wealth management, newly updated for today's investment landscape For over a decade, *The New Wealth Management: The Financial Advisor's Guide to Managing and Investing Client Assets* has provided financial planners with detailed, step-by-step guidance on developing an optimal asset allocation policy for their clients. And, it did so without resorting to simplistic model portfolios, such as lifecycle models or black box solutions. Today, while *The New Wealth Management* still provides a thorough background on

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investment theories, and includes many ready to use client presentations and questionnaires, the guide is newly updated to meet twenty-first century investment challenges. The book Includes expert updates from Chartered Financial Analyst (CFA) Institute, in addition to the core text of 1997's first edition - endorsed by investment luminaries Charles Schwab and John Bogle Presents an approach that places achieving client objectives ahead of investment vehicles Applicable for self-study or classroom use Now, as in 1997, The New Wealth Management effectively blends investment theory and real world applications. And in today's new investment landscaped, this update to the classic reference is more important than ever.

The Million-Dollar Financial Advisor Team

How to Deliver Value That Will Never Be Undervalued

A Proven System for Becoming a Top Producer

10 Common Mistakes Financial Advisors Make and Simple Ideas to Avoid Them

The 10X Financial Advisor

The Million-Dollar Financial Services Practice

The Financial Advisor's Success Manual

More than half-a-million business leaders have discovered the power of the StoryBrand Framework, created by New York Times best-selling author and marketing expert Donald Miller. And they are making millions. If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue. In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers. The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more. In *Building a StoryBrand*, Donald Miller teaches marketers and business owners to use the seven universal elements of powerful stories to dramatically improve how they connect with customers and grow their businesses. His proven process has helped thousands of companies engage with their existing customers, giving them the ultimate competitive advantage. Building a StoryBrand does this by teaching you: The seven universal story points all humans respond to; The real reason customers make purchases; How to simplify a brand message so people understand it; and How to create the most effective messaging for websites, brochures, and social media. Whether you are the marketing director of a multibillion-dollar company, the owner of a small business, a politician running for office, or the lead singer of a rock band, *Building a StoryBrand* will forever transform the way you talk about who you are, what you do, and the unique value you bring

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to your customers.

Ineffective Habits of Financial Advisors (and the Disciplines to Break Them)

The Psychology of Selling

The New Financial Advisor

The Million-Dollar Financial Advisor

The Art of Building High-trust Client Relationships for Financial Advisors, Insurance Agents and Investment Reps

Planning Your Life and Living Your Dreams....at Any Age You Want

Elite Sales Strategies