

Thriving on CHAOS

Success Strategies for Difficult Times

There are times when confusion and uncertainty drive the financial world. This causes many advisors to shut down. They stop communicating, marketing, and they head into the “bunker” to wait out the storm. This is natural, but it’s precisely the wrong thing to do.

Difficult times are when we are most needed and most valuable. It’s also the time when you have the best chance to gain market share and grow your practice.

The best solution to chaos can be found right in the acronym C.H.A.O.S!

In this program you will learn the keys to CHAOS:

COMMUNICATE - what are the critical messages you need to share with your own people today to prevent mistakes, shore up confidence and let them know you are “on guard” for them? Then how can you pro-actively reach out to new people?

HOLD HANDS - this powerful emotional process cannot be duplicated by any “robo” advisor. It’s the core of our value and it strengthens your relationships beyond measure

ACTIVITY - Now is the time for maximum effort and energy. The work you do now to secure your own client base and to reach out to new clients will pay off more than at any other time. But which activities yield the greatest results?

OPPORTUNITY - Scary times always pass but periods of great uncertainty are when the foundation for future fortunes are laid. Learn how to give clients confidence, take advantage of the herd’s fear and build potential wealth for the future.

SELL - how to intelligently and professionally market the only “product” you ever need and the only one that matters...Yourself!

A few advisor comments

“This was the best combination of information and presentation I’ve seen in my 26 years as a Merrill Lynch FA!”

“Thank you...this helped me more than any training program I’ve ever attended.”

“Extremely relevant...Frank was both informative and inspiring!”

“Climb Mt. Everest and at the top you will find Frank Maselli teaching Financial Advisors how to grow their business!”

“Awesome, upbeat and inspiring!”

“Frank’s message is profound, funny, accurate and timely and his delivery is electrifying!”

“The man knows the business. He will rock your world!”



Frank Maselli is a former U.S. Army officer and a 35-year veteran of the Financial Services Industry. He’s written three best-selling books and trained thousands of advisors in advanced marketing techniques. Frank helps advisors grow in a modern way and have more fun doing it. He captivates audiences with intelligence, passion, and humor that inspires people to action! He’s been voted as the “Top Industry Speaker” for 7 straight years!

