

ARE YOU READY TO PROPEL YOUR BUSINESS TO THE NEXT LEVEL?

Then you can't miss **The Catalyst**, a two-day intensive devoted to helping you harness the power of digital marketing and designed to help you achieve radically greater results through the strategic automation of key elements of your practice!

When you attend **The Catalyst** at Advisors Excel's headquarters, you'll walk away with more than big ideas and promises. You'll leave this event with a road map for implementing time-tested digital marketing strategies, designed by some of the top names in the business, to set your practice on a path to exponential growth. Plus, you'll discover how you can systematize your sales process and practice from two of Advisors Excel's producers, who gathered over \$329 million in combined total assets last year alone.

Take a look at the lineup poised to help you activate your full business potential at
THE CATALYST.

THE
C A T A L Y S T

PAT QUINN

WORLD-CLASS PRESENTATION COACH,
PROFESSIONAL MAGICIAN AND TEACHER



With over 30 years of entertaining, inspiring and educating audiences under his belt, Pat Quinn is no stranger to the stage – or the power of performance. His experience as a professional consultant and speaker has helped world-famous personalities, ranging from Olympic athletes to New York Times best-selling authors – and countless attendees at conferences around the world – to master their presentation skills and captivate audiences.



JOEL JOHNSON, CFP®

MANAGING PARTNER, JOHNSON BRUNETTI

Known as "The Rainmaker," Joel Johnson has been Advisors Excel's No. 1 producer for three years running and leads a Connecticut-based firm with \$450 million in AUM and over \$233 million in total new assets gathered in the past year (including \$115 million in annuity business). To top it all off, Johnson Brunetti made the 2016 Inc. 500/5000 list of the fastest-growing private companies in America. Joel has achieved this level of success using his Rainmaker model, and at **The Catalyst** he'll be walking you through every step, including:

- His proprietary "Money Map" sales and appointment processes
- His strategic use of marketing funnels
- How to build a business based on your unique abilities



MICHAEL D. REESE, CFP®

CEO, CENTENNIAL WEALTH ADVISORY, LLC

Mike Reese has discovered the keys to consistently moving prospects to action. In addition to leading his firm to more than \$97 million in total production in 2017, Mike has spent years training over 250 of Advisors Excel's producers on the finer points of sales and marketing. At **The Catalyst**, he'll share with you:

- The critical conversations you must be having in every first and second appointment
- How to use stories to connect prospects' hearts with their minds.
- A detailed understanding of how to leverage technology to help guide your clients to better wealth management



JONATHAN MUSGRAVE

CHIEF DIGITAL MARKETER, STEEP DIGITAL MARKETING

Why continue to rely on expensive and increasingly ineffective direct mail to drive prospects to your seminar? Jonathan Musgrave has deployed thousands of digital marketing campaigns for advisors across the country, and he knows what works and what doesn't when it comes to cost-effective, results-oriented digital marketing.

Jonathan is a veteran of the financial services industry, understanding the challenges advisors like you face, and at **The Catalyst**, he'll share:

- Common myths surrounding social media marketing
- How to get the most bang for your buck with direct response digital advertising
- How to use strategic digital advertising to put your next event on cruise control – while significantly decreasing your costs and increasing your results

L Y S T



LET THIS EVENT BE THE CATALYST TO REACH FOR GREATER RESULTS IN YOUR BUSINESS.

**Call today at 866.363.9595
to reserve your spot!**

ONLY 60 TOP PRODUCERS WILL GAIN ACCESS TO THIS HIGHLY EXCLUSIVE EVENT, SO DON'T DELAY – CALL NOW!



BONUS

Learn the keys to converting over 85 percent of your seminar attendees into appointments – gleaned from groundbreaking research on why over 3,000 surveyed seminar attendees actually choose to meet with advisors!



The Catalyst is designed for those producers who are licensed to both solicit and negotiate the sale of insurance and provide investment advice. The Catalyst is designed to provide general information only on the topics covered; producers are ultimately responsible for the implementation and use of the information.

The unique experiences and relative success of The Catalyst presenters may not be representative of the experience of all financial professionals. Results from the use of the concepts and strategies shared at The Catalyst are no guarantee of your future success.

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LOOKING FOR THE SPARK THAT
WILL IGNITE METEORIC GROWTH
IN YOUR BUSINESS?

