"Distance Yourself from Loose Talk Advisors"

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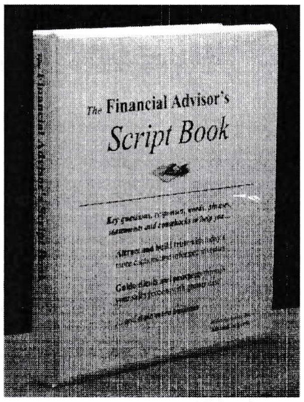
Here's the book that can help you take your phone calls, desk talk and seminars to a new level of credibility and trust... and have your clients and prospects applauding you for making clear and transparent sense.



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About George Miller

Former broker, advisor and lead marketing copywriter for major securities firms, George has been researching, gathering and refining sales and relationship building scripts since the 1970s.

The *Financial Advisor's Script Book*

A quick reference of opening statements, relationship builders, key questions, responses, talking points and "wake-up" calls to help you...

- **Attract and build more trust with today's skeptical and better informed investors**
- **Guide clients and prospects through your advisory process with more ease**
- **Build a base of clients who meet your qualification criteria and desired profile**

Dear Financial Advisor,

In this down market, how many of these old songs are you playing to deaf ears?

"Stay focused on the big picture."
"Think long term."
"Things will get better. Stay the course."
"The market always comes back. History has shown it."
"Stay diversified and you'll be OK."
"You must be in to catch the upside when it comes back."

And how often are you halted by these objections and stalls?

"I'm sitting on the sidelines in this economy"
"I already have an advisor"
"I'll wait to see how the market plays out"
"I'm fully invested"
"I manage my own portfolio online"
"Send me your info"
"I'll talk with my CPA"
"I'll think about it."
"Call me after tax season"
"My money is in my business"
"I'm retired. My portfolio is set"