

# Mark McKenna Little

## Author, Speaker and Most Trusted Advisor

Mark McKenna Little built a multi-million dollar financial advisory firm 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 2004, at age 47, he had too many clients, 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 The Crucial Few™ (the 80/20 rule) relentlessly implementing a plan to optimize his business and his life. First he identified 17 Ideal Clients within his client base of 1,242, and then politely disengaged from 1,225 of his Non-Ideal Clients. Within 34 months those remaining 17 Ideal Clients helped him grow his ideal community of clients to 91. He was able to reduce his workweek to 36 hours working only 3 days a week while quadrupling his income to well over \$1million per year of predictable recurring revenue. Most importantly, however, his Ideal Clients loved the new level of attention they were able to receive, and they became extremely loyal clients who entrusted Mark with 100% of their financial affairs. All of this was accomplished during the terrible years of the financial markets from 2000 – 2002.

Mark is the founder & creator of The Trusted Advisor Toolkit™ cloud-based system for financial advisors to increase their referability. The base platform for The Trusted Advisor Toolkit™ has taken a team of 3,000 programmers ten years to develop. In 2008 we put the toolkit project into “high gear” and more than \$600,000 later you have what The Trusted Advisor Toolkit™ is today.

<i>Mark speaks to groups of financial advisors about how to become more referable.</i>		
<b>MARK'S FEE SCHEDULE</b>		
<b>½ Day – North America</b>	<b>Full Day – North America</b>	<b>International</b>
<b>\$9,750</b>	<b>\$10,750</b>	<b>Half day: \$10,750</b> <b>Full day: \$16,500</b> <small>all funds are in U.S. Dollars</small>
<b>Up to 3.5 hours</b>	<b>Up to 7 hours</b>	<b>Half Day: Up to 3.5 hours</b> <b>Full Day: Up to 7 hours</b>
<b><i>These fees may include a keynote and breakout sessions</i></b>		
<b><i>Expenses Billed Separately</i></b>		
<b>NORTH AMERICA:</b>  <b>Flat fee of \$2,000 for travel and transfers, meals, tips, etc.</b>  <b>Some restrictions apply.</b>		<b>INTERNATIONAL:</b> <b>Two Business Class or First Class</b> <b>airfare ticket, hotel accommodations,</b> <b>airport transfers or car rental and</b> <b>\$125 per diem for meals, tips, etc.</b>