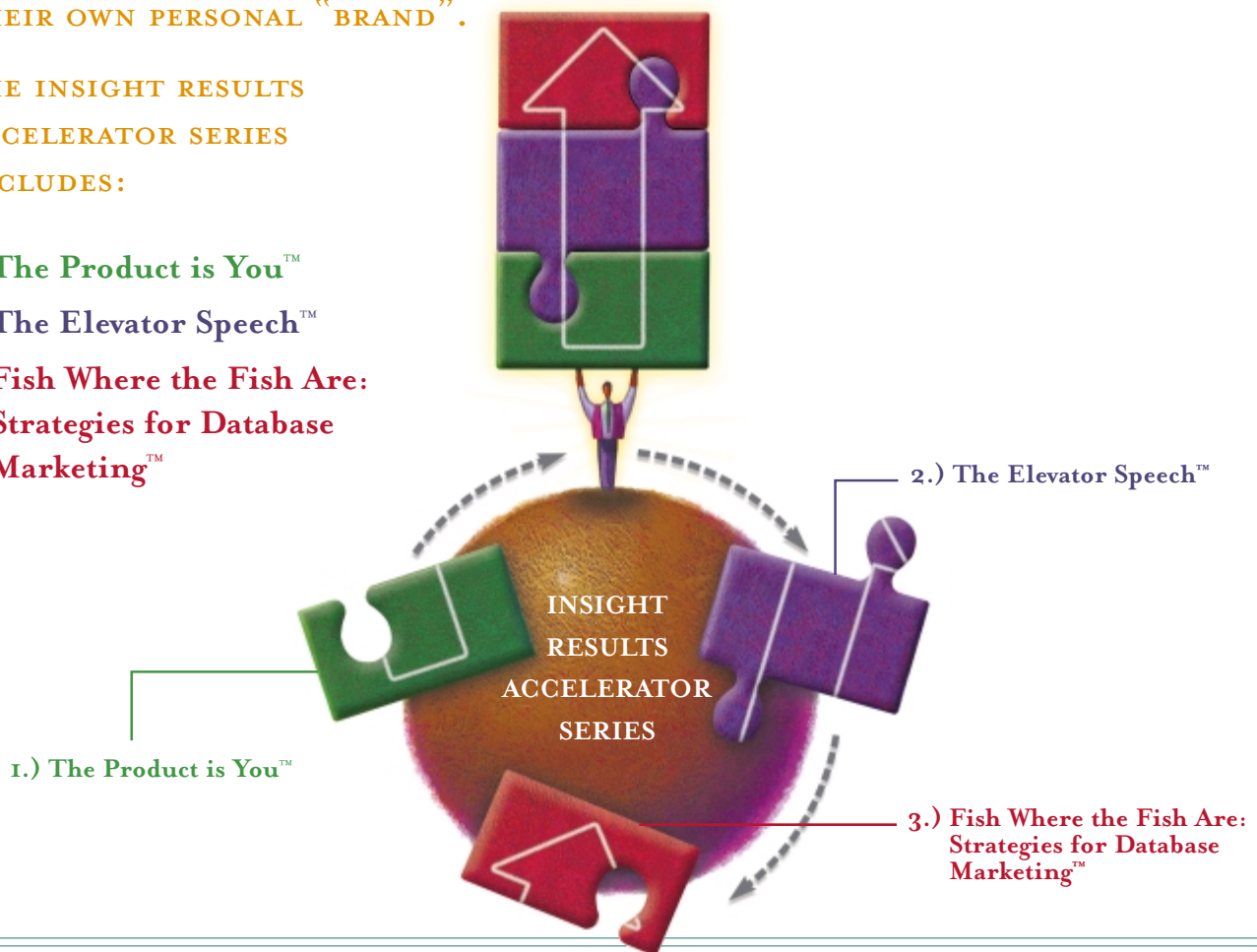


INSIGHT RESULTS ACCELERATOR SERIES

THIS SERIES IS DESIGNED FOR FINANCIAL ADVISORS AND CONSULTANTS WHO WANT TO GAIN A COMPETITIVE ADVANTAGE AND GROW THEIR BUSINESS BY BUILDING THEIR OWN PERSONAL "BRAND".

THE INSIGHT RESULTS
ACCELERATOR SERIES
INCLUDES:

- **The Product is You™**
- **The Elevator Speech™**
- **Fish Where the Fish Are:
Strategies for Database
Marketing™**



INSIGHT RESULTS ACCELERATOR SERIES

The Product is You™

In this dynamic session, you will learn the importance of the impression you leave in the mind of your prospects and clients. You will also learn how to position yourself as an expert in your field with a biography and letters of recommendation. This session includes a breakout segment where you will learn how to effectively generate referrals using your new collateral material.

Benefit to You: The written questionnaire to create your biography and samples for you to model.



The Elevator Speech™

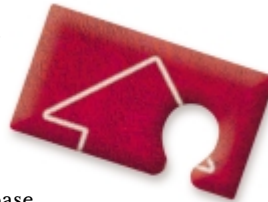
Have you ever been asked "What do you do?" and responded in a way that you knew the other person really didn't understand? During this dynamic workshop, you will learn how to quickly and effectively communicate what you do in the form of an "elevator speech".

Benefit to You: A written "elevator speech" that you can begin using with your clients and prospects immediately.

Fish Where the Fish Are: Strategies for Database Marketing™

In this highly interactive program, you will learn how to effectively use your database to create "Business Intelligence" using the metaphor of a Fish Finder. Just as a Fish Finder enables a fisherman to see where the fish are and what strategy he should use to catch them, you will learn how to apply this idea to your business. This new way of discerning information from your database will allow you to see patterns and connections that were previously invisible.

Benefit to You: Identifying your ideal target client and the best strategy to attract them.



Mark Magnacca is the President of Insight Development Group. He is an internationally recognized peak performance strategist and sales coach whose mission is to help his clients boost their performance to a higher level of achievement.

Mark developed the content for "The Results Accelerator Series" while building his own financial advisory business from 1988 to 1998.

Using these strategies he was consistently ranked among the top producers in the financial services industry.

Mark's seminar programs have been utilized by many leading firms that include Merrill Lynch, Smith Barney, Pacific Life, Allstate and Commonwealth Financial.

His programs have been featured in The New York Times, USA Today, The Wall Street Journal and on CNN's Money Line with Lou Dobbs.



This series is based on the Book *The Product is You™* available on Amazon.com

"The Product is You seminar gave me a new perspective on how to better position the value I bring to my clients."

Jim Greenho
Senior Vice President,
Smith Barney

"The Elevator Speech was timely and to the point and gave us all a new way to position ourselves in our client's minds."

Duane Cooper
Branch Manager
UBS Financial Services

"Your Program, Fishing Where the Fish Are, gave us a new strategy and mindset regarding focusing our time and energy on our target market."

Douglas R. Dubiel
Vice President, Senior Financial Advisor
Merrill Lynch Wealth Management



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