

Advisor Thought Leader Summit | QuickTake Presentation #1

Focus Your Message, Change the World

Stephen Wershing, CFP, will in a QuickTake presentation tell us how focusing our message can change the world.

You may be working on your communication skills to create a larger public image and attract more clients. But it can be more than that. You can use those skills to change peoples' lives.

As founder and president of The Client Driven Practice, Stephen helps advisors attract more referrals by focusing their message and capturing untapped potential already in their businesses. If you receive referrals from less than 10% of your clients, his 4D Niche Marketing System can show you how to more than double the number you attract.

He is author of *Stop Asking for Referrals: A Revolutionary New Strategy for Building a Financial Service Business that Sells Itself* (McGraw Hill, 2012), dozens of trade journal articles, and his own blog at www.TheClientDrivenPractice.com. He is an in-demand speaker and co-host of the podcast *Becoming Referable*.

