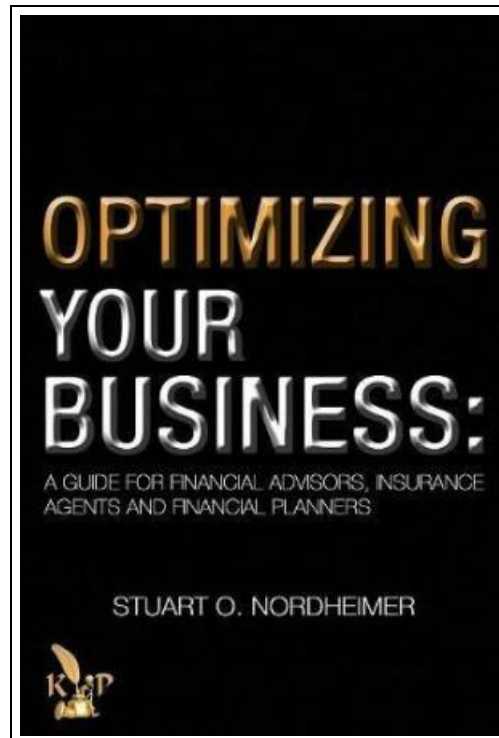


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Keith Publications LLC, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. I find it rather startling that somewhere between 97 percent and 98 percent of FAs are not actively marketing their services. Or the reverse of that, less than 3 percent of FAs actively market their services. Some of the people who pick up this book are among the active marketers, always on the lookout for new or better tactics and strategies. But most are looking for anything from a quick hit to a full marketing plan. In this section I provide some background information, plus around three dozen things you can do to market your services. At the very least, pick some that fit into your view of yourself, but also don't be afraid to step outside your comfort zone, at least a bit. That's when we tend to get our greatest growth. In this section we first discuss a technique that virtually every FA needs, followed by background information related to all that follows, and then finally to the approximately three dozen marketing tactics and strategies. FAs tend to be more garrulous than most other groups of people, so there's a very good chance you get a bit carried away talking with your clients and prospects, which could lead to you talking yourself out of some sales, or depriving you of valuable information your client or prospect would have revealed. This tends to be a problem more for male FAs than female FAs, but neither gender is invulnerable to it. In the case of men, we seem wired to try to solve problems, and often jump in with solutions. Additionally, it's even more important to control our urge to provide solutions. I'd like you to try...



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