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New Website Helps Advisors Unlock the Secrets to Success PracticeTools.net Assesses Strengths and Weaknesses to Build a Better Business

Chicago – In the age of e-mail as the preferred communication method versus face-to-face communication, it's no wonder that most advisors spend less than half their time meeting with clients and potential clients. After all, e-mail is more efficient and can be a great time management tool. However, it's not a great tool to build long-lasting client relationships.

According to Al Depman, developer of The Practice Checkup available at www.PracticeTools.net, the key to achieving the full potential is to look at the top performers and mimic the things they do well. “If you look at some of the top performers in the industry, you'll start to see common threads in their practices,” said Depman. “These leaders spend more time developing relationships with their most profitable clients and referral sources and building a practice that other advisors will envy and want to buy when they retire from the industry.”

The Practice Checkup, a division of www.MitchAnthony.com, is also a tool advisors can use to assess where they are in their career and develop a plan to move their practice to the next level. By completing a questionnaire and comparing your practice to best practices in eight core areas, The Practice Checkup puts financial advisors on the road to optimal business performance. The eight core areas of evaluation are client acquisition, client management, sales processes, case development, time management, communication, education and financial management.

The ultimate goal of The Practice Checkup is to evaluate an advisor's business and determine whether he or she has a prime practice – defined as one in which advisors focus on directly servicing clients, while delegating everything else to a system of administrative and marketing resources. As a result the advisor builds a business that can be leveraged and completely transferable for future income and growth opportunities. The Checkup walks advisors through an extensive checklist of 110 key points, a personal interview with Depman, and a report that outlines what a practitioner needs to focus on in order to reach the Holy Grail of more client face time. This generally means adding at least one staff person, a marketing person, to help with prospecting and communication.

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“The most successful advisors—prime practitioners – have a strong vision, a team that is held accountable, a positive business environment, and life balance,” said Depman. “The Checkup shows advisors how to maintain that equilibrium by maintaining a lifestyle they can live with while trying to help clients get the life they want—true balance that benefits everyone. We’ve already had clients achieve 20 percent growth using the tool—that’s good news for the advisor and the client because it means both are benefiting.”

Al Depman is an alumnus of McDonalds, where he honed the systems skills for which the chain is famous. He left McDonald’s to pursue a career in financial services more than 20 years ago, and realized financial professionals were doing everything except spending time with current and potential clients, resulting in lackluster growth and enthusiasm. Depman went on a mission to change that by showing advisors how to focus on the why they entered the business to begin with: to service clients and help them reach their financial goals.

MitchAnthony.com is a leader in relational skills development for financial services professionals. The company provides individual and corporate training, coaching, and keynotes for both novice and experienced professionals. Through his organization consisting of mitchanthony.com, practictools.net and The Financial Life Planning Institute, Mitch Anthony has developed a program that will add quality and depth to the financial professional’s practice. He is a recognized leader, author, and popular keynote speaker in the financial services industry. Mr. Anthony’s messages, whether in book, speech, or workshop, are about putting the client first, resulting in true client connections for life.

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