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By Tom Poland

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Enjoy The Security And Satisfaction That Comes From A Steady Flow Of High Quality, In-Bound, New Client Inquiries Virtually Every Week Of The Year. Here's what you'll discover from this serial entrepreneur in Leadsology: * Sixteen common but costly marketing mistakes that most Advisors make. * How to create a marketing message that compels prospects to make an inquiry. * The four best lead generation sources for Advisors and how to use them. * The Pipeline: how to create a flow of new client enquiries virtually every week. * Why premium prices will attract more clients and better quality clients. * How to tap into the power of marketing through other people's networks. * One simple but proven strategy to create an inexhaustible supply of leads. * How to maximize the power of Social Media in your marketing. * How to increase the value of your service and reduce your hours simultaneously.

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Editorial Review

About the Author

Tom Poland is a 59 year old Marketing Mentor who started his first business at age 24 and has gone on to start and sell four others, taking two of them international. In that time he's managed teams of over 100 people and annual revenue of more than 20 million. These days Tom's thing is "Leadsology: The Science of Being in Demand" which is a blended learning program that gives professional advisors a model for generating a flow of high-quality, inbound, new client enquiries into their businesses almost every week of the year. Over 2000 business owners across 193 different industries and 4 continents have been through his programs and many have gone on to add millions to their earnings and their testimonials are available on his website. Tom's work has been published in 27 countries and he's shared international speaking platforms with the likes of Michael Gerber of E-Myth fame, Richard Koch from the 80-20 Principle, Brian Tracey and many others.

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