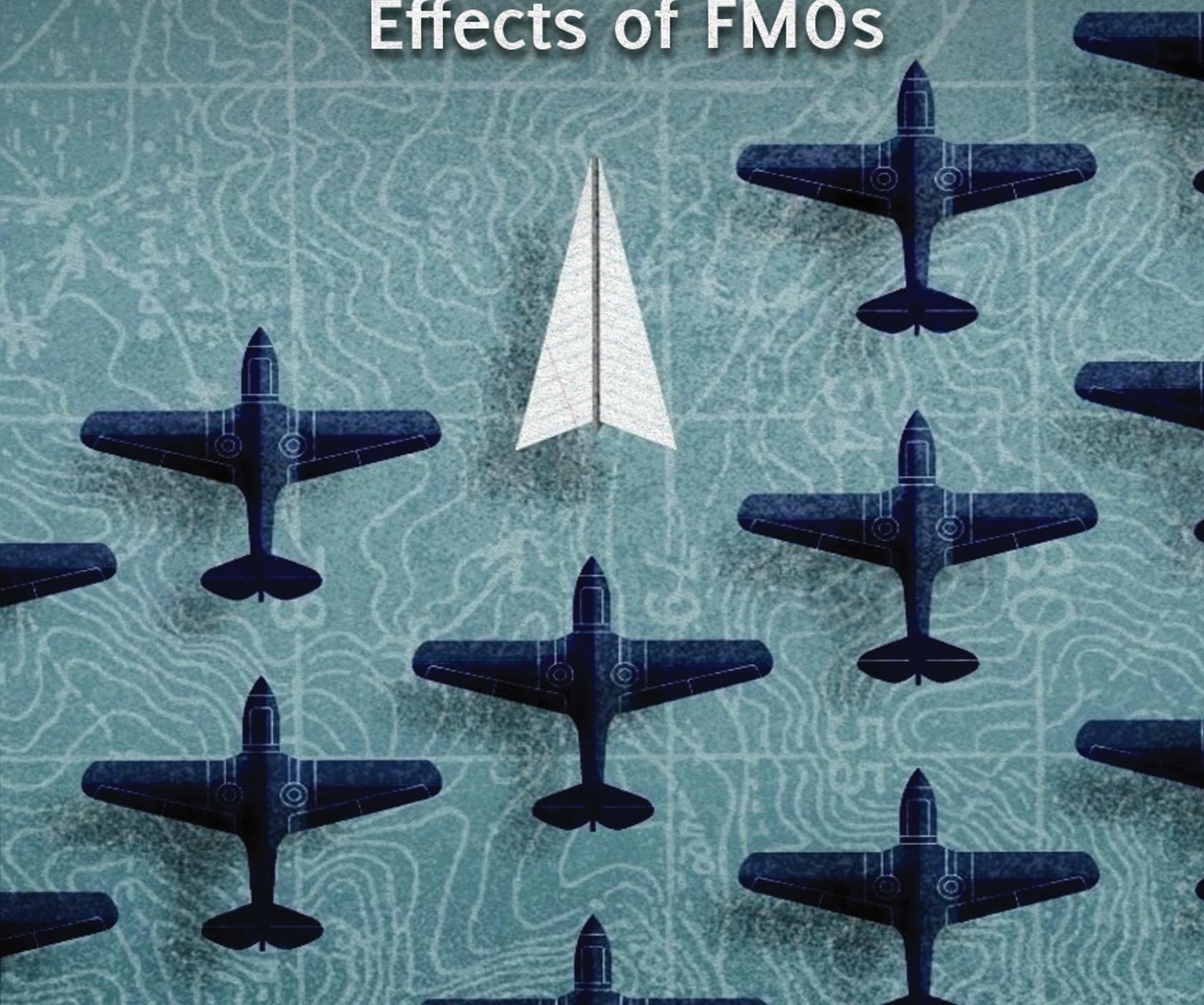


THE WAR AGAINST FMOs

How Smart Advisors
Are Avoiding the Devastating
Effects of FMOs



WHY I DECIDED TO WAGE WAR ON FMOS

I'm waging war on FMOs because I talk to advisors on a near daily basis who are frustrated and fed up. They've been through the ringer so many times. Whether it's the FMO they've been with for years or the new kid on the block, **every FMO is trying to turn them into a cookie-cutter version of every other advisor in their organization.**

Think about just the name FMO. It stands for Field Marketing Organization. When you look at what the average FMO does for marketing, it's not real marketing. It's not what gets people in the door.

They take their top producer, whoever is making them the most commissions, and say, "Hey. What are you doing to bring in all the commissions? Let's just copy that and give it to every other one of our advisors." That is just making everybody look the same.

So, why do people choose the independent advisor over the advisor at Edward Jones, Charles Schwab, or Wachovia? It's because

they don't want the guy who looks like a stiff. They want the guy who looks like he came straight off Wall Street. They don't want that corporate-looking feel. But the FMO is making every advisor look and feel just like that person.

They also give their advisors the same bland, vanilla materials. It's all product-centric. Everything is about their product: annuities, IULs, IRAs or social security strategies. But nothing is focused on the person.

Someone needs to stand up to these FMOs. More importantly, someone needs to stand up for the advisor to show them they can be independent- that they can really look out for and help their clients. Not just chase commissions or leader boards, trying to be like that other guy. The FMO guy.

The advisors I know? They want to truly be independent, ambitious entrepreneurs.

HOW FMOS ARE HURTING THE AGENTS THEY RECRUIT

The goal of an FMO is to get as many advisors as they can to promote their products. That's how they make money- from the overrides they get from the production of their advisors. **In other words, it's in their best interest to market to advisors to get them to use their platform.**

One way they entice advisors to use their platform is by saying, "Hey. We have a great marketing system", or "We're going to give you a seminar marketing system or an online marketing system." But they're not giving the advisors individualized plans or systems. Instead, they are creating copycats of the advisors who are already using their platform.

Let's say you're an advisor using a certain FMO, and their top-commission advisor is doing dinner seminars. The FMO is going to take that dinner seminar that one advisor is doing and try to copy it for all the other advisors - whether they are good at delivering or marketing seminars, or not. Whether they are good in front of a room, or not. That's just how they're going to market.

FMOS create things they *think* the market wants, not things the market *really* wants. Things like "Thoughts of the Week", weekly emails, market updates and analysis. The client doesn't care about a market analysis. They don't care about a "Thought of the Week" because that's what they're paying you as the advisor to do for them.

They gave you their money so you can manage it, not so you can send them stock updates and market watches. The FMOs are hurting the agents because they are making the agent conform to something they might not necessarily be good at, or that they might not necessarily want to do. And they're doing it because the FMO offered them a little bit more of a commission in this marketing system. They're just chasing the dollar.

This reminds me of the internet-marketing or business-opportunity world. On one hand, there's a person who has been working one job his entire life. On the other hand, there's a Sally Homemaker. She's been home with the kids and is looking for a way to

make more income. So, she finds a network marketing company, multi-level marketing company or a franchise opportunity. Or maybe she finds another business or tries to blog and make money off of ads. She's leapfrogging.

Advisors are doing the same thing. Just like an opportunity seeker hops from opportunity to opportunity, they're leapfrogging from FMO to FMO. But the FMOs are only hurting themselves by allowing this culture to perpetuate. The FMOs are not creating individuals. They're not creating a super sergeant. They're not creating rock stars. They're creating a bunch of clones.

HOW FMO MARKETING MATERIALS ARE HURTING THEIR ADVISORS

First, let's talk about the emails that most FMOs give their advisors. Most FMOs give their advisors an email marketing system. In this system, they create emails that the advisor can literally just copy and paste. They're compliance-approved, and ready to go. All the advisor generally has to do is stick and logo on these emails, and they're good to go.

This works in theory because the advisor isn't great at creating content. Now, he doesn't have to think about what emails to write. **In practice, however, the FMO is just giving them the things that the clientele and prospects don't want.**

Things that ignore what really matters to the client. "How can you help me? What are my problems? What are the issues I'm going to face in retirement? Why would I choose you over somebody else?"

Instead of creating a deep relationship; instead of connecting on an emotional level; instead of really fostering this relationship, the prospect or client who gets these emails just sees them and deletes them. Remember, emails are easy to delete.

Think about the last time you were checking your phone in-between appointments. Or the last time you got a bunch of eNewsletters

from people you had a somewhat "okay" relationship with. It's really easy to just swipe and delete, swipe and delete, swipe and delete, swipe and delete.

I know that you came in to the office this morning and saw 100 new emails. What do you do? You just click; click, delete - all the emails are gone. These types of emails are very easy to be put in that same pile.

While it seems like the FMO is giving you great stuff that you can add into your marketing, it's stuff that you just copy and paste. This is actually hurting you- because instead of getting your message heard and instead of converting prospects, all you're doing is getting deleted before your message is even opened. And if they do open it, they're going to say, "So what? Who cares? What does this have to do with me?"

The most important thing that our prospect and the client cares about is, "What does this have to do with me? How does this connect with me? Where's the relationship?"

They're not worried about the market updates. They can get that from 'The Wall Street Journal' or the 'USA Today'. They can get that from the local news. They can get

it from 'Fox News'. They can get it from wherever they go for information. They don't need to get it from you.

What they need from you is a relationship. They need to be able to trust you and know

that you are the person to help them retire the way you want to retire. Your FMO is actually hurting you by giving you these free emails that you send out, whether it's on a weekly or monthly basis.

HOW YOUR "FREE" FMO MARKETING IS KILLING YOUR ADVISOR PRACTICE

Again, most FMOs give their advisors some type of free marketing, whether that's emails or direct mail letters. Because the FMO is giving it to them for free, that's what they use in their marketing.

Now, I want you to think. Do you get the "Thought of the Week" or a market update? If so, how many prospects and clients are you sending them to? How many people are opening them? How many people are clicking on the links? How many people reply, engage and say, "Thank you so much for sending me this market update!"?

Another hard stat that we don't want to look at is, "How many people are turning off? How many people are unsubscribing? How many people are just ignoring you?"

That's the effect of "free".

The reality is, every time you send an email, you should be booking an appointment. Every time you send an email, someone should say, "Thank you for sending that." Every time you send an email, someone should say, "Wow. That was an incredible resource." Every time you send an email, someone should tweet about it, post it on Facebook or call up your office. Everything that you do should have a purpose that creates an emotional connection. That is what happens in a relationship.

Your clients and prospects should be excited about the information you send them. Instead, when you use this "free", canned content from your FMO, no one is emotionally connected. No one knows about your values or your passions. All they see is a bunch of numbers and words on a page that mean nothing to them.

"Free" is actually killing your business because your message is never getting heard. "Free" is killing your business because

they're deleting your emails before they are read. Before they see you have an event coming up, before they even see about the products and services that you offer, before they hear about the stories of the people you help in your business.

What's worse, is when you spend money on direct mail when the FMOs give you direct mail pieces, postcards and sales letters. You're spending your hard-earned marketing dollars to get into the mailboxes of your top prospects, and they're not even opening them and reading.

Instead, they're just going in the trash because your FMO doesn't know how to put together an envelope or teaser copy. Why is this happening? Because your FMO didn't study the direct response legends that have come before them to get things read.

Let's go back a little bit. When you send something in the mail, someone has to sort through it to see your piece and go, "Wow! I want to read this. I want to open this."

To do this, **your mail has to have an attractive headline. It has to have an attractive 'Lead.' It's got to pull them in. It's got to captivate them. It's got to get them emotionally connected** and say, "You know what? This is for me. I'm going to read this because I want to see what this guy is up to, because I feel a connection to him."

When your direct mail doesn't do that, guess where it goes? It goes in the trash. The late, great Gary Halbert, one of the best direct response marketers of all time, said, **"People sort their mail over the trash can."**

Your mail will end up in the A-pile or the B-pile. The majority of mail that FMOs are creating for advisors are going directly in the trash. They're never getting read. That's why you can send out 10,000 mailers

for a seminar, have 20 people respond and only get ten buying units to show up.

Again, people do business with people. Maybe one day the FMOs will keep up, but not right now.

THE SOLUTION TO THE FMO MARKETING DILEMMA

The first step to solving all of your marketing troubles is fully understanding who your target market is. A lot of so-called 'Gurus' out there talk about finding your perfect avatar or perfect client. Even though so many people talk about it, so few business owners and financial advisors take the time to understand who their target market is. Yes, it's probably people who are close to retirement age or who are retiring about \$500,000 in investable assets, but I want you to dig deeper.

Look at your current client list. Do an 80-20 analysis of who your current clients are.

Are they professionals? Are they doctors? Are they healthcare professionals? Are they in the service-based businesses? Are they blue-collar workers who have worked for companies with unions, with great retirement plans? Are they government workers?

Are they all families? Are they all divorced? Are they mostly women decision-makers? Are they male decision-makers? Are they on the younger side or do they skew older? What are the characteristics that make up your person?

Once you have this person, bond with them. Talk about the things that interest them. This goes way beyond talking to them about your product and your services. This goes way beyond talking about features and benefits. This is about what connects us as people, because again, people buy from people. They buy from people that they know, like and trust.

You need to know somebody by showing up in their life, by them seeing your face, by putting your face on your marketing materials, your website and business card. When they walk into your office, they get to see that face. You become familiar to them. That's how they get to know you. Then, they get to like you, by hearing you actually talk about who you are and what you do.

We inherently begin to like people because of the stories they tell and because of the connections and points of affinity they have.

If you were in the military, talk about the fact that you were in the military, because other people who were in the military are going to go, "Wow. He will get me. He will understand me because he was in the military."

If you're a sports fan, talk about sports. If you have a big family, talk about all your siblings. If you were a child of divorce, talk about divorce. If you've had medical problems or if you've had issues that you've overcome, talk about those. If you were overweight and now you've lost that weight, talk about that journey.

All these differences are what makes us human. They make us who we are. They humanize us, and by sharing these things, we begin to bond. We begin to create real relationships.

Other people who have gone through these same experiences will go, "You know what? He's just like me. He gets me." Right? We need to play off the emotions, not the numbers.

So many FMOs and so many advisors lead with the numbers. They lead with the percentage of return they can get from them. "This is what the Wall Street has done, and this is what the insurance market has done. This is what annuities can do for you, and this is what the product can do."

They never talk about themselves or the person that they're trying to help. They never create that connection, but I guarantee you that if you create that connection first, all the Xs and Os will line up, and you'll take it right in the end zone for a big touchdown with your clients.

WHY MARKETING IS CRUCIAL TO SUCCESS AS A FINANCIAL ADVISOR

The truth about business is that without sales and marketing, there is no business. As you're reading this, I'm sure that you're really good at what you do. I'm sure that you fundamentally understand what your products do, and how they can benefit the people you get to work with.

The problem with that is that you don't get paid for how well you know your product. You get paid for how well you market your product or service. That's the first thing you need to understand- to succeed today as a financial advisor, you need to have a marketing-first mentality. Right?

Now, understanding that you need a marketing-first mentality is something you might fundamentally understand-just like you fundamentally understand your product. However, just because you know that you need to market doesn't mean you know *how* to market, what to write about, how to compel somebody, or how to get somebody to pay attention to your message. Herein lies the chicken and the egg. This is where most FMOs take advantage of financial advisors because they know that the financial advisor is pretty product savvy, but they're not marketing savvy.

They don't know how to write a blog post. They don't know how to write direct mail.

They don't know how to create webinar presentations. They don't know how to create special reports. Even if they do, they don't know how to create things that compel their market, or get them to enter their name and email address in exchange for these special reports. They don't know how to send emails to follow up with prospects. They don't have a conversion system.

That is the fundamental problem with most financial businesses. Financial advisors are great at what they do - just like a neurosurgeon or brain surgeon is great at what they do - but without the backing of a big hospital doing the marketing for that brain surgeon or that neurosurgeon, the neurosurgeon is going to be sitting at his desk waiting for cases to come in. If that's how you feel right now, you need to adapt to the marketing-first mentality. You are a marketer of your products or services.

You also need to understand that your FMO is not giving you the right tools to do the things I'm talking about here in this report. The right tools to create that emotional connection, to bond, and to talk about the things that are going on in their lives. Now, we need to talk about what to market, how to market, and what to write on a piece of paper to get people to raise their hand.

WHO I AM AND HOW I AM WINNING THE WAR AGAINST FMOS



My name is Greg Rollett. I'm the founder of the 'Ambitious Advisor', which is a done-for-you monthly marketing system and virtual mastermind group for today's leading financial advisors. I'm also the CEO of Celebrity Expert Marketing, which helps hundreds of experts all across the country to utilize the power of personality-driven marketing to increase the number of people coming into their business

and convert more of those people into clients, customers, and patients. I help them ascend their current clients into clients for life, and develop a never-ending stream of referrals.

I've co-authored the bestselling book, *Celebrity Branding You*®, along with my partners, Nick Nanton, J.W. Dicks and Lindsay Dicks. I've also written over 33

Best-Selling books with some of the biggest names in the business, from Dan Kennedy to Jack Canfield, Mark Victor Hansen, Brian Tracy, Tom Hopkins and many others on the subjects of sales and marketing.

Brian Tracy said, "Greg Rollett is one of the world's foremost specialists in trust-based marketing and sales systems for business owners and professionals."

Today, I am writing this special report for you, not just to attack the FMOs. I think there is a place for them in the industry. More importantly, I want to talk to you about how you should effectively market yourself in your practice. To take the control back. To stop sending things to your marketplace that just get thrown in the trash or deleted before you ever get to help your marketplace.

WHY THE "FREE" FMO MARKETING MATERIALS ARE NOT ENOUGH

Something I hear from advisors on a regular basis when I talk about the Ambitious Advisor program and our done-for-you marketing services is: "You know what, Greg? We're already getting emails from our FMO. We're getting sales letters from our FMO."

My response to them is, "Yes, but how many people actually opening those emails? How many people are responding to your direct mail? How many people unsubscribe every time you send an email? Are you even looking at the numbers? Are you tracking anything in your business? I guarantee you that you're doing more harm than good by using the vanilla, plain-Jane, copycat marketing systems that most FMOs are giving you on a regular basis."

What we've done in the Ambitious Advisor program is taken a 180-degree shift in how we look at marketing advisors. We think it's all about you first, developing a core relationship with your prospects before you ever start talking about the Xs and Os. Why am I going to start talking about an annuity? Why am I going to start talking about life insurance? Why am I going to start talking about an IUL or a rollover strategy? Why am I going to start talking about that stuff if the person on the other side of the line doesn't trust me?

There's a great quote from New York Times Best-Selling Author® Brendon Burchard that states, "**They can never trust the message if they don't trust the messenger**", and all the marketing your FMO gives you really sticks out like a sore thumb to say, "Hey. You know

what? I'm a salesman, and I'm trying to sell you something. I'm trying to sell you a big product that gets me a big commission."

The marketing that we create in the Ambitious Advisor creates a bond - it creates a relationship to help you be that pillar of the community, the trusted advisor, the go-to resource that your prospects and your clients turn to for education, entertainment, and resources.

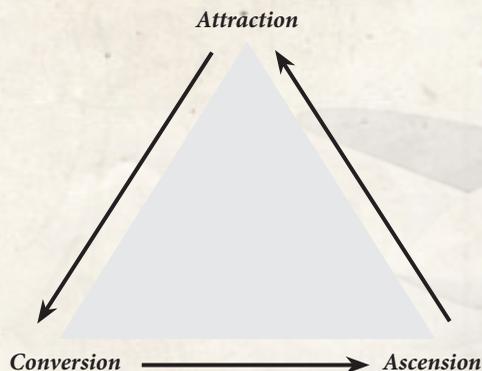
The question I want to ask you today is - How much is free costing your business? Every time you send a piece of direct mail out, an email out, or anytime you send something to your prospects or clients, you're either turning them into advocates for you and your brand, or you're turning them off.

When you send an email to your clients, do they just delete it? Does that help to create a relationship? Were they going to go out and ask for a referral for you? Were they going to go tell and talk to their friends, their family members and their social circle about you? Or, do they just delete it and dismiss you?

I want to create marketing for you that gets your marketplace excited! Excited to work with you, motivated to work with you- where they come into your office happy, with questions, ready to sign on the dotted line; where they're going out and becoming a tribe that fights for you, that bleeds for you, that goes out and does your marketing for you. You can only do that when you have marketing working for you, not against you.

WHAT A COMPLETE MARKETING SYSTEM LOOKS LIKE

A complete marketing system is something I call the 'Trust Triangle.'



There are three sides to this trust triangle. The first is the attraction side. You have to start **by attracting people into your business.**

Marketing is designed to do two very specific things. One is to attract the people you want in your life and in your business. The second is it repels everybody else. This is important for you to understand, because you cannot be all things to all people. You should be doing very specific, laser-targeted marketing that only attracts the people you want in your life.

We've talked about building your customer avatar earlier in this report, and I want you to go back to that now. "Does your marketing attract that person, or does it repel that person?" If you're trying to get the guy who has \$500,000 in assets, is the marketing that you're doing attracting that person, or is it pushing that person away? Are you using language that attracts that person? Are you talking about social events and pop culture, and things happening in his life?

If you're trying to attract the guy with \$5 million, are you sending out marketing material that attracts that client or repels that client? Are you talking about the issues that are important to him? Are you talking about the pop culture and the societal and community things that are

important to somebody that has that much in their asset class? That's the goal of marketing.

Once you attract them, now you have to convert them. Just because they raise their hand and said they wanted to meet with you or they came to your website and entered their information, now you need a system to convert them. **Because people don't make decisions, especially life-changing decisions, overnight.** In your market, it really is all about being at the right place at the right time. So, you need to develop a drip system that drips onto your prospects on a regular basis.

The third piece is what I call 'Ascension'. This is where you create clients for life and develop a never-ending stream of referrals. What I mean by "clients for life" is that most advisors we work with say, "You know? We don't have all their money. We don't have all their assets. We might have it from the husband, but they don't have the 401K yet from the wife."

By developing this type of marketing system and **ascending your clients, you're going to get that money from the wife.** You're going to get more of their assets to put in their management or to put in the products and services that you offer. Also, they're going to create a stream of what I call "Never-ending referrals".

This is powerful because when you do the right kind of marketing ... the kind of marketing that we create for our ambitious advisors ... **your clients will be excited to talk about you.** They will proactively go out into their social circles and communities and talk about the things that you do-the way you add value to their lives. They'll be almost like a recruitment army that you've created and brought into your business.

Again, a real marketing system is a triangle. It's what I call the 'Trust Triangle'. That is attraction, conversion, and ascension.

HOW THE AMBITIOUS ADVISOR PROGRAM SOLVES THE FMO PROBLEM

FMOs might give you one special report, the "Thought of the Week" email, the market report email, or maybe one seminar system.

The Ambitious Advisor program creates the trust triangle for you on a monthly basis.

Every single month, we give you a brand new, done-for-you, ready to copy and paste marketing system that you can add into your business right now.

These materials are timely. They're personality-driven. They're interest-driven. They're pop-culture driven, so that you enter the conversation that's happening in your prospect's mind.

Each and every month, we create a brand new special report for you. These range on topics everything from a Veterans' Day Battle Plan to your Wonderful Retired Life survey, to your Financial Fitness Blueprint, or your Presidents Day Proclamation. We create these special reports, and we customize them for you. We place your photos on there, put your contact information, and write a welcome letter that's from you every single month.

Now, if you only have one special report, that one special report that your FMO gave you- what if they don't want that report? What if they've already read that report? What do you send them next month to try and get them to work with you? Is that the only resource that you have?

We give you a brand new resource every single month. That way, your website always has fresh content, so you're sending brand new special reports to your prospects. You're also sending brand new special reports to your clients who can use these as something to pass on to their friends again, because they're excited to talk about it, take it, and pass it on to the next person.

We don't just stop with the special report. **We actually write a letter that you can send with that special report to all your clients.** If you don't want to mail it, we give you an email that you can send with that special report to all your clients.

We write a three-part email sequence each and every month. These are three emails that you send in sequence to your prospects, and they are **designed to do one thing ... to get someone actively engaged to work with you,** to reply to your email and say, "I have to work with you." That is the sole purpose of these emails.

They're not about market updates. They're not about your "Thought of the Week". They are contact-driven. They are call-to-action driven.

They are direct response driven, having to do with an issue or a theme that's on the top of your prospects' minds. They can do nothing but reply to set-up an appointment with you. We also write two, long-form direct mail sales letters.

I've been paid up to \$5,000 per month as a retainer to write direct response copy for some of the biggest names in the business. **Every single month, you get two direct mail letters that my team and I put together, just based on your perfect avatar.** These are also direct mail letters that you can send to your prospects. All you have to do is put something in their mailbox, and send it the way that I tell you to send it - with the right envelope, the right teaser copy, and the right headlines- they can do nothing but pay attention.

You will stop them dead in their tracks to where they will be excited to read what you have to say and then run right to their phone to call you for an appointment. We also create postcards. We give you two 60-second radio scripts because you should be using radio as a direct response medium to drive more phone calls into your practice. Guess what? I script those out for you.

How do I know they work? Because I ran my own radio show here in the Orlando market, one of the most competitive markets in the country. Every single week, routinely, we would get 10- 15 new prospects every single week using this exact same blueprint. I also write video scripts for you. Do you

want videos that you can put on YouTube and Facebook, to drive people to click on and download your special report? I give you those video scripts.

You don't have to think about what to say. You just jump on camera and say it. We also give you a referral-marketing piece. Every single month, we give you something to send to your clients to stimulate more referrals. **This is by far the number one thing that our advisors love because it gives them a reason to reach out to their clients and do something cool for them,** providing goodwill in their lives and, in turn, sending referrals by the droves into their practice.

Then, finally, I give you a webinar script every single month with slides I've created. I give you the script for that as well. I give you the emails to send to invite people to this webinar. I give you everything to run an online webinar.

This is the next revolution in the financial industry. People are sick and tired of going to the steakhouse, or going out into the cold or summer heat, filling up their tank with gas and getting all dressed. They are tired of being taken away from the shows that they're watching on TV or the family they have at home.

They want something they can watch online, something that is entertaining, that gets to the point in 20- 30 minutes, that gets them intrigued and interested-something that gets them to raise their hand and say, "You know what? This looks pretty cool. I'd like to learn more."

That is the webinar system that we've created for you. Here in our business, at the Celebrity Branding Agency and through Celebrity Expert Marketing, and along with the Ambitious Advisor program, **we do over seven figures in revenue from our webinars and teleseminars every single year.** I've used this same process, this same system that we use here at the agency, and I've given it to you here in the Ambitious Advisor program to use in your marketing.

Again, you get the slides completely done for you. All you need to do is slap your branding on there. You get the scripts, so you just have to read word-for-word what's on that script to deliver the webinar. I give you the emails to send to your prospect list to get people to register. Then, I give you the entire replay sequence in case

people couldn't make it live. Now, they can watch it on demand, and you get that every single month.

Now, in addition to the done-for-you marketing that we give you every month, you get brand new direct mail letters, brand new postcards, brand new emails, and brand new special reports. **Every single month, you get to jump on line with me for two virtual mastermind calls every single month.**

Each mastermind call, I go through the sales letters, the postcards, the videos, the radio scripts, the special reports, and you get to ask your questions about how you can implement it into your business. We do this live each and every single month. Then, about two weeks later, we jump on another virtual mastermind call where I go through a topic of what's working now with financial advisors, the top financial advisors across the country's business, and I give it all to you.

I give you scripts. I give you samples. I give you examples, and I give you step-by-step instructions. Plus, I take your questions. I go through Q&A, and I make sure that you don't leave that live virtual mastermind session without knowing exactly what to do to make more money, more profits and live off your ambitions every single month.

The Ambitious Advisor program is also area and territory exclusive. This means that we only accept one advisor in each market area. If you're in Louisville, Kentucky, because we already have three advisors from Louisville, Kentucky that applied to be a part of the program, we took the first one. It is first-come, first-served.

Now, I will say that the program does carry an investment of \$1,450 per month every single month. This is also month-to-month ... meaning that I'm not locking you into a 12-month contract. I'm not locking you into a two-year or three-year contract.

Here's the deal: If my program and marketing system is not bringing you more revenue, more profits, more clients and more referrals, then I don't expect you to pay me. Therefore, you can cancel at any time. Just let me know, and I will be happy to cancel your account and give it to somebody who can utilize this system to grow his or her business.

I do want to talk about the investment for a second because I want you to think about

hiring a marketing coordinator at \$10 an hour. Someone who's fresh out of college, never had a job before. Have they ever written sales copy? Have they ever printed something and send it in the mail, and taken a company's money and tried to create a return on investment for it?

At \$10 an hour, at 40 hours a week, that's \$400 a week. This is not including their health insurance and taxes and all the other stuff that you know comes with hiring employees. The computers and the IT support that they need, and the training that they need - That's \$1,600 a month to get a \$10 an

hour employee who couldn't do one tenth of what we give you every single month in the Ambitious Advisor program, through our sales letters and our reports and our done for you marketing system, plus the virtual mastermind and some of the other perks that I haven't even mentioned here in this here report.

Again, I ask you, "Can your FMO do this for you? Can your FMO give you a monthly marketing system that attracts, converts and ascends your prospects?" **No. The answer is no. They cannot do this in the way that we do it here at the Ambitious Advisor.**

HOW YOU CAN TELL IF THE AMBITIOUS ADVISOR PROGRAM IS RIGHT FOR YOU

If you are sick and tired of your current FMO or IMO, here's what I encourage you to do right now. I encourage you to go to Ambitiousadvisor.com. On that website, you'll find a quick video where I go through the program, and I show you samples and examples of the different marketing pieces we give you. You will also find a complete rundown of all the different pieces that are involved with your membership in the Ambitious Advisor.

From there, there's a button where you can **click to apply to become a member of the Ambitious Advisor**. You do have to apply because we are only looking for the top advisors across the country. We're also going to be looking for one advisor per territory.

You will be asked to make your first deposit of \$1,450. Should you not be accepted for any reason, we will refund 100% of your money-no questions asked. You can also schedule a no-obligation consultation with

me to see if this program is right for you. In order to do that, **all you need to do is go to Ambitiousadvisor.com/call**.

When you go there, you'll be able to see my personal calendar and select the 30-minute time slot where I'll jump on the phone and talk with you about your business. I'll look for opportunities, and I'll look for areas where this program can pay for itself in the first month. If I can't do that, I won't even ask you to join us and be a part of the Ambitious Advisor program.

Again, you have nothing to lose. If I don't deliver you results, you don't pay. Again, just go to 'Ambitiousadvisor.com'. I want to thank you for reading this report. I hope that you take what we've talked about seriously and understand the implications that the FMOs are costing you and your business. Thanks for reading, and I look forward to seeing you as part of the Ambitious Advisor.

**VISIT AMBITIONUSADVISOR.COM TODAY TO
LEARN MORE ABOUT HOW YOU CAN
PUT THIS SYSTEM TO WORK
IN YOUR BUSINESS TODAY**

THE WAR AGAINST FMOs

How Smart Advisors
Are Avoiding the Devastating
Effects of FMOs

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