Todd Bramson personally invites you to attend . . .

Real Life Marketing and Practice Management Training Series

Friday, February 13, 2009

7:15-7:55 ....Registration

8:00-8:15 ....Welcome and Introduction: Edward G. Deutschlander, CLU, CLF, Co-President and COO of North Star Resource Group

8:15-9:00 .... Module 1: Motivation, Marketing, and Positioning: A discussion on why this is a fantastic time to be in the Financial Services Industry and why/how excellent marketing best positions the advisor for success.

9:00-10:00 ...... Module 2: The Pyramid of Financial Needs: This is a discussion of The Pyramid of Financial Needs, that Todd designed, and still uses. This method of presenting and organizing a financial strategy is the cornerstone of Todd's success.

10:00-10:15..... Break

10:15-11:15.....Module 3: Referral Techniques that Work: Todd's "Assumed Referral Technique" is discussed in great detail, including how to gather names, organize them, and turn a completely cold list into interested referred prospects.

11:15-12:15 ....Module 4: Practice Management (Basics and Advanced): Why reinvent the wheel when Todd has done this for you? I'll share all of my ideas on how to build a successful and profitable practice, with the focus on continuing to increase your dollar per hour value.

12:15-1:00....... Lunch

1:00-1:30 ....Question and Answer from Morning Sessions

1:30-2:30 .... Module 5: Analogies and Stories: Personal and transferable stories and ideas that take complex problems and educates and motivates prospects and clients to take action to improve their financial situation.

2:30-2:45 ....Break

2:45-3:30 ....Module 6: Life Insurance 101: Life insurance is a versatile financial tool. This module helps to take this complex product (life insurance) and correctly explain, position, present and incorporate into a comprehensive financial strategy.

3:30-4:30 ....Module 7: The Assembly Line Mind: This unique and visionary module explains Todd's theory on efficiency. "Basically, anything that you do more than once, should be automated!"

4:30-5:00 ....Question and Answer

5:15-8:00 .... Reception at The Bulldog

Saturday, February 14, 2009

8:00-8:30 ....Check in

8:30-9:30 ....Module 8: Wisdom versus Information: There is a lot of information "out there"... but not a lot of wisdom. This module helps you filter through all of the inefficient information and pick out the real nuggets of wisdom that Todd has found over his 25 year career.

9:30-10:30....... Module 9: Embracing Technology to Save You Time & Money: If I can do it, anyone can! I'll share with you every technique I use for building and maintaining a national financial planning practice that can be run from anywhere, anytime.

10:30-10:45..... Break

10:45-11:45..... Module 10: Target Marketing: This takes Modules 1 and 2 to a whole new level. How to pick/open/broaden a target market? The goal is the ultimate compliment, an unsolicited referral! I'll show you how this has worked for me.

11:45-12:15.....Brief Lunch Break

12:15-1:15.......Module 11: You Can Have It All: This original presentation of this session was to over 1,300 advisors at an MDRT break out session. You will learn Todd's three pronged goals are not mutually exclusive. You really can Grow Your Business, Work Less, AND Have More Fun... ALL at the same time!

1:15-2:15 ....Module 12: Partner With the Media to Gain Instant Credibility: This advanced session merges many of my experiences including over 130 LIVE segments on our local NBC channel as their "Financial Expert", a Medical Economics Editorial Consultant, and Creator and Author of the Real Life Financial Planning book series. You will learn how to get quoted and published in the media, and use that to grow your business.