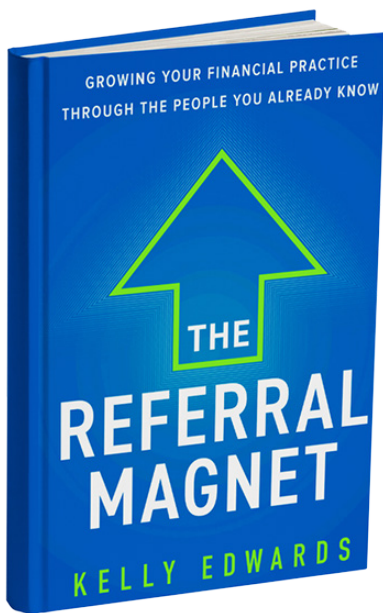


BECOMING A REFERRAL MAGNET

How Top Advisors Increase Their Referrals
Without Asking for Them

Presented by Kelly Edwards
Author of *The Referral Magnet*



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WHAT YOU'LL LEARN

Choosing a financial advisor is one of the most important decisions people make in life. They're entrusting someone with their livelihood, their future, and their family, so it's not something taken lightly. Given the stakes, the search often begins with a referral, and that's why the most successful advisors in the industry are the ones who have a proactive plan in place to get them.

In this workshop, Kelly Edwards shares the formula for generating more referrals than ever before, all without asking for them. She'll give you practical advice you can implement right away, sharing strategies from the industry's top advisors about their creative solutions, lessons learned, and mistakes made along the way.

The search for a "magic bullet" is over. Referrals are—and always will be—the best way to grow your financial practice, and this workshop is the first step in learning how to get more of them than ever before.

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