

KEYNOTE PRESENTATION



How to Really Grow Your Business *A Roadmap for Financial Professionals*

As a financial professional, you have the privilege of working with individuals, families and businesses to help them achieve their financial intentions and long-term security. But...to make these connections, you need to find and reach the right people and position your services properly. This engaging presentation provides you with the strategies needed to build a client-centered practice in specific target markets. Through a series of activities, you will uncover where you have the most connections in the marketplace and how to gain continuous access to qualified prospects on a favorable basis. You will be exposed to real-life case studies of advisors who employed a client-centered, niche market approach and how they differentiated themselves in their local marketplace. Attendees will walk away with a 90-Day Marketing Action Plan to help them gain traction and focus.

You Will Learn How to Really Grow Your Business by:

- *Understanding the difference between marketers and product-pushers*
- *Uncovering niche markets that are profitable, viable and accessible*
- *Learning the approaches to be introduced to people favorably*
- *Converting new connections into prospects*
- *Executing a 90-Day Plan to focus your results*

Suggested Presentation Time: 60 to 90 minutes

