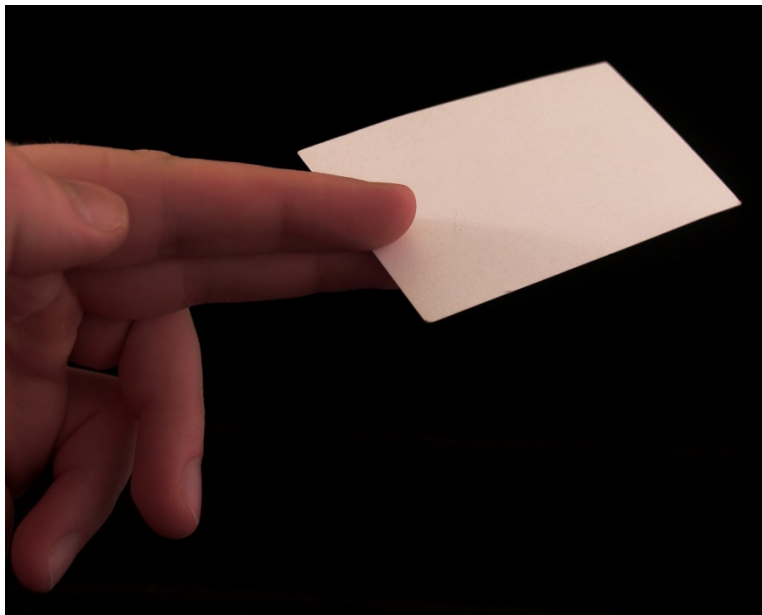


Successful Marketing



Learn how to grow an exceptional practice,
whether you're just starting out
or want to attract more clients and profits to your
existing practice



About This Manual

The most important secret you need to know about marketing is that it's not what most people think it is. It's not convincing people they need anything. Marketing is about helping your prospects get what they want.

It's about giving your prospects the information they need and want about how you can help them. It's about becoming the person they think of first when they are ready to take action on their financial problems.

Marketing is a job that will never end. When you're starting out, it takes 100% of your time. When your practice is self-generating, it will take more like 15% of your time. Our goal with this module is to help you use your marketing time and resources most effectively. This module will:

1. Provide an overview of key marketing and sales concepts.
2. Highlight the ACA "high-road" approach to marketing.
3. Provide ideas you can use to create your marketing plan.
4. Instruct you how to best use the ACA Marketing Tool Kit.
5. Help you attract new clients and keep the ones you have.

Just as you have invested (and will continue to invest) time and energy into gaining the knowledge and developing the skills to be an effective financial advisor, you are going to need to invest time and energy into learning about marketing to become a successful business owner. This module is just a start. There are many excellent books, teleclasses, e-zines, coaching programs, and seminars that will help you develop your marketing muscle.

Make the commitment now to devoting time every week to improving your marketing and sales know-how.

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