

# KIRK HOUSE PUBLISHERS ANNOUNCES

## **YOU** MAKE THE DIFFERENCE THE FINANCIAL ADVISORS PERFORMANCE GUIDE TO MARKETING YOU

by Stan Hustad

Effective communication and marketing in the 21st century is inherently personal. This book asks the reader to be different in his/her service and marketing efforts. The author challenges the reader to develop a marketing image that includes a deep personal integrity.

Personal performance marketing is about becoming a person who believes that she/he has only one entitlement in life, and that is to create value for others.

Stan has developed his ideas on performance out of his background as a professional communicator and dramatist. He cogently reveals those ideas in this book, providing commendable, practical, doable advice. The reader can immediately put these ideas to work to improve his/her marketing capabilities, generate new business, and enhance the connections made with clients, because the clients are attracted to YOU.

This book will challenge you to perform at your best,  
and to know how to promote the unique you  
to the unique person you seek to serve and influence.

You Make the Difference  
240 Pages, perfectbound  
\$19.00  
ISBN 1-886513-42-2



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**YOU** Make the Difference  
*The Financial Advisors Performance Guide to Marketing You!*  
by Stan Hustad

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INTERMISSION

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# The Reviewers Say:

## **YOU** Make the Difference

*The Financial Advisors Performance Guide to Marketing You!*

Stan Hustad

I have read many books in my career, but found few that left me with the warmth and motivation of “*You Make the Difference*”. Stan Hustad is not your typical advisor. His wisdom is weaved throughout every page of his book - a wisdom that can actually make the difference between making a living and making a life you can be proud of.

Reading Stan’s book is like sitting down in a cozy chair for an evening of enchanting conversation with a dear friend. It reacquaints us with the fundamentals of common-sense techniques in interpersonal relationships. Stan’s book leaves you with a great sense of respect for him and a vision of who you can become.

Stan’s anecdotal presentation makes his book not only fascinating reading but a prerequisite for those interested in becoming their best! He has done an excellent job of capturing the essence of successful marketing while reminding us of basic truths and principles that can be put to use immediately. This book truly “makes the difference”.

*Carolyn Hersman*

*Editor*

*Financial Services Journal Online*

*Messages from the Masters*

*Vice -President*

*Pinkerton Marketing and Management*

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# The Author

Stan Hustad

## **YOU** Make the Difference

*The Financial Advisors Performance Guide to Marketing You!*

Stan Hustad helps people take full responsibility for improving their personal and organizational performance. His book is the achievement of his personal goal to help his clients combine goal setting, high performance living, and personal marketing into powerful performance marketing.

Stan is a graduate of Bethel College with a degree in History and Education, and of the University of Minnesota with an MA in Communication. He has been a public school teacher, a missionary, a broadcaster, a management consultant and a communications trainer. TransWorld Radio, Radio Netherlands, and BBC have been bases where Stan honed his communication skills. He has lived with his family in the Caribbean, Latin America, and Europe.

He is the creator and president of the PTM Group, a performance coaching service. Stan is the author of numerous articles on personal effectiveness and high-impact personal performance marketing. He is a personal and professional performance coach to many business owners, leaders, executives, and entrepreneurs. He is an adjunct college instructor in speech communications, organizational psychology, and leadership development.

Stan is the husband of Karen, and the father of two adult daughters, Amy and Megan.

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## A Word from the Author

Three years ago I set a goal to help many of my clients in the financial services to combine the power of goal setting, high performance living, and personal marketing of their business and services. I celebrate the achievement of that goal with my new book, **You Make the Difference: The Financial Advisors Performance Guide to Marketing You**. It offers cutting edge, but simple and inexpensive, ways to learn the art of personal performance marketing. This book was developed for the financial services professional. However, as Joe Pine, co-author of the best selling book; *The Experience Economy*, and one of the leading thinkers in the mass customization movement, points out in the foreword, "Almost everything Stan says here applies to any professional industry involving one-to-one selling and performance."



**YOU Make the Difference** helps the professional financial advisor perform at his/her best. It is a personal book, addressed to YOU. The goal is to help you know how to promote the unique you to the unique persons you seek to serve and influence. It is the first book to cover all these vital areas that YOU need to know to be successful:

- **Prepare for a different world—a new business reality** where it will be illegal or impossible to use the telephone to solicit new business, and where the effectiveness of direct mail will diminish.
- **Understand and apply the power of "attraction"** rather than the old idea of prospecting, finding, and trying to sell.
- **Find out how to overcome fear**, because "fear kills everything."
- **Discover the power of storytelling** and how to use it in personal marketing.
- **Use event marketing and staging performances** as a way of attracting business.
- **Develop insights** on using the web, e-mail, and media broadcasting for client connecting and marketing.

I wrote this easy to read personal marketing book to equip YOU with simple, inexpensive, creative strategies, scripts, and performances to give you the confidence to know, "I can do this!" and "I'm good at this marketing stuff." When **YOU**r personal power is combined with marketing savvy, professional expertise, and a heart for service – amazing, transforming, and profitable things begin to happen.

*Stan Hustad*

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