

Mark McKenna Little: Bio, Intro & AV Requests

Here are some things you might want to know in preparation for my talk before your group.

Warm Regards,

Mark McKenna Little
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1. **Mark's name as it should appear on the agenda:** Mark McKenna Little
2. **Mark's bio** (for your Program Guide)

About Mark McKenna Little

Mark is a Speaker, Author & Most Trusted Advisor to a small community of Ideal Clients. In 1999 he nearly left the financial services industry, forever. Mark had built a multi-six figure business but was killing himself working 84 hours per week trying to serve 1,242 clients on a transaction basis. Rather than quitting he decided to try one last completely radical idea: He crafted an entirely different business model focused on becoming indispensable to his clients by delivering exactly what his clients needed and wanted from their relationship with a financial advisor. This novel idea worked! Mark reduced his workload to just 3 days per week while quadrupling his annual business revenue to well over \$1 Million per year of predictable recurring revenue.

(Mark's image provided separately. Feel free to crop as needed. If you would like us to crop, please provide your image dimension requirements)

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3. Mark's Audio Visual (AV) Requirements

Requirements	Description/ Specs
Highboy (belly bar) table	<ul style="list-style-type: none">• 24" - 32" circumference x 42" high• Single post base• NOT skirted• (see image below)
Chair	Barstool
Writing Media	Flip Chart and markers
Audio	<ul style="list-style-type: none">• Strong preference: wireless Lavalier• Otherwise: 2+ Handheld mics (preferably wireless), one for Mark & the others for Q&A (both presentations)
If Mark utilizes slide presentation (decision will be made before 1 July 2014)	<ul style="list-style-type: none">• One screen of sufficient size to accommodate all members of the audience with an unobstructed view• One (1) wireless presentation Remote - USB ("clicker" to control presentation): minimum range 100 feet)• NOTE: If slides are used, Mark will run them from his own Laptop (An Acer S7).



4. **Mark's introduction at the event:**

Mark Little will resonate with you because... he is one of you.

Mark is a financial advisor who built a multi-million dollar financial advisory business. However, at one point in his career, he was ready to quit.

In 1999 at age 42, he had too many clients, worked 84 hours per week, was miserable, out of balance and was ready to leave the financial services industry.

Rather than quit his business, Mark decided to get focused, concentrate solely on becoming indispensable to his clients, and transform his business by eliminating all other activities.

He was able to reduce his workweek to 3 days a week while quadrupling his income to well over \$1 million per year of predictable recurring revenue.

Oh and, by the way, this was all during three totally obnoxious years in the financial markets: 2000, 2001 & 2002 (Y2K, 9/11 & a recession), proving that the state of the economy doesn't matter when it comes to increasing your value to clients.

Please join me in welcoming... Mark Little!