

Mark McKenna Little

Speaker, Author, Trusted Financial Advisor

Mark Little built a multi-million dollar financial advisory business by being a Trusted Advisor in every sense of the term. However, at one point in his career, he was ready to leave the business world; not because he wasn't financially successful (he had built a multi-six figure business for himself), but because he was overwhelmed. In 1999, at age 42, he had too many clients and worked 84 hours per week.

Rather than quit his business, Mark decided to try one last thing: Mark discovered the power of focus and became passionate about relentlessly implementing a plan to deliver comprehensive financial services but not as a one-man-band. He developed a system for delivering comprehensive financial services through a Best-in-Class Deliverables Team of Subject Matter Experts.

With his team in place, he identified 17 ideal clients within his client base of 1,242. Within 34 months he politely disengaged from 1,225 Non-Ideal Clients and grew his community of Ideal Clients to 91. He was able to reduce his workweek to 3 days a week, while quadrupling his income to well over \$1.6 million per year of predictable recurring annual revenue.

Most importantly, however, his Ideal Clients loved the extraordinary value they were now receiving; they became loyal clients entrusting Mark with 100% of their financial affairs. All of this was accomplished during the terrible years of the financial markets from 2000 – 2002.



What others have said about Mark McKenna Little's talks...

Mark has helped us set a new more focused direction for our Advisor's businesses. Mark is excellent.

– Dave Turner, President, Cascade

Financial Management, Inc.. I learned that we need to better package our product and do a better job of following through. It was time well spent

- Dale Unruh, Denver, CO

"Mark, I am writing to you because I thought you should know you are a role model for what we all have the power to attain if only we have the courage to dare."

- Chris Haydel, Pasadena, CA

“Your talk was really motivating to me, not in the hyped up sense that "motivational speakers" tend to do it, but in a sustainable way that gave me specific ideas of what to do.

- KAREN L. PADGETT, Anchorage, AK

“Mark was great!! Very inspirational and motivational. Our group could relate to his message. It was a wonderful opportunity to hear how one man put a system into practice and followed it successfully.”

- John Gakenheimer, Ann Arbor, MI

What I would say to others is you've heard it all before- now see how a real person did it.

- Attendee... Producer Meeting, Cascade Financial Management, Inc.

The actual importance of coming to hear Mark was in learning "how" to develop processes, which I found tremendously valuable.

- Linda Harmon, St. Paul, MN

The act of breaking down a step-by step process was very enlightening. So simple, yet I'd never seen it before. That's bound to make training someone so much easier.

– Geoge Arky, Durham, NC

Good practical illustrations of your points and how to make them actionable. Enjoyed the sessions. Good Job!

- Dr. Seaton E. Smith, Jr. Tavares, FL

I enjoyed the subject matter and your friendly yet professional speaking style

- Jim Goins

To Schedule Mark McKenna Little For Your Event:

Call Anne Bachrach

619-548-2260

Anne@BachrachVBS.com