Personal Profile Interview Samples

The following are a few examples of past PPI's that we've published.

The key to remember is that this is YOUR story and you get to tell it any way you like...with photos of yourself, your family, your team, you hosting a workshop or a dinner for your clients, playing golf or doing something you love.

My job is to make sure the story is effective and fun to read. And that it's free of any dangerous language which compliance will hate.

So have fun and be as creative as you wish.

You're going to love the result!

Call or emial me if you have any questions.
919-329-2723 or frank@maselligroup.com

Frank

I will create a fun and compelling title page with a catchy headline that pulls readers into your story

When you need a "cure" for your financial concerns... these professionals offer some powerful medicine!

The DOCTORS *are* IN

An Interview with the Ceres Financial Group

By Frank Maselli

North Dakota may seem like a million miles from the hustle and buzz of Wall Street but it's where you will find some of the best financial professionals in the nation. The Ceres Group brings together a team of professionals who develop strategies to help their clients address complex financial problems. They have a passion for helping people and a deep understanding of the unique issues facing the wealthy in rural America.

Team pictures are great. And clever or fun settings can add a personal touch.

Ceres Group has a combined experience of 150 years in the investment profession.

Who is CERES Financial Group?

We are a team of veteran professionals with a variety of skills, experience, and credentials working together to provide a wide range of financial products and services to our clients.

Does the name CERES have any special significance?

Ceres is the Roman Goddess of grain and agriculture. She was thought to be responsible for the fertility of the land. The goddess Ceres was truly a nurturer of mankind. She can be seen atop of the Chicago Board of Trade Building.

That fits your locale...with its strong base in agriculture.

Absolutely! Many of our clients are in the agriculture industry. It's a huge part of our business.

I like the medical analogy. In what ways are you like a team of doctors?

In many ways we try to take a medical center approach. A client comes to us with some financial issues or concerns and we meet with them to diagnose the problem. Then we apply the skills of one or more of our professionals to address it.

The financial industry has become extremely complex today and no one person can understand everything. By forming a team we can each master our particular disciplines and bring that expertise together for the client's bene

You can't say this but I can in phrasing the question.

So you "cure" sick portfolios?

In a way you could say that. One interesting thing that makes us different from actual doctors however, is that the "cure" today may not work tomorrow. The financial markets are always moving and changing. A prescription that helps people in a low interest rate environment may hurt them when rates rise. A financial professional cannot just create a strategy and walk away. Investing is a process of constant monitoring. We have to stay on top of all financial developments to be certain we are providing a state-of-the-art treatment for the concern.

Why North Dakota? This isn't usually thought of as a hotbed of advanced financial thinking.

Our offices are in Bismarck, Fargo, and Jamestown and we all have roots here. Most of us grew up and went to school right here. As for being a center of the financial world...that world has no real center anymore. It's all electronic. We are as connected to the markets and to the top minds in the industry as we would be sitting right at the corner of Wall Street and Broadway. There's no difference anymore.

There is also a tremendous amount of wealth here but it's not like Los Angeles or New York. Our clients are different. Their needs and dreams are different. We have a solid understanding of the financial issues

people face up here. Our experience addressing those kinds of problems would be very hard to duplicate elsewhere.

Are needs and dreams really that different in the heartland?

I suppose that at the core, most investors are probably looking for some kind of stability in their financial situation. But as an example, we may have a multi-millionaire client with ninety-five percent of their net worth tied up in a sugar beet farm. If they don't construct and execute a proper estate plan...the family may lose everything when Uncle Sam comes calling. It just takes an extra level of understanding that we have developed over the years.

What brought you all together as a team?

As we progressed through our careers we found ourselves specializing in different areas and consulting with one another to better assist our clients. In 2005 we decided to form CERES Financial Group to make all of us available to our clients. Now we are able to assist out clients with a team approach.

What services do you provide?

We have a wide variety of products and services available for our clients including retirement planning, business planning, estate planning, mutual funds, annuities, and qualified plan design, just to name a few. And if we cannot help directly we can usually refer them to another professional who can.

I will pull quotes from the article that enhance the story

Can you give me an example of how the team approach works in your group?

Sure. One of us might be working with a business reviewing their retirement plan design, I might find that the owner is not able to save as much as he needs, (which is a plan design issue) or that he is soon retiring. In this case I would be able to bring in another team member that specializes in business transition planning. By doing this we can be sure that all of the planning is done in a coordinated and efficient manner.

What is the value of working with a team like CERES Financial Group?

Our associates' credentials, training, experience, and principled approach allow us to deliver on our promise of personalized service. This provides an added level of comfort and confidence for our clients. In addition we offer ease and efficiency by coordinating all our clients' needs into one overall plan.

> "By working as a team, it allows us to provide out clients with a proven professional that can handle their unique and sometimes complex planning needs."

Talk about your website for a minute. It's pretty impressive.

Thanks...we put a bit of effort into it as a service to out clients and the communities that we serve, we have created a one-stop shop for all the information that our prospective and present clients may need.

When you go to www.ceresfinancial.com you will find out how to contact each of our financial professionals, our locations, service forms, an appointment sign up link, articles of interest, products and services that are available through us. Also you can see our newsletters, e-seminars, and even get stock quotes and a market index summary. There is also a link to the AXA Advisor website, where there is more information available and other features.

Let the question do your bragging for you

How do you market your services and find new clients?

Ironically, word of mouth is usually the best marketing strategy. For the kinds of people we are working with, most of our new client relationships come through referrals from our existing clients. We certainly don't do any cold calling or mass marketing. We do host several client appreciation events, educational seminars, and other events in our respective locations.

Candid shots enhance the personal side of your story

appreciation events, educational seminars, and other events in our respective locations.

How do you handle a referral when a client brings you a friend or relative?

We take referrals very seriously. We believe a referral is the highest compliment our clients can give us, so whenever a client gives us a name, we handle it with extreme care and professionalism. This could be our client's closest friend or an important business colleague so we make them feel very special. Our discovery and planning process is extremely thorough. After a few meetings, the referral often tells their friend (our client) that this was the most positive experience they've ever had with a financial professional. And whether or not we end up working together we've made a friend.

Everyone in the group seems to have certain certifications and advanced training in various specialties. How does this help you help your clients?

The certifications we have give us the skills we need to address problems in specific areas of finance. The overall level of expertise we have enables CERES to provide a high quality of service to our clients.

A financial professional cannot just create a strategy and walk away. Investing is a process of constant monitoring.

CFP is a designation that's short for Certified Financial Planner. This allows us to take a look at the client's complete financial picture and make recommendations based on the total situation...not just in one area.

The others designations include CLU for Chartered Life Underwriter which deal with life insurance...a critical part of all estate planning. ChFC is for Chartered Financial Consultant. QPS is short for Qualified Plan Specialist and deals with all kinds of retirement plans including 401k and self-directed plans. LUTCF for Life Underwriter Training Council Fellow.

In an era when everyone has access to market and financial information and can manage their accounts online...is there any value in working with a professional financial advisor?

You know, everyone does have a lot of information at their fingertips these days, but it hasn't helped people make better decisions with their money. In fact, it may be confusing folks more than anything.

What we bring is experience, wisdom and discipline. As financial professionals we can help you to clearly identify your financial goals and map out a detailed plan to help ensure your financial stability. We can give advice on how to allocate your investments and what an appropriate level of risk would be to suit your investment goals. Our experience suggests that most people simply cannot do this themselves. And the wealthier you are, the more complex your situation often becomes...so at some point it's not even possible or prudent to do it yourself.

You all seem to be having fun. Is that normal for financial advisors?

I don't know if fun is normal for all advisors but it seems to be for us. We genuinely love what we do and enjoy working together. When you add it all up, we get to help a lot of great people reach their goals and protect their family's future. It's a fantastic profession and we are proud and fortunate to be part of it.

Thanks folks...we're glad you are too!

The Ceres Financial Group

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Legal disclaimer as required by your compliance department.

ABOUT THE AUTHOR

Frank Maselli is one of the top trainers and coaches in the Financial Services Industry today. He's the author of three best-selling books and the founder of Financial Lifeguard Academy, an exclusive organization open to the very best advisors in the profession. This article first appeared on masterfa.com.

Complete contact information and your firm's legal disclaimer.

Other Interview Front Pages

A PASSION for HELPING PEOPLE

An Interview with Jarrett Dewelde of R.I.C.H. Planning Group, LLC

By Frank Maselli

In the often confusing world of finance and investing, Jarrett Dewelde brings clarity, simplicity and caring to his clients. He takes the time to listen and help people make sense of their world.

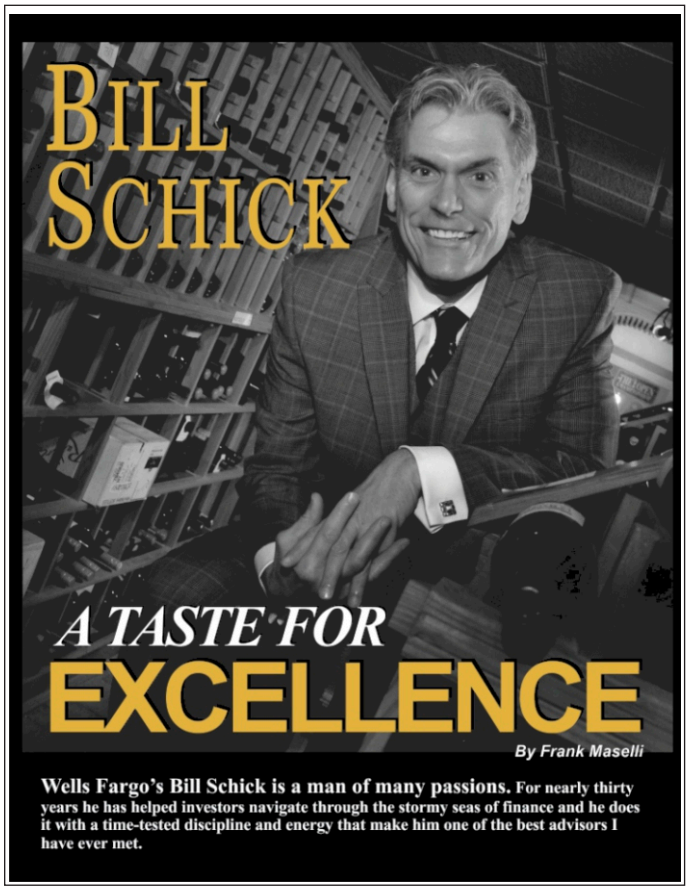
Tell us a little about your firm.

I've been a financial consultant since 2003, and I joined R.I.C.H. Planning Group, LLC in the beginning of 2006. The firm is comprised of four financial professionals, one marketing professional and an administrative assistant. We each bring unique skills to the table.

The truth is money, investing and designing financial strategies are complex subjects, and it's impossible for one person to be an expert in every area. My colleagues are all experienced professionals. By being part of a team, I have a trusted source to turn to for my clients.

These days it seems like everyone is calling themselves a "financial professional." What makes you different?

I couldn't agree with you more. Every time I turn on the TV it seems I see



BILL SCHICK

A TASTE FOR EXCELLENCE

By Frank Maselli

Wells Fargo's Bill Schick is a man of many passions. For nearly thirty years he has helped investors navigate through the stormy seas of finance and he does it with a time-tested discipline and energy that make him one of the best advisors I have ever met.

The A Team!

TAMPA WEALTH MANAGEMENT GROUP

By Frank Maselli

Other Interview Front Pages

WEALTH PARTNERS CORPORATION

By Frank Maselli

Steve Hoover

has many passions in life but two of the most powerful are the love of flying and the drive to help his clients reach security in retirement.

The skills, disciplines and training complement each other in a way his clients find very comforting. So sit back and enjoy the flight.

The Captain is in command!

So how did you get started as a financial advisor?

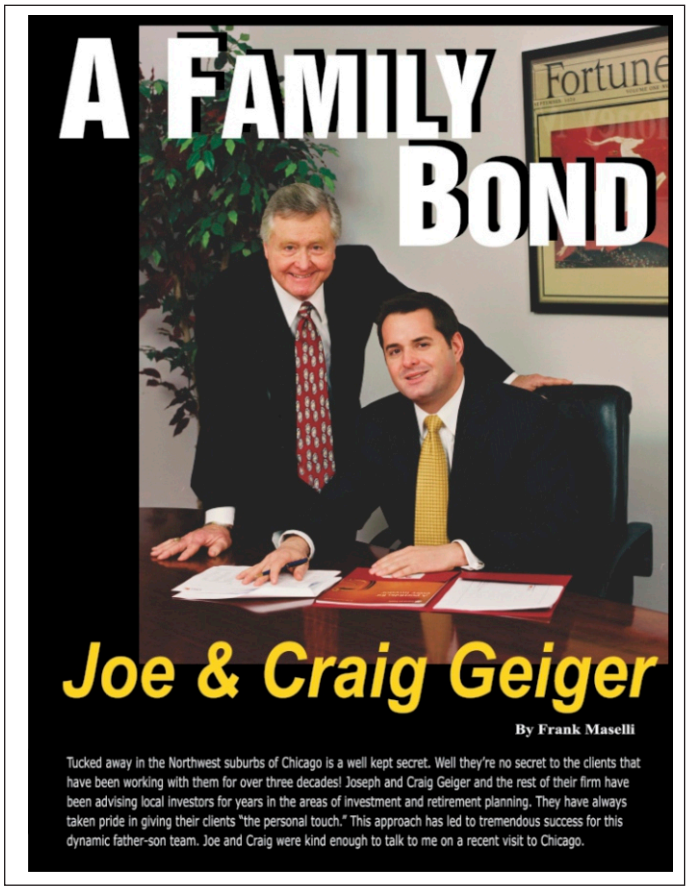
Being a financial advisor is something I love. My Dad is an estate planning attorney, so I had a front row seat as he worked with clients who were totally unprepared for life's sad but inevitable events.

I saw the pain people had as they tried to deal with chaotic finances on top of a catastrophic illness or a death. This was a double blow, and I know it doesn't have to be that way. So I decided to help.

I actually enjoy the process of working through troublesome issues with my clients and setting up a plan that will be the best shield against potential financial disasters that they could face.

Talk a little about your philosophy of investing?

My clients are individuals with their own set of needs and

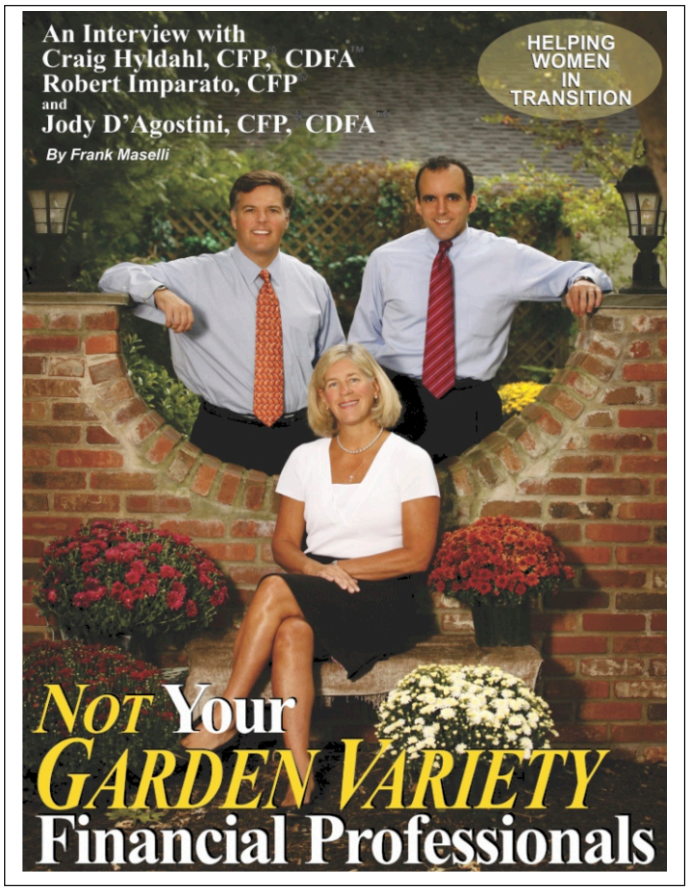


A FAMILY BOND

Joe & Craig Geiger

By Frank Maselli

Tucked away in the Northwest suburbs of Chicago is a well kept secret. Well they're no secret to the clients that have been working with them for over three decades! Joseph and Craig Geiger and the rest of their firm have been advising local investors for years in the areas of investment and retirement planning. They have always taken pride in giving their clients "the personal touch." This approach has led to tremendous success for this dynamic father-son team. Joe and Craig were kind enough to talk to me on a recent visit to Chicago.



An Interview with
Craig Hyldahl, CFP, CDFA™
Robert Imparato, CFP
and
Jody D'Agostini, CFP, CDFA™

By Frank Maselli

HELPING WOMEN IN TRANSITION

NOT Your GARDEN VARIETY Financial Professionals

At only 38 years old, Dave Kennon has reached a level of success and sophistication that other financial advisors can only dream about. He has a deep passion for helping his clients and their families succeed in a complex financial world. And he does this in a somewhat unique way in today's profession . . . by putting them first!

DAVE KENNON *A Legacy of SUCCESS!*

By Frank Maselli

You have quite a family history in this profession.

My dad has been a planner for nearly 45 years. In fact, my grandfather was in this industry for his entire career! I guess it is in my blood. I can remember being ten years old and sitting around the dinner table talking about Mr. and Mrs. Smith whom he had met with that day. He would let me help him brainstorm on the best ways to help them plan. I didn't appreciate it at the time, in fact I figured everyone talked about financial planning around the dinner table, but my Dad prepared me for success. Some people speak Spanish at home and grow up bilingual. I guess, in a way, I grew up bilingual too!

What do you do that distinguishes you from other financial professionals?

While growing your money is important, I really make an effort to give you the best possible life in