



Attract Clients: A Financial Advisor's Guide to Building and Running A Practice

W. Lloyd Williams

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In this new edition, Lloyd Williams presents the material covered in his popular 2-day workshops conducted in over fifty financial service firms across the U.S. and Canada. He begins with the importance of advocacy-based marketing in contrast to solicitation. Next, he walks you through the all-important First Conversation, which establishes the trust necessary to build deep relationships. Finally, he delivers the scripts, presentations, and tools required to build and manage your business. These are not just concepts to consider, but deliverables to implement in your practice today.

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