



SCOTT KEFFER

THE MILLION-DOLLAR MENTOR

TOP RATED KEYNOTE SPEAKER

BEST SELLING AUTHOR



To Book Scott 800-281-1575 | ScottKeffer.com

Helping Advisors Attract Million-Dollar Clients On Demand

Financial advisors face many challenges. Their #1 challenge is attracting qualified clients.

With over 40 years of experience as a financial advisor building a high-net-worth only financial planning business and decades of mentoring financial advisors to 2x, 4x and even 10x growth, Scott Keffer brings “black-top, not blackboard” solutions to financial advisors.

With Scott’s proven, actionable strategies, your attendees will be able to position themselves uniquely to rise above competitors, attract streams of qualified prospects and gain million-dollar clients...on demand!

Advisors will learn new and unique strategies for marketing, prospecting and closing million-dollar clients so that they can double their money, time and energy in order to have a BIG IMPACT on their family, friends, clients and causes they care about deeply.

To Schedule An Event Success Call 800-281-1575 | [ScottKeffer.com](https://www.ScottKeffer.com)

What Meeting Planners Are Saying

“Our advisors loved Scott and we loved him, too.”

— Ed Slott, CPA
Master Elite IRA Advisor Group

“I highly recommend Scott as a speaker. He provides great take-aways for the attendees. Scott will make your next event a big success.”

— Guy Baker, CLU, CFP, MSFS
Past President, MDRT

“Scott is one of the best, which is why we brought Scott back.”

— Robert Ritter, Jr.
President/CEO, InsMark, Inc.

“Scott Keffer’s presentation is genuine, heartfelt and outside the box!”

— Michael J. O’Donnel
Past President, The Forum 400

“Our attendees raved about how valuable and relevant Scott’s presentation was. We received such good feedback, we booked Scott for the following year!”

— Meredith Hoar, CRUMP



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Select Places Scott Has Spoken

FORUM400™

The Forum 400 (formerly
The International Forum)



AALU

National Network of Estate
Planning Attorneys



Ed Slott's Master Elite
IRA Advisor Group



InsMark's Premier Producers Group

CRUMP — Top Producer Conference



Crump®



NFP—National Financial Partners

FIG—Financial
Independence Group

AE—World Series of Sales

Global Wealth — Top
Producers Group

Horter Investment — Top
Producers Conference

BMO Nesbitt Burns



Estate Planning Council



CEO Club



Association of Family Wealth Counselors



United Way National Conference



The Institute for Wealth Innovation

United Way National Planned Giving



NARA — National Association of Renaissance Advisors



Pittsburgh Planned Giving Council

NAPP — National Association of Philanthropic Planners

Butler County Bar Association

AFP—Association of Fundraising Professionals

The Carnegie Library



High Point University — Visiting Scholar

What Experts Are Saying About Scott



*“Scott Keffer is one of the **premier speakers in the financial industry.**”*

— Brian Tracy, Best Selling Author of over 70 books, including *The Psychology of Selling*

*“If you are looking for a speaker, **Scott Keffer is your man.** Scott shows financial advisors how to 2x, 4x, and even 10x their business. He’s the real deal.”*

— Kevin Harrington, Original Shark on the multi-E Emmy® Award winning Series, *Shark Tank*

*“**Scott Keffer is the marketing master.** If you need a marketing makeover or business breakthrough, **this is the man who is highly sought after.**”*

— Leeza Gibbons, Emmy® Award winning Talk Show Host, *New York Times* Best Selling Author



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“Scott Keffer blew me away. If you’d like to know more about **how to take your financial advisory business to the next level and create the level of success you want, I want you to work with Scott. He is amazing.**”

— Jack Canfield, #1 *New York Times* Best Selling Author, *The Success Principles* and *Chicken Soup For The Soul*



“I recommend Scott. He delivers **great content that will help you in big ways to grow your financial advisor business and attract bigger and better clients.**”

— Darren Hardy, Publisher, *Success Magazine* and *New York Times* Best Selling Author of *Compound Effect*



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In The News



Financial Advisor Testimonies

*“With Scott’s systems and mentoring, we **10xed our business to over \$1,000,000 in just my 5th year in the business.**”*

— Barry Spencer, Financial Planner
Alpharetta, Georgia

*“When we met Scott, we were doing a little under a million dollars of revenue. **We recently broke \$3,000,000 in firm revenue. And, I went from working 70 hours a week, to spending 45% of the year out of the office! Not only is Scott brilliant, he is a man of integrity.**”*

— Sharon Duncan, CFP, Friendswood, Texas

*“With Scott Keffer’s mentoring and programs, we went from a little under a million dollars to over **\$1,500,000 in revenue with one-half the clients!**”*

— Keith Thomson, CFP
Toronto, Canada

*“Scott’s programs and mentoring have helped us **grow our firm revenue over 50% and our profit over 67% in just three years.**”*

— Richard Coe, CFP, Wichita, Kansas

*“Through Scott’s programs and mentoring, **we tripled our revenue, adding an additional \$3,000,000.** He has helped us with our marketing and prospecting, our team productivity and relationships, as well as growing my credibility.”*

— Bill Lindsey, RFC, AEP, Redlands, California

*“With Scott’s programs and mentoring, **we have more than tripled our overall revenue and our revenue per case.**”*

— Rey Cruz, CFP, Aurora, Illinois

About Scott Keffer

CEO, Scott Keffer International

Scott Keffer is on a mission to help financial advisors attract million-dollar clients, so that they can take home more income, take off more time and have a BIG Impact on their family, friends, clients and causes they care about deeply.

Speaking is Scott's passion. As a top rated speaker and author, he has conducted over 500 presentations across North America and has spoken at the top industry events for groups of 20 to 1,200.

Scott is a warm and authentic communicator, who lives in Pittsburgh with his wife, Beth, and their chocolate Lab, Max. They enjoy walking, biking, pickleball, reading, and spending time with their two grown children, Josh and Anni.



Choosing a speaker for your next event is an important decision. My goal is to make your job easier, make YOU look good, and have your audience THANK YOU for choosing Scott Keffer!

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A Personal Letter From Scott

Dear Friend,

I believe that everyone has been put on this earth to make a BIG Impact... and enjoy a bigger future. Internal and external obstacles can blind us from our bigger future and constrain us from achieving bigger results.

I grew up as a pudgy, lonely, introverted kid who muddled through life and business, wanting to call it quits over and over again.

Overcoming my obstacles provided valuable lessons and golden nuggets that allowed me to not only survive some tremendous setbacks (an autoimmune health attack and a half-million dollars

in business debt), but also rise above and create a profitable advisor business to the high net worth.

I will show your attendees how to rise above the competition, create a steady flow of qualified prospects and attract million-dollar clients on demand.

Warmly,



Scott Keffer
CEO, Scott Keffer International

5 Reasons Meeting Planners Love To Book Scott



1. Top Rated Speaker: Scott Makes Your Job Easy

As a meeting or conference planner, you'll love working with Scott. He has presented at major associations, conferences, meetings and workshops, to groups from 20 to over 1,200. He consistently receives high marks from both planners and attendees.

2. Elite Advisor: Scott Speaks The Language

An industry veteran since 1980, Scott speaks the language of financial advisors. He created a financial and estate planning business from scratch that served the high-net-worth marketplace and generated 7 figures in revenue.

3. Real World Content: Scott Connects & Transforms

Scott's battle from a struggling introvert to a success resonates with everyone who has struggled to overcome adversity. He mixes passion, humor, motivational stories and proven tools every attendee can use to attract million-dollar clients.

4. Mentor And C.E. Instructor: Scott Is Authentic

Scott has been hailed as an "Industry Transformer" and yet will share with amazing honesty the principles that allowed him to transform his practice from near-bankruptcy to an elite advisory business.



5. Celebrity Author And Guest: Scott Is Sought-After

Scott is an author, a sought-after keynote speaker, and a frequent guest on radio and TV. He relates his experiences with well-known celebrities in a down-home way that benefits every member of the audience.

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Custom Breakthroughs Now

