



# **You've Been Framed: How to Reframe Your Wealth Management Business and Renew Client Relationships**

*Ray Sclafani*

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## **You've Been Framed: How to Reframe Your Wealth Management Business and Renew Client Relationships** Ray Sclafani **Reframe "wealth management" to achieve sustainable success in financial services**

*You've Been Framed*<sup>™</sup> is a step-by-step guide for achieving ultimate profitability and sustainability for your financial advisory firm. Whether you're a savvy entrepreneur ready to dominate your competitors, or a more experienced advisor moving toward selling your practice, this guide will help you proactively reframe your business. You'll learn how to grow your pipeline of prospects, win the next generation of clients, and deepen your business so it can thrive without you—leaving you free to pursue what matters to you. Build your business on a holistic foundation of wealth management and assemble the team that will take you to the top as you develop a whole new perspective from which to offer your services. Transform your role from "directive advisor" to "trusted advocate." Completely shift the paradigm, and make yourself the de facto solution to your clients' wealth management issues.

Whether it's the firm with which you're affiliated or the types of products and services you offer, you've been "framed." As a wealth management advisor, your clients have little understanding of what you do or why you do it. Even your team may have the wrong idea. This book helps you clarify and demonstrate the value of your knowledge and skills, so you can frame your work on your own terms.

- Build and showcase your enterprise value
- Renew client relationships and attract new demographics
- Become a leader with proven team-building tools
- Shift your role from advisor to advocate

If you haven't effectively led discussions to co-create what your business stands for—and what differentiates it from competitors—you're losing talent, prospects, and business. *You've Been Framed*<sup>™</sup> gives you the perspective you need to thrive in the new financial environment, and achieve sustainable success.

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