



The Credibility-Building Platform EXPERIENCE  
for Financial Advisors

## PREPARING FOR YOUR REDCARPET INTERVIEW AND THE ADVISOR THOUGHT LEADER SUMMIT IN CHICAGO NOV 9 & 10, 2018

In preparation for the Celebrity Platform Day Nov 9 in Chicago:

1. Think about the questions you want our television personality to ask you during your 2-minute red carpet video. **Bring your questions on a piece of paper or hand her your smartphone / iPad with your questions displayed as you step onto the red carpet.** Angie will run through them with you and put you at ease.

### **Ideas for questions you may want Angie to ask you:**

- A. Tell me about your company/firm. What makes it unique?
  - B. Tell me about you. Why do you do what you do? Who do you serve and why?
  - C. How did you become a financial advisor? What led you to this place in your career?
  - D. What's one thing your clients know about you / your firm that prospective clients don't know -- but should?
  - E. What do you do for fun? Do you have any interesting hobbies or passion projects you'd like to share?
  - F. Why did you decide to invest your time and energy into participating at the Advisor Thought Leader Summit? What's been the best thing so far?
2. Wear solid colors (patterns and florals are difficult sometimes on video, whereas you can't go wrong with solid colors). Wear what makes you feel good. Do your hair and makeup how you normally do. A little bling or flourish, if that is your signature look, is ok. Bright colors, if they make you look good, are fine too. You will be standing in front of a white screen that has the red/blue logo for the Advisor Thought Leader Summit on it.

3. Show up rested and ready to go at 8 am CDT on Friday Nov. 9. We'll have coffee, tea and water available all day. A continental breakfast will be set out at 8 am. The address for the Gleacher Center and full agenda can be found here: [www.AdvisorThoughtLeaderSummit.com](http://www.AdvisorThoughtLeaderSummit.com) Find room #206 (ask for help in lobby if not apparent). Get your name tag at room #206. Coffee, tea and water will be available all day.
4. Lunch will be provided mid-day on Friday Nov. 9.
5. Beer, wine and soft drinks along with miniature pizzas from Wolfgang Pucks catering will be provided during our evening reception on Friday Nov. 9.
6. If you still need to book a hotel, the best places to stay nearby are the Sheraton Grand Chicago or the Lowes Chicago hotels right off Michigan Drive (a lovely 5-minute walk to the Gleacher Center). The Intercontinental is also right there.
7. Get a good night's rest if you are going to do the longer Thought Leader recording on Saturday morning. We'll be all done by noon. Separate instructions and coaching have been provided to those shooting the Thought Leader Talks. Breakfast is on your own Saturday morning. Show up with your favorite beverage in hand.
8. If you are interested in meeting up for dinner Thursday night, Nov. 8, to network with other attendees, please let us know and we'll help facilitate a meet-up (separate checks, Dutch meal).

**Urgent matters:**

- Marie Swift: 913-961-4030 (smartphone)
- Jonny Swift: 913-424-4812 (smartphone)
- Maribeth Kuzmeski: 847-309-4971 (smartphone)