

The Most Successful Financial Advisors in America Use Proven Marketing and Management Systems to Easily Bring In Qualified Leads... Systematically Grow Their Client Base... Effortlessly Manage Their Staff... and Create a High-Net-Worth Lifestyle for Themselves.



Now You Can, Too.

Mike Steranka's Complete Sales System Gives You Proven Steps for Finding Qualified Prospects... Convincing Them to Book an Appointment... Then Converting Them Into Enthusiastic Clients Who Will Refer Others to Your Financial Advisory Business

The Complete Sales System is a unique combination of fully tested, plug-and-play, real-world marketing systems you can hand off to your assistant or outsourced marketing manager – while YOU focus on meeting with hundreds of client prospects and signing the majority of them as new clients.

We'll even give you the appointment scenarios and illustrative tools you need to get a "Yes" virtually every time you sit down with a prospect!

The cost for these systems is less than you'd spend on just one unproductive mail campaign – and far less than you'd waste on marketing "gimmicks" that don't actually build your client base.

Mike Steranka
One Of America's Top Annuity Producers & Co-Author Of The *E-Myth Financial Advisor*

"Michael Steranka has outlined how to systematize your planning practice. This is a must read for all Advisors looking to grow their practice!"

- ED SLOTT, CPA, founder, IRAhelp.com.



Dear Fellow Financial Advisor,

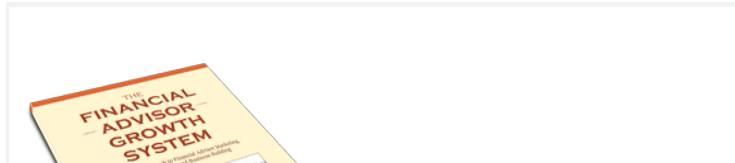
It doesn't matter whether your market is large or small... whether you have hundreds of existing clients or just a few dozen... or even whether you're well established or brand new to the industry – there are marketing systems you can use to recruit qualified client prospects, convert them into enthusiastic new clients and convince them to refer others to your financial advisory business.

Think it's not possible?

Well, over the past six years alone, I've used these proven systems in my practice to generate more than \$30 million a year in production (\$200+ million to date) and live an enviable lifestyle while my business runs like clockwork.

You may have read about these systems in the book I wrote with business guru Michael E. Gerber, *The Emyth Financial Advisor*. I even wrote a free follow-up report that details the specific business plan successful financial advisors use to grow their practice into a thriving, commission-rich financial advisory business.

(If you missed the report, type in your name and email address below. We'll send your free copy via email link.)




As featured in....



There are many financial services practices in the U.S., but few advisors and agents have achieved the level of success obtained by Mike Steranka.

Michael is one of the top Annuity Producers each year since 2009, producing over \$200 million in annuity and life production since 2004; averaging over \$35 million in annual annuity production each year since 2006*



Name*

Email*

Phone

[Email My FREE Report Immediately!](#)

*required.

Opt-in with confidence. We hate spam, too.

Once you read the report, you'll discover that the truly successful financial advisors use simple, yet highly effective marketing strategies to bring thousands of qualified prospects into their practice – then they use even more effective closing techniques to convince those prospects to become clients. These are not the hard-sell closing steps you've heard of, by the way – but rather, sophisticated illustrative software that makes an overwhelming case for investing in products that will secure the prospect's future income.

If you've been in this industry for at least a few years, it's probably no secret to you that some financial advisors in this country simply make more money than other advisors do.

These elite producers see more prospects, write more business, get more referrals, and—as a result—enjoy the lifestyle and leisure time that a successful financial advisory business can provide.

The vast majority of other financial advisors out there—by contrast—often struggle just to get by.

They worry about cash-flow, marketing, and meeting their quotas. They experience challenges in hiring, managing and paying their staff. They don't see enough prospects, can't convince prospects to make a decision, and often lose clients on a long-term basis to other investment counselors.

It's not a lack of talent, the current recession, or a lousy market area that holds them back from succeeding. It's simply that they've never been exposed to the systems and strategies that successful producers use—nor have they ever had someone walk them through how to implement these systems and strategies in their business.

Does this scenario describe you?

If so, you should know that there are effective methods for recruiting prospective clients—as well as proven marketing campaigns, appointment scripts and illustrative sales tools that work extremely well. But without them, you're likely missing out on success your practice has to offer you.

What kinds of campaigns and tools do I use in my business, for example?

Recruitment Campaigns Bring in Serious, Qualified, Action-Oriented Prospects Who Quickly Make Decisions



Long ago in my business, I discovered two methods that produced substantially more prospects than any other methods I was using at the time: **Direct Mail and Seminars**. But before you say, "We've already tried that," let me describe what we do with these two methods that's different from virtually every other financial advisory practice out there.

1. We Educate. Extensively.

We use direct mail and seminars to educate prospects to the potential future income that's available to them versus other retirement alternatives they might choose. We compare their options, inform them of new investment strategies, make sure they know about current regulations, present authoritative facts and

data like the experts we are – and only then do we ask them to take action on what they've learned from us.

Compare that with the "typical" marketing campaigns you've seen where the letter, brochure, postcard or newspaper advertisement is all about the qualifications and background of the financial advisor. Such pieces typically include a picture of impressive offices, the friendly staff – or even worse – a pleasing photo of a happily retired couple enjoying life in an exotic locale.

Decades of market-testing has proven that this kind of "here's-all-about-me" advertising simply doesn't work. It fails to engage the reader with information that's of interest to them... or help them envision their own future once they're working with you... or even reveal the benefits of calling you and setting up an appointment. Far more difficult is trying to use these ads to recruit prospects away from their current advisor or broker.

That's why we use a PROVEN technique called "pre-emptive advertising." In simple language, our direct-mail pieces speak directly to the needs, wants, fears and goals of the reader – leaving our own credentials until later. Pre-emptive advertising explains the process and spells out the benefits, making us look more authoritative and trustworthy than other advisors in town simply because we've imparted real information when others have not.

These direct mail campaigns have worked for us again and again. And in just a moment, I'll give YOU an opportunity to get this unique form of direct mail working in your practice. In fact, I'll send you the actual campaigns with complete instructions! I've even set up the printing, list selection and mailing for you.

But before I get to that, let me share the rest of the prospect recruitment formula we use.

2. Seminars as a new-lead generator.

The second part is **informative free seminars** we hold several times a year that let us spend two full hours educating potential prospects about their options and how we can do business together.

Seminars are actually the **one strategy we use that out-produces every other marketing or advertising method we've tested.**

Over the past 20 years, I've honed and perfected every aspect of doing seminars from how I fill the room... the mail piece and strategy to finding prospects... to the script I use to deliver the presentation... to the PowerPoint slides I've created... even down to the lobby posters and back-of-the-room staff procedures!

And the results this seminar package deliver, well... not only does my business typically see dozens of attendees at these events, the appointments we set and the new clients we sign from seminars **contribute to about \$3 million a month in total production on average.**

You, too, could be giving seminars like these to achieve more appointments and close more prospects than your practice has ever seen. **My Complete Sales System includes an entire turn-key marketing, appointment and referral system that you, too, can use to build your financial advisory business.**

3. The third part of our three-prong client recruitment formula is huge.

Our Unique and Proprietary Modeling Software Produces Customized Scenarios That Close the Sale

Once our marketing campaigns, seminars and direct-mail pieces generate appointments, we have an entire formula for converting those prospects into clients. At the heart of this formula is our exclusive and proprietary modeling software that lets us produce customized retirement-income scenarios for presentation in sales meetings with prospective clients. We can even revise these illustrative scenarios in the blink of an eye—while the client watches with interest!



Imagine having your own copy of this needs-based planning software that allows you to quickly prepare multiple scenarios in alignment with the initial prospect presentation... helping you increase closing rates dramatically. The scenarios align with the concepts of annuity/ insurance and investment vehicles, by the way—not products.

You'll never again be seen as someone selling "products" once you start using my Incoming Planning Software.

But that's not even the best part.

This illustrative and educational software (along with our other marketing materials) **easily triggers the final aspect of our three-prong client recruitment system:** Well-informed clients who are so confident about our advisory services that they enthusiastically refer their qualified friends, family members and colleagues to our financial advisory business!

Good Marketing + Illustrative Software = Enthusiastic Clients Who Constantly Refer Others

You know that the best prospects are often those who have been "pre-sold" on your services by someone they trust. But you can't rely on your clients to take the initiative to refer—you have to encourage them and actually give them the tools to do so! That's why my practice has developed an entire system of strategies, the steps, events and scripts designed to get the most referrals possible from our satisfied clients.



I've even written an entire manual in which we keep all our best-producing referral strategies. My staff calls it "*Mike's Ultimate Referral Guide*" and it's literally our in-house handbook for scheduling, conducting and maximizing referral activities and campaigns.

Of course, these were advisors to whom I've released some of my materials privately—helping them build their practice like never before.

But Let's Talk About YOUR Financial Advisory Practice for a Moment...

Would YOU Like to Be Earning More, Taking More Time Off, Delegating More Duties to Your Staff and Reserving Your Time for Meeting with Important Clients?



More importantly, would you like to know the powerful systems and strategies that could just as easily skyrocket your personal income and catapult your business to the next level?

Well, suppose I told you that generating more prospects and referrals is often just a matter of knowing which strategies to execute first. And that writing tens of millions of dollars in production comes from simply knowing which systems will perpetuate, augment, build on and leverage what you've already accomplished.

Well, suppose I told you that generating more prospects and referrals is often just a matter of knowing which strategies to execute first. And that writing tens of millions of dollars in production comes from simply knowing which systems will perpetuate, augment, build on and leverage what you've already accomplished.

The *Complete Sales System* I talked about earlier is designed to generate these kinds of results.

In fact, it's an entire system you could easily integrate into your business—with strategies that require just a phone call or a few strokes of the keyboard to sustain (or in some cases are 100% "hands-off" using today's most efficient and proven automated technology). Imagine having a detailed set of materials at your disposal that will actually step you through the scripts to use, the sales letters to mail, how to close prospective clients to starting at their first appointment and on and on...all designed to create income for your business.

You can have these resources at your fingertips. In fact, greater production is achievable by using the three-prong approach I've detailed above:

 Mailing campaigns and seminars that bring in qualified prospects

who eagerly book appointments...

✓ Proprietary appointment software and related scripts that convince these prospects to become valuable clients...

✓ Referral tools and strategies that empower enthusiastic clients to refer qualified family and colleagues...

Would You Like to Have a Financial Advisory Business Built on These Systems, Versus a Practice That Requires Long Hours and Constant Attention From You?

As I mentioned earlier, some time ago I started working privately with a handful of financial advisors who had heard about my systems and wanted "coaching" in how to replicate these systems in their own practice.

I knew these systems were powerful, but even I didn't expect the immediate and astounding results they produced in practices across the country. Even more astounding is the fact that NONE of these students were even using the proprietary software yet or our newly upgraded seminar program!

Yet they still re-energized their businesses and started signing new clients like crazy.

These results got me thinking: What could other advisors do with these materials? Though I initially sent these advisors my marketing and seminar materials informally, these success stories inspired me to package up my systems in an organized way.

And I've decided to release these materials to advisors like you who want to build their financial advisory business in a whole new way.

I'll deliver:

Section 1 – Referral Program



In my business, we use two key strategies to generate \$7 million to \$10 million a year in referral business: (1) We work with individual clients who can refer ideal prospects to us, and (2) we hold client appreciation events where clients are encouraged to bring friends, colleagues and others.

When you dig into the *"Ultimate Referral Guide"* I'll send you, you'll not only discover proven scripts that you and your junior advisors can use, you'll find a host of other one-on-one referral strategies like:

- The Referral Tree
- The 90-Day Talk
- The Good News Talk
- The I-Can't-Talk-Now Talk
- Ways to keep clients in the referral loop
- Ways to get referrals to unique categories of prospects
- Gift strategies
- How to develop "client advocates"
- How to incentivize your staff to capture referrals
- How to create a referral culture in your office
- Ways to ask your client to help close the referral
- Setting up your referral database
- How to create marketing materials that credentialize you and build your reputational equity
- Scripted approaches including the "Power of You" Circle, the Shoestring Budget approach, the Doorknob approach and more

I'll even include the actual Referral Folder we use in my office—a two-pocket folder filled with printed materials and other tools clients can hand out to prospective referrals as a way to easily introduce you.

Plus, I've filled page after page of the *"Ultimate Referral Guide"* with complete details for holding three different Client Appreciation Events including meticulous event-planning particulars, printed invitations, ways to save money, how to get clients to bring you business and much more.

Not only that, but I've added samples of the mailed invitations, printed materials,

worksheets and other referral items we use. I've even provided a photo gallery of our client appreciation parties so you can see how to plan your own successful events.

Of course, this complete Referral Guide just one part of the *Complete Sales System* I've assembled for financial advisors like you who want to grow your business without spending years of your life (and thousands of dollars) creating and testing your own marketing, closing and referral campaigns.

Section 2 – Recruitment Campaigns



Your journey towards a more robust financial advisory business starts with a complete archive of direct-mail campaigns designed to compel qualified prospects to call you and book an appointment. These are written in pre-emptive style, with compelling information and a call to action that urges readers to pick up the phone and call.

Just one of the proven direct-mail campaigns I'll send you could easily generate more in commissions than the modest cost of the entire *Complete Sales System*!

But don't worry that you'll have to rely on direct-mail only to build your practice. I also will provide lead generating systems that you can use direct mail to find new prospects. I'll include unique and powerful approaches to have prospects calling in and setting appointments.

I'll also include the one system we use that out-produces every other marketing or advertising method we've tried: Preview seminars for qualified prospects. As I mentioned earlier, over the past 20 years, I've honed and perfected every aspect of doing seminars from how I fill the room... to the script I use to deliver the presentation... to the PowerPoint slides I've created... even down to the lobby posters and back-of-the-room staff procedures.

But the one element I've found that really converts attendees into clients is a participant gift I developed that includes a personal-finance assessment workbook, all contained in a handsome gold-embazoned folder. Just mentioning this valuable gift in our advertising brings in qualified attendees, then converts them into first appointments with ease.

And the results this seminar package and Retire Now kits produce, well... not only does my business typically see dozens of attendees at these events, the appointments we set and the new clients we sign from seminars contribute to about \$3 million a month in total production on average.

If you've heard about advisors who use seminars, but have never mastered the art of inviting prospects, delivering a dynamic presentation, and compelling attendees to book an appointment, you'll be thrilled with the formula we've developed—from the invitation letter, to the RSVP script, to the PowerPoint presentation, closing scripts and more.

As part of my *Complete Sales System*, I'll provide you with everything you need to replicate this seminar formula including:

- 50 "Retire Now" gold-embazoned folders containing the Retire Now personal-finance assessment workbook for distribution to attendees who set an appointment at the seminar. (I'll also provide instructions on how to purchase more kits when you need them.)
- A professionally designed PowerPoint presentation proven to convert prospects to appointments
- Printed facilitator's notes of the presentation
- A DVD of me performing the presentation to help you with your own polished delivery
- An impressive archive of marketing materials, advertisements and other collateral to fill the room
- Complete system of registration forms, email reminders, and back-of-room appointment setting scripts
- PDF artwork files for lobby posters and in-room signage that your staff can easily have printed



Just like the direct-mail campaigns I'll send, this seminar system is also designed to pay for itself with just one new client!

Hold a seminar every month, sign multiple clients with the strategies I'll give you, and your fee for my entire *Complete Sales System* can be more than paid for out of

the commissions you'll earn from enthusiastic new clients.

I'll also provide you with alternative lead-generating systems that will have qualified prospects walking in your door so you can get seminar quality results without actually doing a seminar.

But the recruitment strategies don't stop with just direct-mail and seminars...

Section 3 – Incoming Planning Proprietary Retirement Scenario Software

I'll also include a yearly-renewable license to use my proprietary software that easily creates and illustrates customized retirement scenarios as your client prospect watches, absorbs—and comes to a decision.

With this software, you'll never sell products again... **click the video below and I'll walk you through it:**

Section 4 – Thank You Customer Referral Program



You'll get the complete client retention and referral system I use following each sale.

It includes the methods to producing a well-organized client binder with their complete overview of investments, insurance and relevant information, as well as a sample of the delivery bag we use, containing the all of the key items to encourage referrals.

My *"One Superb Referral"* system has brought in over 5 million dollars of new business from my client referrals. It's the cornerstone of long-term growth.

I'll provide all of the content that you can use to create all of the follow-up materials for your clients - emails, newsletters, monthly statements, and more. In the Client Referral Binder I'll also share my *"You Circle Chart"*. This guiding chart has helped me bring on over 100 high-quality leads each year.

Proven Campaigns and Systems for Less Than the Cost of a Personal Assistant or Expensive Marketing Seminar



All told, the turn-key direct-mail campaigns, proven seminar package, appointment Incoming Planning Software and referral strategies could be worth hundreds of thousands of dollars each year in additional commissions and renewal income to you... yet your cost is just **\$4995 for the first year's license**, then a modest \$2,495 license-renewal fee every year afterward that you continue using the materials.

If you ever decide to stop using the *Complete Sales System*, it's easy to cancel your license. Simply contact us, return the materials—and we'll remove you from our circle of financial advisor subscribers. You will not be charged a licensing fee in future.

For less than you'd pay a personal assistant or pay to attend a high-level marketing seminar, you'll get the same **PROVEN** strategies and systems that have contributed to \$3 million a month in production for me and which are being used by others around the

country—right now. But best of all, use these systems to sign just one new client a month, and the cost of the *Complete Sales System* could easily be paid for out of a fraction of the commissions you'll earn—over and over and over again!

The *Complete Sales System* Normally Sells for \$7,995
Act Now And Save \$3,000
Special Pricing: Only \$4,995!

Buy now 

Start With the *Complete Sales System* Today...And I'll Apply Your Entire Purchase Price Toward the *Private Financial Advisory Business Growth System* With Me Later



When you purchase the *Complete Sales System* today, I'll instantly apply your \$4,995 purchase price towards my exclusive, private business growth program—should you wish to develop a systems-driven business beyond the comprehensive marketing system I'll send you.

Because many financial advisors are never taught to think like entrepreneurs, their companies usually become dependent on them—the owner. They must make daily decisions, handle paperwork, manage marketing and see clients. Their ability to grow is limited. This type of company—which is formed around a solo entrepreneur—is known as a *practice*.

But a *financial advisory business*, on the other hand, is run by others. It has reliable systems in place—systems that any financial advisor can learn to use. When you carefully develop and establish these systems, your financial services business will be prepared to grow. By creating a systematic business that duplicates your strengths, the business will no longer demand your presence; it will merely need your guidance.

As part of my unique *Private Financial Advisory Business Growth System* program, I'll personally guide you—in a weekend session held quarterly—through establishing proven systems in your financial advisory practice via a series of strategic advisory sessions and comprehensive business-development materials I'll send.

I'll be sending you more about the private coaching opportunity within several weeks. But for now, your purchase of the *Complete Sales System* will get you started off on the right path—filling the prospect pipeline, closing prospects into eager new clients and experiencing referrals on a massive scale.

Buy now 

What Kinds of Proven Steps Will You Receive As Part of the *Complete Sales System*?

You'll learn how to implement easy-to-use marketing campaigns... hold seminars with confidence... utilize powerful appointment software—then regularly, methodically and dependably achieve qualified referrals from the enthusiastic clients these proven systems produce.



What else will I teach you that could produce actual, take-it-to-the-bank cash flow?

- If you've ever wished that **your marketing budget returned real results and generated sizable commissions**, I have a prospecting strategy that brought in a 940% ROE...generating \$624,000 in business from just \$4,797 in costs. And it's not a "gimmick" like so many advisors use—those can dangerously lower your professional reputation in your market area.
- If you're an independent agent, I'll help you compete with the mega-broker down the street—even if you represent many of the same kinds of products. I'll even give you a unique strategy for capturing one segment of the marketplace that big brokerage offices routinely overlook!
- How about turning current clients (and even prospects) into **referral sources for millions in windfall production**—including one unusual strategy you can execute for

less than \$500.

- If you've ever used referrals from professionals as a source of new-client prospects, you'll discover how to get qualified referrals on a whole new level employing [my referral checklist and methods](#).
- If another advisor in town has recently passed away or closed up shop leaving "orphan clients," my coaching program delivers strategies for capturing his former clients, referral relationships and turning these assets into new clients and commissions for you.
- I'll even help you create [an entire annual calendar of specific marketing activity](#), advertising campaigns, referral campaigns, client-appreciation events and other calculated, pre-scheduled business-development activity. Then, I'll go one step further and actually give you the details that will help you put the plan into action.



Are you beginning to get the picture? Do you see how your financial advisory business might substantially change or grow...in just days or weeks?

And this is just a sample of the systems and strategies at work!

Look, can I be frank with you? [Growing a financial advisory business isn't rocket science](#). There are fabulous strategies everywhere you look. But with so much good information out there, it still amazes me that people aren't implementing them.

Often times, they don't know where to start. They don't know the words to say, the copy to write or the vendors to call to make it all happen. [They don't know how to take what they read and turn it into cash-creating campaigns for their own business](#).

In other words, they rarely execute the profit-producing information that's sitting right under their nose.

But my *Complete Sales System* is filled with PROVEN campaigns and scripts and tools that we're using right now...TODAY...in my own financial advisory business. It's designed to get you implementing quickly so you can see results fast and move on to the next exciting strategy.

[Buy now](#)

Strapped for Cash, But Have Clients Who Can Refer?

Most advisors I talk to simply need to be in front of more people -- qualified people. In fact, it's the #1 challenge for most advisors.



But if you're strapped for cash and can't afford to market in order to fill your prospect pipeline, I'd like to share with you a strategy that's straight out of Section 3 of the *Complete Sales System*—the manual we call "*Mike's Ultimate Referral Guide*" because during my career I have received at least \$100,000,000 dollars in referrals with this in-house guidebook we use every day.

Each year we continue to receive \$7,000,000 to \$15,000,000 in referral business from the strategies in this guide.

It's a manual that I'm happy to make available to you for just \$1,295—simply to get you into a better cash position so you can truly focus on building your business, instead of worrying about cash-flow and lack of prospects.

Referrals are, quite frankly, the easiest and best Return on Investment (ROI) that you will ever get, yet many planners just don't ask for referrals as effectively as they could. Whether you've ever asked for referrals before or not, this approach will work quite well.

Here are the steps:

Step 1: List your top 30 clients.

Step 2: Set up a special dinner for these clients at a nice restaurant, preferably one with a private room.

Step 3: If you invite 30 households you will probably get 20 or more to attend. This might cost about \$1,000 but you will get some of the best referrals of your life.

Step 4: Do NOT do a SALES presentation or SEMINAR.

Step 5: Just be yourself and tell them how blessed you are to be a planner with so many nice clients. Talk for 5-10 minutes and tell your story.

Step 6: Give them a referral sheet near the end of your talk. Perhaps your staff could hand these out before you finish delivering this script:

"I've assembled you here tonight to say thank you for your business, but also to point out that we would appreciate personal introductions to some of the folks you know. If someone comes to mind right now, great! Just jot it down. If not, don't worry because sometime in the next 60 to 90 days, you'll run across someone you want to introduce me to and I want to be there to help them -- the same way I helped you. When that happens, feel free to give me a call with their name and some information about them and I'd be glad to be of help. Sandy, my assistant, will collect these when you are finished, and again I just wanted to say thank you. Thank you very much."

That's it!

Client dinners like this one (among many other referral strategies I've included in the Guide) are what catapulted my financial advisory business to \$200 million in production in just 6 years. Not only that, but a great referral plan on top of our strong marketing plan generates over \$30 million a year in new sales—with me working just 12 days a month.

And Derek Overstreet of Utah said this after seeing the Ultimate Referral Guide:

"One thing that I got [from Mike] really helped. In the [Ultimate Referral Guide], he talked about going to your existing clients to get a referral. I don't have a whole lot of clients, maybe 60 or 70 planning clients. If you only have \$500 in your bank account and you want to use that for marketing, why not take your six or seven of your best clients to dinner, visit with them and just say, "Hey, who do you know that you can refer me to?" That will double your business in one week."

Could You Use Referrals to Improve Your Advisory Business?



If you have 200 clients, you can easily pick up 100 great referrals that will likely get you about 60 new clients. If you have a regular marketing approach that nets you, say, 5 new clients a month, by adding referrals, you'll garner about 120 new clients in just one year.

That is huge growth!

I estimate the average advisor I work with can quickly pick up 50 to 75 new clients just from referrals, when combined with a marketing strategy.

Unfortunately, this proven referral strategy—in fact, the entire referral system I teach to producers and which you can purchase by itself—is used by just a fraction of the financial advisors out there. **Yet it can be yours for just \$1,295.** ([Click here to order the "Ultimate Referral Marketing Program" immediately.](#))

As a valuable bonus to go along with the Ultimate Referral Guide, I'll make sure my staff sends you 50 copies of the Retire Now folders to use in encouraging your clients to refer prospects to you. At \$10.95 per copy, that's \$1,095 in value FREE when you purchase the *Complete Sales System* today.

Of course, we would be happy to apply your \$1,295 purchase price later toward purchasing the complete \$4,995 *Complete Sales System*. Just alert us when you're ready for the complete system, and we'll immediately handle the upgrade for you.

By the way, rest assured that the Ultimate Referral Guide, 50 Retire Now Referral Folders and Workbooks (which I've priced alone at \$1,295) is included in the Complete Sales System priced at \$4,995.

Is Implementation Stopping You?

As someone who built a financial advisory business in the early days by personally executing the marketing and client recruitment campaigns week-after-week, I know it's tough to write the sales letters, design the ads, make the phone calls and meet with clients, too.



Often times, the biggest problem is deciding which campaigns to do in the first place. In fact, you've probably seen dozens of things you'd like to try, but with a limited budget or limited expertise or limited confidence or limited contacts, maybe you've simply fallen back on what works (or on the latest gimmick from your FMO).

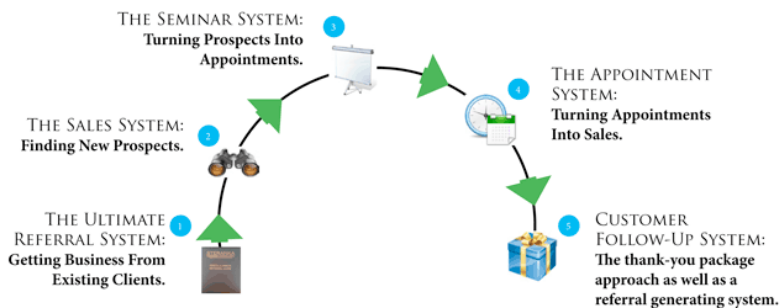
You're afraid to waste your money, squander your time or gamble your reputation by implementing badly.

But what if you had actual campaigns and detailed guides that gave you the steps to take and the words to say?

I'm talking about real-life executable tasks—not theory from a "success expert" or generalized ideas from a big weekend seminar—but solid, step-by-step, ongoing execution and implementation guidance... **adapted for our unique kind of business.**

After all, who cares about the "training programs" designed for the 25 million other small businesses out there?

My Complete Sales System Has the Tools to Help You Focus With Laser-Like Precision on Growing Your Financial Advisory Business With Qualified New Clients



If you've "tried" marketing and business growth ideas before and they didn't work, I can tell you that most information out there about how to grow a business isn't customized for our industry—and can often be in conflict with regulations that govern financial advisory services.

But just [one click here](#) will get you started on marketing your financial advisory business with real-world campaigns and strategies—developed for financial advisory businesses and tested in my own multi-million dollar earning office.



[Click here](#) to purchase the **Complete Sales System** for only **\$4,995** using my secure online order form. (Or [click here](#) to get started with the \$1,295 "Ultimate Referral Guide" filled with client referral strategies you can implement immediately.)

Your payment represents just a fraction of the actual value you'll receive – plus, when compared to what you could be generating in your business from the systems and strategies, it's easily the best "return" on expenditure available in our industry today.

Click through now to begin growing your financial advisory business today!

Sincerely,



MIKE STERANKA

Buy now 

**The *Complete Sales System* Normally Sells for \$7,995
Act Now And Save \$3,000
Special Pricing: Only \$4,995!**

**The blueprint for building a highly-successful financial services practice.
Learn how to systematize your business for growth and profit.**



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