



The Lifeguard in the Storm

A Bolder WHY for a Bigger World!

The Financial Services Profession has undergone a massive evolutionary shift and the old-school sales mentality of the past is dead. We are so much more valuable than we think but we need new ways of interacting with clients and prospects that reflect that amazing value.

This program will arm you with a powerful set of skills that will not only make you more successful, but will allow you to have more fun and work with more passion than you may have thought possible.

It's time to reach out boldly...stop selling and save more lives!

We will answer a few major questions:

- ✦ Beyond the obvious changes, what's really happening to our industry and our profession?
- ✦ What is a "WHY" how can having a powerful one help me stand apart from the crowd?
- ✦ What does it mean to be a "Lifeguard" and how are we truly a "life-saving" profession?
- ✦ How bright is the future and how can I insure my success as a modern advisor?
- ✦ What specific tools and skills do I need to enhance or start learning right now?

You will also learn:

The 10 Steps to Becoming a Lifeguard

Start with Conviction: How to build a powerful belief system that strengthens your entire business

Work with Passion: How to tap into the amazing engine that drives activity and greater joy every day

Invest in Yourself: How to intelligently put time, money and effort back into the business to maximize ROI

Be Disciplined: How to structure and organize yourself and your team for greater effectiveness

Thrive on Chaos: How to help clients navigate trouble and let them know that you are on guard for them

Communicate: Three advanced strategies for taking your interpersonal skills to a professional level

Target Market: How to find and penetrate pockets of wealth that are untapped by other advisors

Master Referrals: How to maximize this most critical business skill set in a totally modern way

Build Your Team: How to find build the right kind of team that enhances your strengths

Build Your Brand: Why and how to build a bolder identity that differentiates you from every other advisor

All attendees receive a free **Advisor Toolbox with dozens of actionable items to help them implement the new skills*



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!

