

The Financial Planner's Mastermind Sales Script Book

**The \$299 Book (on sale now – see price reduction below)
That contains the exact words and client
presentations of Tom Gau, CFP, one of the most
successful financial planners in America!**

Let's face it. You've probably spent a fortune trying to build your financial planning business. You've gone to every seminar and workshop out there. You've bought a ton of books and CDs. You know your financial planning inside and out and you have outstanding financial solutions to offer. Maybe you've learned how to do seminar selling and how to attract prospects to your practice. **The problem is—you aren't turning those expensive prospects into clients!**

The big, unanswered question is: *What do you say to prospects once they are in your office?* You have spent a lot of time and money getting prospects. Now, what do you say when you meet with them to turn them into **lifelong** clients?

Until now, no training program and no book has ever revealed the verbal secrets the very best financial planners use to convert prospects into satisfied clients. WHY? Quite frankly, until now, no one knew all the verbal secrets of the world's top financial planners.

Thus, until recently, it was impossible to share these highly focused success secrets of persuasion with a wider audience.

Imagine Being Personally Coached by the "\$3,000,000 Man"

You have probably heard of **Tom Gau**, "the \$3,000,000 Man." Tom is a superstar of the financial planning world—he is consistently ranked as one of the top financial planners in America. **Working only part-time**, Tom earns a

personal income of **over \$3,000,000 a year** as a financial planner! He has averaged more than #3 million per year in personal income for almost 30 years.

Tom Gau is probably offering the **same** kinds of products, services and financial solutions you offer, to the same kinds of **middle class clients**. Tom does not have super-secret financial products that outperform the market. He does not have a lot of wealthy clients. His practice is probably very similar to yours—except that he probably earns about 10 times more and he probably works fewer hours than you do. *How is it possible for To Gau, who works only part-time, to be so incredibly successful?*

Quite simply, Tom Gau has **verbal magic** you do not possess. He is a modern street-smart Shakespeare of financial planning. His words and phrases have **verbal charisma** of which you may never have dreamed. He knows ways of describing financial solutions and overcoming objections that you might not learn with even 100 years of experience!

How To Get Tom Gau's “Word Magic” Into Your Hands

Obviously, you can't afford to hire Tom Gau as your personal coach. It would cost you over **\$2,000 an hour** and would take weeks for you to identify and learn the word patterns that have made Tom a multi-millionaire financial planner.

Financial planners all over the country have been begging Tom for years to share his client presentation scripts and verbal magic. Until now, Tom didn't know how it would be possible. He simply could not take time away from his busy practice to spend the hundreds of hours necessary to identify, catalog and write down the exact word patterns that have made him tops in the field.

The Expert Modeling Work of Dr. Donald Moine

Dr. Donald Moine is considered one of the top Marketing and Investment Psychologists in the world today. His work on marketing superstars has been featured in not just one, but *two* cover stories in *Psychology Today*, as well as over 200 major magazines and newspapers and over 100 radio and television shows. He is an undisputed expert on the word patterns used by the greatest

salespeople and marketers who have ever lived. In fact, he wrote a Ph.D. doctoral dissertation (the first in America) on the linguistic patterns of sales superstars (University of Oregon, 1981). Dr. Moine is also a Registered Investment Advisor and writes a column for the top website in America for financial advisors.

It was only a matter of time before Tom Gau and Donald Moine would meet. **Phil Kavesh, Esquire**, the estate-planning attorney with more than 10,000 clients, introduced Dr. Moine to Tom Gau in 1993. Soon afterwards, Dr. Moine began speaking at Tom Gau's **Million Dollar Producer Boot Camps** all over the USA and Canada. These \$2,500 weekend Tom Gau Boot Camps quickly sold out and received rave reviews from financial advisors all over America.

As great as the Boot Camps are, there is not enough time in any Boot Camp or seminar for Tom to explain the **hundreds** of powerful word patterns he has developed to turn prospects into clients. He and Dr. Moine decided to work together to capture these incredible word patterns that inevitably lead to closed sales and to lifelong client relationships. They worked for **months** on a **Financial Planner's Sales Bible**, the only book a financial planner would ever need to close more sales with less effort than he or she ever imagined — and this book is called:

The Financial Planner's Mastermind Sales Script Book

Imagine what your life would be like if your prospects and clients raised no objections. Imagine how many more sales you could close. Well, we can't promise you that, but we can promise that all the objections that trouble you now will be much easier to handle once you have *the Financial Planner's Mastermind Sales Script Book*. Many of these objections will be so easy to handle, it will almost be like they don't exist. Some will be so simple to handle that you will almost feel like laughing when the prospect brings them up!

The Financial Planner's Mastermind Sales Script Book will increase your confidence so much that, for the first time, you will actually raise objections before your clients can even think of them! You will actually bring up their toughest objections *first*! You will seek out and **destroy** the hidden, unspoken objections that used to prevent people from committing to you. And by bringing up these objections—and the answers to them first—you will **almost never** hear those dreaded words, "I want to think about it."

You will now be able to **close all the prospects and all the sales you deserve to close!**

Here, *finally*, in one **comprehensive** user-friendly volume, you will find **hundreds** of answers to every sales objection and stall that you, as a financial advisor have to deal with **every day**. You will know exactly what to say when someone says they are loyal to their stockbroker or their accountant who is giving them financial advice. You will know what to say to someone who says they don't want to pay any load or commission. You will know what to say when someone says they are too busy to come in to your office. You will learn what Tom Gau says to almost effortlessly get a huge number of referrals. You'll learn what Tom says when someone tells him they don't want to take any risks or that the stock market is too risky. You will have powerful, proven answers to every questions and objection you ever hear as a financial planner. You will have, *at your fingertips*, the most powerful responses in existence to the toughest objections you encounter as a financial planner.

In this massive **mastermind book** of sales strategies, you will get not just one or two or three responses to each objection, but literally **dozens** of powerful

responses to each and every objection. You will get responses that work with every type of clients and prospect.

Most importantly, there is a special section in this mastermind book in which Dr. Moine gives you secret instructions on how to make these scripts literally **disappear** when you say them. No one will ever know you are using a professional presentation. **Everything** you say will sound **natural** and effortless. The only thing your clients will know is that **they want to do business with you**.

You will sound totally **natural**, **self-confident** and **genuine**. The words you will learn *will come right from your heart* and will go right to the gut and to the subconscious minds of your prospects, turning them almost instantly into clients. These are proven word patterns that have made **Tom Gau** one of the most successful financial planners in the world today. If you use them, they are virtually guaranteed to significantly increase the number of prospects you are able to turn into clients.

The **Mastermind Sales Script Book** offers you something that **no** seminar and **no** “marketing system” offer. It offers something **no** business school offers. It offers you something **NO** book on sales or marketing offers. This comprehensive book is totally unique and is the only book that reveals in detail how the most successful financial advisors handle the most difficult objections and client concerns they hear. For that reason, it has become the #1 best selling sales scripting and presentation book in the world for financial advisors.

Let face the facts. You have spent a fortune to get prospects to come to your office. Why not learn the exact words you need to know to turn them into clients?

In writing and producing this *Mastermind Book*, Dr. Moine also interviewed and worked with several other top financial planners from around the United States. The “word magic” of these other financial planning superstars is also included along with Tom Gau’s genius in this incredible volume.

This book is a bible of all that a financial advisors need to know to turn prospects into clients. There is **no** fat and **no** theory in this book. This is a serious working tool full of the **exact** lines, word pictures and scripts that you can use **IMMEDIATELY** to almost effortlessly convert more prospects into clients.

This unique book is **not** cluttered up with philosophies of financial planning. As important as they are, you will not have to read a bunch of theory about being a “trusted advisor” or theories of life planning. This book **only** contains the exact words you need to say to prospects to handle their objections and stalls and to turn them into clients.

This book is only for **financial advisors**. It is divided into comprehensive sections (with pre-printed index tabs for each section) that go through every stall and objection you are ever likely to hear as a financial advisor.

It would take you hundreds of hours of work to even *begin* to start a book like this—and no matter how long you worked on it, it would NEVER be this complete or this powerful. **The first sale you make from using this book will more than pay for the modest \$299 tax-deductible investment.** In some cases, you will earn more than \$10,000 from the first client you acquire from using this unique book.

(IF YOU PURCHASE THE BOOK NOW, YOU CAN TAKE ADVANTAGE OF OUR SALE PRICE OF ONLY \$249, PLUS SHIPPING AND HANDLING).

The second sale that you make or the second client you acquire will **double** or **triple** your return. It is very likely that you will make a hundred times your initial investment from *the Financial Planners Mastermind Sales Script Book*.

Order your copy **today**. Quantities are limited. Several times a year, we run out of copies and have to wait a month or longer for new copies to be printed and assembled. Be one of the first financial advisors in your area to have this remarkable practice-building tool.

This is a tax-deductible purchase.

Dr. Donald Moine is usually paid from \$30,000 top over \$60,000 to write mastermind script books for his Fortune 500 clients. One major bank paid Dr. Moine’s company **over \$2 million** to develop mastermind sales script books for every one of their major product lines! Why? Because this powerful **Expert Modeling** approach (which makes the skills of a superstar performer learnable by others) is **powerfully effective!** *It really works!* The mastermind Expert Modeling technology Dr. Moine has developed has helped set sales records where no other marketing approach was working. Dr. Moine’s sales scripts are now being used in over 100 of the Fortune 500 companies!

Now for a fraction of a **small fraction** of the amount Dr. Moine normally charges to develop a mastermind sales script book, you will have a chance to own and use the most powerful sales tool in existence for financial advisors. These marketing scripts are very powerful but they are **not** manipulative. They are based on modern, consultative, problem-solving **win-win** strategies.

Here is our powerful, self-confident **guarantee**: If, at any time over the next **two** years, you ever find a book or tape series that contains a greater number of powerful sales responses customized for financial planners, we will cheerfully refund your money!

More than \$500,000 worth of copies of the **Financial Planner's Mastermind Sales Script Book** have been purchased by intelligent financial advisors like you all over the USA, Canada, Australia, Hong Kong, England and Ireland (**If you are outside the USA, send an email to DrMoine@aol.com for shipping rates to your country.**). This is the **#1 best-selling** financial planning sales script book in the world. Isn't it time you obtained your personal copy?

The Financial Planner's Mastermind Sales Script Book

YES, I would like to own the words and sales scripts of **Tom Gau, CFP**, one of the most successful financial planners in the world. I would like to learn how Tom Gau handles every major objection he hears and how he earns more than **\$3 million a year** while working only 9 days a month. This powerful, comprehensive book was co-authored by **Dr. Donald Moine**, founder of the field of Sales and Marketing Psychology and a consultant to many major Wall Street investment firms. Dr. Moine added dozens of powerful scripts and sales approaches that he learned from other million dollar producers he has worked with. If you would like a 3-page description of the contents of the FINANCIAL PLANNER'S MASTERMIND SALES SCRIPT BOOK, CALL (310) 378-2666 and provide your email address. You can also fax in your order to (310) 872-5595. This is the **most complete** and **powerful** script book in the world for financial planners and stockbrokers. I understand that all of these sales scripts are protected by **U.S. copyrights** and I agree not to copy or duplicate them in any form, electrical or mechanical.

Shipping and handling for this massive book is \$12.50 and will be added to each order. International Orders: For shipping costs on International orders, please

send an email to DrMoine@aol.com with your mailing address and we will send you the shipping price for your location. We have mailed copies of the FINANCIAL PLANNER'S MASTERMIND SALES SCRIPT BOOK to Canada, Australia, New Zealand, England, many countries in Europe and to several countries in Asia.

- My check or money order for \$249 + \$12.50 S/H is enclosed (All funds must be in US dollars)
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to complete this form, scan it in and then send the order as an email attachment to DrMoine@aol.com .

- 5.) **Orders received by 12:00 noon, Pacific Daylight Time (PDT) Monday through Friday are normally mailed out that same day. Orders received later in the day are mailed out the next morning.**

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