



The Power of Practice Management: Best Practices for Building a Better Advisory Business (Bloomberg Financial)

Matt Matrisian

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How do you build a financial advisory business in today's competitive and often-saturated markets? How can you break through the clutter, and develop strong and lasting client relationships? We believe it can be done by harnessing the power of practice management!

The Power of Practice Management shows you the “how,” “why” and “what” of taking your business to the next level, introducing you to best practices and the thinking behind actions of some of the industry's top-quartile firms. Author Matt Matrisian leads you on a journey filled with intriguing ideas and bottom-line lessons that teach you how to work *on* your business, not just in it. Whether you're the head of a large advisory firm, part of a small practice or just starting out, you will discover a roadmap for turning your good business into a better one.

The author also addresses:

- Making business strategy and planning part of your defined game plan;
- Transforming your firm's vision and goals to build your business
- Capitalizing on referral sources and centers of influence
- Your personal brand as a product of intuitive thinking
- And much more.

The Power of Practice Management teaches you how to channel the strength of your business and connect it to your clients' experiences. The results unlock the secrets to driving customer loyalty, referral revenue, and business prosperity. In the process, you'll also enhance your personal brand – allowing you the opportunity for business prosperity.

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