



# **The Marketing Handbook for Financial Advisors: A concise, actionable guide for marketing your practice**

*Jeremy Jackson*

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## **The Marketing Handbook for Financial Advisors: A concise, actionable guide for marketing your practice** Jeremy Jackson

The Marketing Handbook for Financial Advisors is the first book of its kind. Written by an industry leader in financial services marketing, this actionable handbook cuts through the fluff to help financial advisors truly learn how to market their practices better. The book isn't meant to be an academic exploration of marketing in the industry – it's a to-the-point explanation of how financial advisors can be smarter marketers written by a marketing professional who has worked with thousands of financial advisors.

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