



The Smart Financial Advisors Guide to Winning Female Clients in 6 Easy Steps

Set to control more than 67% of financial assets by 2020, women represent the opportunity of a lifetime for forward-thinking financial advisors. But how to tap into this enormous opportunity is not intuitive for many because the skills required to win and retain women as clients continue to be a mystery.

INVESTinHER demystifies the process. Through stories and real-life examples, the book outlines how advisors can achieve unprecedented success and get referrals like never before by connecting with women in a genuine way.

Sharing the secrets of top advisors who have learned how to relate to women the book covers essential topics such as:

- **connecting** with women in a meaningful way
- **understanding** what motivates them
- **building** strong client relationships with women based on real insights

Written in an easy to follow style, advisors are introduced to the essentials of understanding female investors – who they are and how they relate to finances – which is very different than how men relate.

However, the real meat of the book is found in the 6 Steps. Each Step outlines one aspect of connecting and winning with female investors, ranging from where to find them to how to turn them into clients and ultimately retain them forever. All the steps include practical actionable advice on how to apply the learnings to an advisor's practice, where to start and how to succeed, as well as exercises to hone their new-found skills.

Unique among 'how-to' books – **INVESTinHER** not only brilliantly leads advisors through the skills they need to connect with female investors to build a lucrative financial services practice – but shows them how to do it and enjoy a more stress-free life.

Widely acknowledged as thought-leaders in the industry, Judy Paradi and Paulette Filion have distilled their extensive research into an accessible and practical guide.