

# THE PROBLEM

As a coach, attracting the attention of financial advisors can be tough. It's a crowded market.

You have great things to offer them, but they are often distracted and overwhelmed with the task of acquiring new clients.

They're in their own fight against robo-advisors, dealing with Zoom meetings, and competing in a world now dominated by digital advertising – A.I. & machine learning – ad channels restrictions & algorithms – and privacy and tracking nightmares.

This shift away from referrals only, speaking engagements and sending Christmas cards ... toward A.I. technologies, automation, and algorithm driven marketing is only going to continue.

Financial advisors that adapt with these fast moving and complex changes, will become your future best customers.

