Storyselling For Financial Advisors

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Storyselling for Financial Advisors

How Top Producers Sell *Kaplan Trade*
Learn what makes a client trust you to be their financial advisor. Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections, then translate their findings into understandable and practical strategies that any financial professional can use. They present actual stories, including many by Warren Buffet, one of the greatest "storysellers" of all time. These actual stories can help financial pros tap into the "gut reaction" of different types of clients. the book also includes special topics on communicating to women, the 50+ market, and the affluent.

Seminars for the Financial Advisor *Vervante*
Seminar industry veteran Miller-Heckman reveals her step-by-step process for creating events that produce results and convert attendees into satisfied clients.

Ineffective Habits of Financial Advisors (and the Disciplines to Break Them)

A Framework for Avoiding the Mistakes Everyone Else Makes *John Wiley & Sons*
A how to guide to avoiding the mistakes ineffective financial advisors most often make Based on a 15-year consulting program that author Steve Moore has led for financial advisors, Ineffective Habits of Financial Advisors (and the Disciplines to Break Them): A Framework for Avoiding the Mistakes Everyone Else Makes details proven techniques which allow advisors to transform their business into an elite practice: business analysis, strategic vision, exceptional client service, and acquiring high net worth clients. Told through the story of a purely fictional and completely average financial advisor, each chapter begins with an ineffective habit that is then countered with a discipline that improves business results and adds value. The book Details a step-by-step strategy for working through current clients, rather than relying on cold calling to form new relationships Includes anecdotes collected through both personal experience and stories relayed to him by clients and colleagues Provides question and answer segments, examples, and homework assignments Ineffective Habits of Financial Advisors (and the Disciplines to Break Them shows you how to deliver exceptional service while generating higher revenue per client.

The Million-Dollar Financial Advisor

Powerful Lessons and Proven Strategies from Top Producers *AMACOM*
The best financial advisors are well equipped to succeed regardless of market conditions. Based on interviews with fifteen top advisors, each doing several million dollars worth of business every year, The Million-Dollar Financial Advisor distills their universal success principles into thirteen distinct lessons. Each is explained step-by step for immediate application by veteran and new financial professionals alike. The lessons cover: * Building and focusing on

client relationships * Having a top advisor mindset * Developing a long-term approach * Specialization * Marketing * And much more The book also features two complete case studies. First there is the "best of the best" advisor whose incredible success showcases the power of all the book's principles working together in concert. The second is an account of a remarkable and inspiring career turn around and demonstrates that it's never too late to reinvent oneself. Brimming with practical advice from the author and expert insights from his interview subjects, The Million-Dollar Financial Advisor is a priceless success tool for any and all financial advisors.

The New Retirementality

Planning Your Life and Living Your Dreams....at Any Age You Want *John Wiley & Sons*
With this latest edition of The New Retirementality, readers will quickly discover how to achieve the freedom to pursue their retirement goals?at their own pace, on their own terms?regardless of their age. Most people won't experience the same retirement that their parents did, nor do they necessarily want to. Page by page, top financial planner Mitch Anthony reveals how new opportunities will enable individuals to create tailor-made retirements. He includes new research and studies to back his insights and introduces readers to important concepts such as "wealthcare" and "return on life." Filled with engaging anecdotes and inspirational suggestions, this book will motivate readers to rethink the way they retire.

The Supernova Advisor

Crossing the Invisible Bridge to Exceptional Client Service and Consistent Growth *John Wiley & Sons*
The Supernova Model is a client service, client acquisition, and practice management model that drives an explosive acceleration in revenue and client satisfaction by capitalizing upon the 80/20 Rule. First implemented by financial advisors at Merrill Lynch—under the leadership of author Rob Knapp—it has grown increasingly popular within the financial services industry. The Supernova Advisor skillfully outlines this proven model and reveals how it can be used to create an exceptional experience for your clients, while significantly growing your business.

Life Centered Financial Planning

How to Deliver Value That Will Never Be Undervalued *John Wiley & Sons*
Bring your financial planning to life by bringing life to your financial planning. Life-Centered Financial Planning: How to Deliver Value That Will Never Be Undervalued shows financial planners and advisors how to radically improve the service they provide to their clients by tying their decisions and strategies to their clients' life events, stages, and goals. Written by distinguished financial professionals Mitch Anthony and Paul Armson, Life-Centered Financial Planning provides readers with practical advice and concrete strategies to revolutionize their organization and client service by: · Focusing on what matters most to clients, rather than maximizing assets under management or pushing products · Understanding that a strong financial plan means more than simply accumulating as much money as possible · Building a business model that

is good for everyone involved: the financial advisor, clients, and the organization · Moving from being a commodity to being your client's trusted advisor The book is perfect for any financial planner or advisor who wishes to adapt to the radical redefinition of financial services taking place today.

Storyselling for Financial Advisors

How Top Producers Sell
Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections, then translate their findings into understandable and practical strategies that any financial professional can use. They present actual stories, including many by Warren Buffet, one of the greatest "storysellers" of all time.

The Pocket Guide to Sales for Financial Advisors *Ata Press*
Selling is as old as civilization itself. Put in the simplest of terms, selling is the exchange of goods and services for something of value. To financial advisors, however, the sale is often seen in a negative light, and many cringe at the word "sell." Interestingly, the same advisors who shy away from the concept of selling are often those who find themselves selling every single day! Sometimes they're even participating in the selling process multiple times throughout the day--and they may not realize it. Asking for client referrals, developing strategic alliances, seeking and talking with new prospects are all obvious parts of the selling process, but selling happens every time you remind a client why it's a good choice to do business with you, too. The fact is that most CFAs(R), CFPs(R), CPAs, and other professionals did not obtain these titles because deep down they really wanted to be in sales. Most times, their interests tend more toward data, analysis, and more solitary orientations. Selling is probably the last thing those who entered these fields were thinking of doing. They may not have considered the "people" aspect of their chosen profession; the aspect that involves sales. For this reason, and some others, turning into a salesperson seems like a negative, degrading thing. Many advisors will conjure up the picture of the slimy used-car sales guy. It's time to recognize selling as the valuable activity that it is. It is a way to: Let people know who you are and what you do well. Get your message out to those who need it. Promote your planning process, wealth management services, or investment expertise. Use your relationship skills to close new business. Take your business to the next level. If you want to grow your business, the bottom line is that you--or someone on your team--need to sell, and to sell well. This book will offer guidance on how you can sell in a comfortable and effective manner.

The Financial Advisor's Success Manual

How to Structure and Grow Your Financial Services Practice *AMACOM*
You may have heard that financial service firms aren’t traditionally designed for serious growth. Well, they were wrong! Do you want to become a million-dollar financial advisor, boost client satisfaction, and dramatically expand your business? The Financial Advisor’s Success Manual provides all the answers and strategies you need to do just that.Complete with proven techniques, expert insights, and practical tips to maximize your

profitability, this one-stop guide will show you how to break the cycle of moderate growth by teaching you how to:• Develop a differentiation strategy• Define and implement your six core client-facing processes• Balance the cost of services with the value delivered• Enhance client loyalty• Perfect your personal marketing and sales approach• And more!You didn't start your financial services firm with a goal of modest gains. So don't settle for that! By implementing the methodologies and strategies in this manual, you can grow your business beyond your wildest expectations--all while serving your clients better.

Knock-Out Networking! *Michael Goldberg*
Knock-Out Networking! is based on Michael Goldberg's proven system for attracting more prospects, more referrals, and more business to the pipeline. These proven approaches have helped thousands of sales reps, sales managers, business owners, and job searchers change the way they develop relationships. And they will do the same for you!

10 Common Mistakes Financial Advisors Make and Simple Ideas to Avoid Them

How to Create Happy Loyal Clients *Createspace Independent Publishing Platform*
Drawing upon Howard Lashner's more than two decades of success in the financial services industry, 10 Common Mistakes Financial Advisors Make & Simple Ideas to Avoid Them demonstrates that what many advisors consider standard operating procedures are really missed opportunities to build better, longer-lasting client relationships. Using real-world client experiences, as well as his own, Lashner focuses on eliminating mistakes that keep financial advisors from delivering the highest-level client experience possible, and from expanding their business and client roster. The result is his philosophy on how to work with clients, and a plan of action you can implement to create a personalized client experience.

Values-based Financial Planning

The Art of Creating an Inspiring Financial Strategy
Whether you're already well-to-do or just beginning to build a nest egg, this book will help you to make smart financial choices based on what's important to you ...

Success as a Financial Advisor For Dummies *John Wiley & Sons*
A must-have reference for financial advisors In step-by-step detail, Success as a Financial Advisor For Dummies covers how a current or would-be financial advisor can maximize their professional success through a series of behaviors, activities, and specific client-centric value propositions. In a time when federal regulators are changing the landscape on the standard of care that financial services clients should expect from their advisors, this book affords professionals insight on how they can be evolving their practices to align with the regulatory and technological trends currently underway. Inside, you'll find out how a financial advisor can be a true fiduciary, how to compete against the growing field of robo-advisors, and how the passive investing trend is actually all about being an active investor. Additionally, you'll discover

time-tested advice on building and focusing on client relationships, having a top advisor mindset, and much more. Master the seven core competencies Attract and win new business Pick the right clients Benchmark your performance Start your own firm Brimming with practical expert advice, Success as a Financial Advisor For Dummies is a priceless success tool for any wannabe or experienced financial advisor.

The Financial Professional's StoryBook

Values-based Selling

The Art of Building High-trust Client Relationships for Financial Advisors, Insurance Agents and Investment Reps *Bachrach & Assoc*

The Million-Dollar Financial Services Practice

A Proven System for Becoming a Top Producer *AMACOM*

Other books have claimed to help readers build a lucrative financial services practice...but it was The Million-Dollar Financial Services Practice that provided ambitious financial advisors with a step-by-step, tactical process proven to work. The second edition is updated throughout and contains new strategies for acquiring affluent clients and assets by providing Wealth Management services, using social media and "Alumni Marketing," targeting successful realtors as clients, and much more. Using the method he has taught at Merrill Lynch and is famous for in the industry, author David J. Mullen, Jr. shows how anyone-no matter where they are in their career-can get the appointment, convert prospects to clients, build relationships, retain clients, use niche marketing successfully, and increase the products and services each client uses. Packed with templates, scripts, letters, and tried-and-true Market Action Plans, the book provides readers with the tools and guidance they need to take their financial services practice to the million-dollar level and beyond.

Executive Toughness: The Mental-Training Program to Increase Your Leadership Performance *McGraw Hill Professional*

From the mental toughness coach of a World Series-winning team—a simple, three-step program to winning in life People with inborn talent may be good at what they do—but only the mentally tough reach the highest plateaus in their field. Fortunately, mental toughness is something anyone from any walk of life can learn. Director of mental training for the St. Louis Cardinals and a top-tier executive coach, Dr. Jason Selk is an expert on teaching people how to develop the mental toughness needed to attain their goals. In this book, he shares hands-on daily exercises for breaking old, self-defeating patterns of behavior and replacing them with the can-do attitude and positive behavior that leads to measurable positive results. Executive Toughness outlines the steps for attaining high-level success:•Accountability—truly develop a “no-excuse” mentality•Focus—significantly increase attention, focus and confidence•Optimism—recognize and redirect thoughts patterns for increased execution and performance By incorporating these steps into your daily life, you’ll be on the path to attaining your goals. Once you make these behaviors part of your mental "DNA," and there will be no turning back!

The Excellent Investment Advisor
Nick Murray Company Incorporated

The Psychology of Selling

How to Sell More, Easier, and Faster Than You Ever Thought Possible
Thomas Nelson Inc
Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals
McGraw Hill Professional
Win more deals with the perfect sales story! "Power Messaging is a foundational element in our global marketing campaigns and sales training programs. We believe the concepts are core to engaging in customer conversations that are focused on their outcomes and what they want to achieve." —Karen Quintos, CMO and SVP, Dell Inc. "The concepts outlined in this book are critical skills to building a world-class presales organization." —Ken Hamel, Senior Vice President, Global Solutions and Presales, SAP "Our new messaging, using the approaches presented in this book, is great and is being widely used by our sales team. We've never had a year end sales meeting with content that was met with such widespread acceptance and enthusiasm." —Jerry D. Cline, Senior Vice President, Retail Sales and Marketing, AmerisourceBergen Drug Company "The best salespeople sit across the table and make change easy for their customer by creating a succinct story and vision for what to change, how to change it, and how it will impact customer results. An enterprise focus on sales messaging, using the concepts in this book, is the hidden secret to driving incremental sales productivity and overwhelming customer success!" —Ken Powell, Vice President, Worldwide Sales Enablement, ADP "The Power Messaging techniques in this book are the foundation of how our marketing team creates our sales messages, as well as the process our field sales teams use for delivering that message in a unique and compelling way. At Kronos our results are a reflection of the power of the tool." —Aron Ain, CEO, Kronos About the Book: In today's highly competitive world of complex sales, commoditization of your brand is one of the greatest dangers. You must differentiate yourself from the competition—or you will lose out. And the way to do that is through customer engagement. Rather than sell your own corporate story and brand message, you need to tell customers their story—the one in which they are the heroes and they achieve success. Erik Peterson and

Tim Riesterer have been developing and honing their Power Messaging sales technique for more than 20 years, and now they reveal all their secrets in Conversations That Win the Complex Sale. Presenting a catalog of facts or playing 20 questions with prospective customers is the surest way to lose the sale. Peterson and Riesterer provide the tools you need to recraft your message into a compelling story that wins more deals. With Conversations That Win the Complex Sale, you'll learn how to: Differentiate yourself from the competition by finding your "Value Wedge" Avoid parity in your value propositions by creating "Power Positions" Create a message that can literally double the number of deals you close Spike customer attention and create "Wow" in your conversations Prove all your claims without resorting to lists of boring facts and statistics Your competitors are out there telling their own corporate story—a story customers don't want to hear. Now is the time to seize the moment. This book is the one and only source you need to reframe your sales story and turn the tables on the competition by fully engaging their would-be customers. Conversations That Win the Complex Sale helps you create and deliver messages that customers care about, giving your brand the clear edge in today's crowded markets.

So You Want to Be a Financial Planner

Your Guide to a New Career Ninth Edition

A comprehensive, step-by-step process for launching your career as a financial planner. Here is everything you need to know - from getting the right credentials to getting the right clients. Over the next few decades, billions of dollars will be changing hands as millions of Baby Boomers retire. Learn how you can play an important role in ensuring the financial health of future generations!

SPIN® -Selling *Routledge*

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

Serious Money

The Art of Marketing Mutual Funds

Robert a Stanger & Company

The 10X Financial Advisor

Your Blueprint for Massive and Sustainable Growth

Most Financial Advisors fail to run their practice like a business and consequently never live up to their full potential. Even worse they find themselves trapped by the demands of their clients and unable to lift the proverbial ceiling on their income. This book will take you on a journey through the proprietary Quantum Leap Success Model built to help financial advisors achieve massive and sustainable growth. So, you want to be a million-dollar producer or dare I say it, a multimillion-dollar producer. How do you get there? The simple answer is that you need a recipe. Many financial advisors toil in mediocrity for years haphazardly trying different ways to jump-start their business. They forge their path forward by feeling, or even worse by trial and error. They waste time, effort, and money, chasing every new idea, thinking that this time will be different. This time they will become the success that they always dreamed that they could be. Unfortunately, time and time again, they find themselves stuck in the cohort of the average. The good news is that you do not have to be average anymore. There is a model to build just about everything. If you want to build a house, you would be out of your mind to proceed without a blueprint. If you want to build a business, you can build a plan emulating the world's most successful companies. There is absolutely no difference in our business. If you want to be a financial advisor superstar, The 10X Financial Advisor provides you with a blueprint for success.In almost every profession, there is a cohort of people that make up the best of the best, la creme de la creme. The rest of the surrounding people are left looking in with wonder. How did they achieve such fantastic success? How did they get to such an extraordinary level of talent? You could very well be talking about the computer scientist that can code ten times faster and more proficient than their peers or the salesperson that earns 10x more than the others. Almost everywhere you look, there are people who have broken out of the mold of mediocrity and go on to do something truly great within their respective spheres. How about your company? At most financial firms, there is one, or perhaps a few individuals who are ten times more successful than all the other advisors. What are they doing differently than you? Has it ever felt like you work just as hard, but do not even come close to the same output? The 10X Financial Advisor will provide you with a clear, simple to follow, formulaic approach to massively growing and scaling your financial services business. By the time you finish this book you will possess the blueprint that will allow you to transform your practice and turn it into a thriving and sustainable business. You can be the one in your company that everyone else is envious of and looks up to. You will possess the knowledge to accomplish the very pinnacle of success within financial services. You can become a card-carrying member of the 10X club.

Selling with Emotional Intelligence
Kaplan Trade
Secret to sales success starts with higher emotional intelligence (E.Q.). Improve your E.Q. and watch your sales soar! Emotional Intelligence (E.Q.) is the ability to relate to people and maintain positive relationships, and is now widely regarded as more critical to workplace success than I.Q. Selling With Emotional Intelligence will help sales professionals improve their E.Q. for better performance.

The Distraction-Proof Advisor

Gain Control, Work Smarter,

Succeed Sooner
Get Equipped To Build the Financial Services Business You Want Frustrated with constantly lurching instead of confidently leading? Has your crystal-clear vision for your business become unfocused as demands and distractions grow? You're not alone. Most financial advisors feel they don't have control of their business. There is a way to break free from the frustrations and distractions that hold you back from having the clients you want, the money you need, and more time to do what you love. Read this book and learn to: Stop reacting and focus on what matters most Create crucial habits to get your priorities done Identify key activities to find and engage new prospects/ Develop compelling conversation skills that actually work Build conviction for your process and how you help your clients "Psst...Paul Kingsman is talking to you. Yes, I mean you! You don't have to be in business very long to habitually be distracted from accomplishing things that you know will make your business a success. Using his Olympic-winning strategies, Paul helps you focus on "your" goals, "your" future. Paul lays it out there for you. Isn't it time to work on what "you" want? Take the first step and buy this book. You won't regret it." - Deena Katz, CFP(r), Texas Tech University "Financial advising is a highly competitive field full of distractions. Who better to guide and motivate than Paul Kingsman, an Olympic medalist, a financial advisor, and now an advisor to advisors. You'll learn the habits that separate participants from achievers." - Mitch Anthony, Author, "StorySelling for Financial Advisors"

Breakthrough Business Development
A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level *Wiley*
Increase Profits, Be more Organized, attract a Higher Quality & Quantity of Referrals, Run Your Business so That It Doesn't Run You, Take Your Business to the Next Level... With Breakthrough Business Development! Breakthrough Business Development shows you how to attract and keep great clients, while running a profitable and efficient business. It helps every knowledge-for-profit professional to maximize your most valuable client relationships, and to develop a personalized business development plan to mine the untapped potential in your business. Praise for the Pareto System, Featured in Breakthrough Business Development. "I am just beside myself on the results gathered so far from instituting the Pareto System. I use an agenda for meetings now and have formulated a standard package given to new clients. Already I have sent out twenty thank-you cards to new referrals. I even got a referral from a referral if that makes sense. Some clients didn't know that I was still expanding my business. I am also finding advocates that I didn't classify as such. Opening twenty accounts in this short time span is amazing but already I have another ten leads in the pipeline. You guys were right, it does work." "We have been building client relationships for 45 years... Pareto Systems successfully helped us to pause and then guided us through the process of defining the appropriate business structure and systems which will strengthen and enhance our best client relationships. We are now focusing on a comprehensive, systematized program for select clients. The results have been

amazing-client satisfaction is way up and so are revenues."

Your Client's Story

Know Your Clients and the Rest Will Follow

Freakishly Effective Social Media for Network Marketing

How to Stop Wasting Your Time on Things That Don't Work and Start Doing What Does!
It's finally here! In this short and powerful book, network marketing experts Ray and Jessica Higdon teach you proven strategies for marketing and prospecting that allow you to navigate your way through the social media maze and achieve freakishly effective results for your business. Social media has been called the "gold rush" of the 21st Century--a new, unchartered world where people in virtually every industry have found fame and fortune. This includes Network Marketing. The trouble is, as with the gold rush of the mid-1800s, the wild west atmosphere has left a lot of network marketers feeling lost and confused. Worse still, the short-term tactics being used cause unintentional harm to the reputation of the network marketing profession. In this book you will learn what truly works when it comes to using social media in your network marketing business including: The types of social media posts you should be focusing on and the things you must avoid sharing What you should and should not include as part of your profile A four-step process for creating freakishly effective Facebook lives The right way to reach out to someone on social media and what to say How to follow up when people "disappear" What to do if you've been doing it all wrong! And so much more... If you are ready to use social media to build your network marketing business, and you want to do it the right way, this book is a must-read. Get it today!

The Client-centred Financial Adviser

The ultimate guide to building high-trust, high-profit relationships and a thriving practice *SRA Books*
Are you ready to discover the secret to thriving in today’s fee-based financial services environment? The old transactional, sales-based approach is fast becoming defunct. The real key to outstanding success as a financial adviser is helping your clients get more of what they really want from life. John Dashfield shares a revolutionary new paradigm in psychology that clearly demonstrates that your state of mind is the most significant factor in creating a growing, prosperous and sustainable ‘Client-centred’ practice. This book will help you build exceptionally strong, high-trust and mutually profitable client relationships; conduct powerful client conversations; become comfortable and effective when discussing fees; effectively engage new clients and re-engage existing ones; eliminate stress and increase your everyday enjoyment and fulfilment.

Your Clients for Life

The Definitive Guide to Becoming a Successful Financial Life Planner
Dearborn Trade Publishing
The financial planing profession is undergoing a transformation from the historical approach of transactions and straight asset accumulation to an integrated financial and life planning

strategy for customers. Your Clients for Life: The Definitive Guide to Becoming a Successful Financial Life Planner is a roadmap that financial planners can use to understand how to make the connection between financial planning and life planning. Its premise is that advisors of the future will need to deal more with money as an element of a client's life that cannot be viewed alone.

Heroes of Horror

The essential handbook integrating fear and horror into D&D play, this guide provides everything Dungeon Masters need to run a horror-oriented campaign or integrate elements of creepiness and tension into their existing campaigns.

Advising the Ultra-Wealthy

A Guide for Practitioners *Springer Nature*

This book, designed to be a guide for practitioners who wish to advise ultra-wealthy families, focuses on the difference between the ultra-wealthy and the ‘merely’ wealthy. With this in mind, the chapters devote little time to issues on which most financial advisors spend most of their time—retirement planning, IRA accounts, home mortgages, planning for college tuition, or financial planning in general. Practitioners working with the ultra-wealthy will instead need to grapple with complex tax issues, matters associated with the ever-changing world of trusts, the special world of the family office, money managers that are not available to anyone who is not an accredited investor or who enforce very high minimum account sizes, the family dynamics and human capital issues that destroy both families and wealth, and so on, all of which will be covered on a global scale in this book.

Unlimited Selling Power

How to Master Hypnotic Skills *Penguin*

Provides salespeople with information on hypnotic techniques and how to use them in sales presentations and script books to win the customer's trust and make sales.

I Am the Change

Barack Obama and the Future of Liberalism *Harper Collins*

Is Barack Obama the savior of liberalism—or the last liberal president? Charles R. Kesler's spirited analysis of Obama's political thought shows that he represents either a new birth of liberalism—or its demise. Who is Barack Obama? Though many of his own supporters wonder if he really believes in anything, Charles R. Kesler argues that these disappointed liberals don't appreciate the scope of the president's ambition or the long-term stakes for which he is playing. Conservatives also misunderstand Obama, according to this leading conservative scholar, educator, and journalist. They dismiss him as a socialist, hopelessly out of touch with the American mainstream. The fringe Right dwells on Obama's foreign upbringing, his missing birth certificate, Bill Ayers's supposed authorship of his books. What mainstream and fringe have in common is a stubborn underestimation of the man and the political movement he embodies. Reflecting a sophisticated mix of philosophy, psychology, and history, and complemented by a scathing wit, I Am the Change tries to understand Obama as he understands himself, based largely on his own writings, speeches, and interviews. Kesler, the rare conservative who takes Obama seriously as a political thinker, views him as a gifted and highly intelligent progressive who is attempting to become the greatest president in the history of modern liberalism. Intent on reinvigorating the liberal faith, Obama nonetheless fails to understand its fatal contradictions—a shortsightedness that may prove to be liberalism's undoing. Will Obama save liberalism and become its fourth great incarnation, following Woodrow Wilson, Franklin D. Roosevelt, and Lyndon B. Johnson? Or will he be derailed by his very successes? These are the questions at the heart of Kesler's thoughtful and illuminating book.

Beyond Positive Thinking

A No-Nonsense Formula for Getting What You Want *Morgan James Publishing*
A common-sense approach to achieving success in one's life. Offers workable, step-by-step methods and positive visualization techniques to help readers personalize goals, trust creativity, transcend old beliefs and limitations, and transform positive thinking into positive action.

The New Financial Advisor

The Advisor Playbook

Regain Liberation and Order in Your Personal and Professional Life
How you are perceived by clients is key for a professional advisor. Readers who take on board what The Advisor Playbook outlines will come away with an understanding of how they are perceived, of how to cast themselves as a consultant with a process rather than a salesperson with a quota, and will set a constantly rising bar for their own success.

The Sustainable Edge

15 Minutes a Week to a Richer Entrepreneurial Life *Greenleaf Book Group*
NEW YORK TIMES BESTSELLER! The Sustainable Edge: Fifteen Minutes a Week to a Richer Entrepreneurial Life was written for business owners who are seeking a fuller, more rewarding work-life balance. In this easy-to-reference, practical guide authors and entrepreneurs Ron Carson and Scott Ford share personal anecdotes to their own career successes. Each chapter is designed to inspire entrepreneurs to define and sustain a competitive edge in the complex, fast-changing world of business. Relying on insights and proprietary tools based on decades of experience, the authors teach you how to achieve your goals across four key areas: your business, your teams, your clients, and your personal lives. In this book you will learn the authors' trademarked Business Implementation Quotient (IQ) Grower process that appears in the form of end-of-chapter exercises. These easy-to-perform exercises can be completed in as little as 15 minutes per week to help your company boost its own Business IQ. This work is an important read for entrepreneurs in search of achieving the sustainable edge in their careers and their lives.