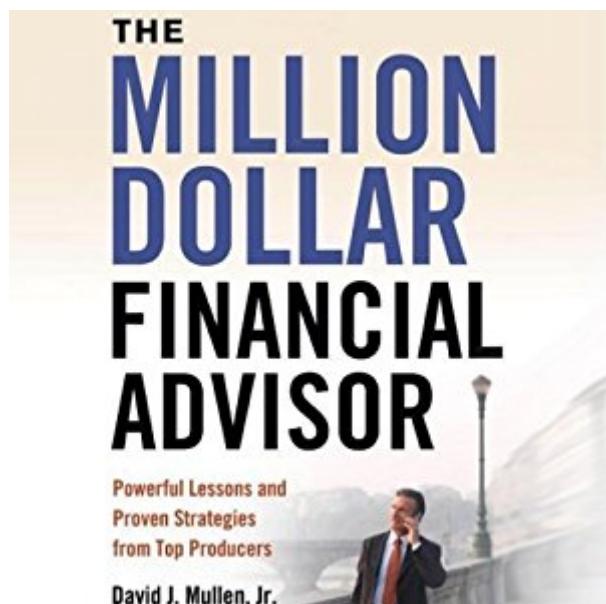


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# The Million-Dollar Financial Advisor: Powerful Lessons And Proven Strategies From Top Producers



## **Synopsis**

The best financial advisors are well equipped to succeed regardless of market conditions. Based on interviews with 15 top advisors, each doing several million dollars worth of business every year, *The Million-Dollar Financial Advisor* distills their universal success principles into 13 distinct lessons. Each is explained step-by-step for immediate application by veteran and new financial professionals alike. The book also features two complete case studies. First there is the "best of the best" advisor whose incredible success showcases the power of all the book's principles working together in concert. The second is an account of a remarkable and inspiring career turnaround and demonstrates that it's never too late to reinvent oneself. Brimming with practical advice from the author and expert insights from his interview subjects, *The Million-Dollar Financial Advisor* is a priceless success tool for any and all financial advisors.

## **Book Information**

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## **Customer Reviews**

The follow on book to David Mullen's "Million Dollar Financial Services Practice". This book focuses on 15 separate advisors, and 13 lessons that can be learned from them. These 13 lessons are specific and actionable, and backstopped with stories and anecdotes from successful advisors with broad geographic and practice areas. The book is a good complement to the original, and there is a motivational component to the book that makes you feel as a reader that the implementation of these strategies is both possible and practical - as well as the fact that these are multi-million dollar producers who actually did it, all over the country and in many different practice areas. The book is

well written, easy to read, and has short checklists and summaries at the end of the lessons that will help focus the implementation of the practice development plan laid out in the two books. Definitely worth the read.

If you are looking for ways to market yourself and manage clients this is a great book. This book is full of strategies used by successful wealth managers. You will find lots of information to help you develop or enhance your pitch book. This book less on strategies to build or manage wealth and more focused on how to land affluent prospects, manage your clients and get referrals.

I am only on chapter six, but it has been very enlightening. The book has helped me become focused and revisit my business plan so I can start building the practice I have envisioned when I started rather than what it has become. I have built my confidence, raised the bar for the clients I am looking for, and implementing strategies to grow my business to what I dreamed of...This is a must read if you have not yet achieved the success for your practice which you desire. It gives real life guidance as to how you can grow your practice to what you want it to be, not generic information like most books. I see myself reading this multiple times....may update as I implement new strategies from the book.

The concepts were intuitively presented and discussed. The book was an amazing and insightful reading experience for me as a young advisor.

Read this book if you want to become a financial planner. This book shows you in details about the psychology and practice of good financial advisory services. Having understand this book, you can also use the knowledge to find a good financial planner for yourself.

This book is well organized with tactics to help you succeed in the industry. The individual stories help relate how you can apply this to your individual practice.

Very informative.

Outstanding advice for anyone aspiring to be a million dollar financial advisor. There's a wealth of great information in this book.

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