TheFemaleAffect

Females and Financial Services — The New Majority

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Purchase a Client Seminar from The Female Affect

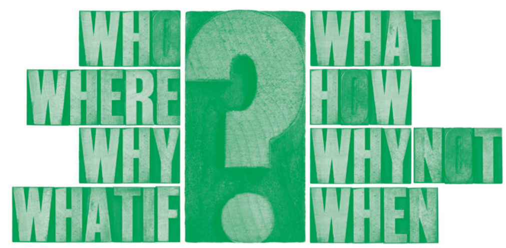
If your prospecting activities don't include women and millennial couples, where oftentimes women are making the majority of the investment decisions, you are overlooking two economic powerhouses. Today, sixty percent of the total personal wealth in the United States is controlled by women and by the year 2025, seventy-five percent of the workforce will be made up of millennials. To assist you with your client seminar activity, you can utilize The Female Affect seminar, "Taking Control of Your Financial Future." This seminar outlines and helps women and couples understand the importance of actively planning for their financial future with the help of a financial professional. Contact The Female Affect to learn more about licensing and utilizing this seminar.

The Female Affect provides public speaking and consulting services to male and female financial professionals and financial services organizations across the country to grow sales and improve business functions by focusing on females and financial services. Women are not a niche market, they are one of the fastest growing wealth segments in the United States and now is the time to re-orient your practice, business or firm to serve the needs of this power demographic. Presentation and consulting topics center on evolving your business model to better serve the financial needs of women.

Seminar for Female Clients and Prospects

Women and Money: Taking Control of Your Financial Future

The economic clout of females is undeniable but often women do not seek the assistance of financial professionals. This seminar helps women understand the unique life circumstances associated with their longevity and finances. Ann highlights the importance of understanding the necessity of creating a plan for her varying life stages before, during and after retirement. The seminar is broken into the following categories:



Know, Acknowledge, Understand, Plan

Know your unique life circumstances

Overview of unique characteristics of the female life (live longer, average age of widowhood, sandwich generation caregiver, often earn less than our male counterparts)

Acknowledge your money mentality

Discussion of different female demographics and life stages — how women view money and savings based on background, demographics, cultural differences, age and how women acquire wealth

Understand your spending and saving tendencies

Understand your personal savings and spending tendencies and self review of assets, debts, etc.

Plan for today, tomorrow and beyond

The importance of professional financial advice and working with a professional to develop a plan that fits your life, income and savings needs

This client seminar is ideal for current female clients and prospects of all ages and life stages. The presentation is approximately 30 to 40 minutes in length and is accompanied by speaker's notes and tools for you to have confidence in delivering this seminar.

This seminar is perfect for an event you plan or to use at a professional women's association meeting in your community.

The presentation licensing fee for your own use is $500. This includes the seminar in PowerPoint format, speaker's notes, and one session with me to prepare for the seminar and plan the ideal client and/or prospect event. The license is for a two year time frame.

PROGRAM FOR PURCHASE