

LET'S TALK ABOUT SUCCESS.

ERIC HUTCHINSON, CFP®

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MEMBER PROFILE



Eric Hutchinson, CFP®

Little Rock, AR

**Managing Director, United Capital
Financial Advisers, LLC.**

PUBLISHED TITLE:



The Financial Briefing

Eric Hutchinson is a masterful financier with over 30 years of experience in his craft. A roster of titles trail his name—Certified Financial Planner, Accredited Investment Fiduciary®, and Chartered Life Underwriter®. As the managing director of United Capital Financial Advisers, he navigates clients through the often rugged waters of messy finances, ferrying them to a state of financial peace. Above all, he considers himself a purveyor of “peace of mind.”

Eric not only hoped to grow his client base, but share the wisdom he’d gained over a 30-year career in finance. A book proved to be the most effective medium to convey those insights. Writing, publishing and marketing a book, however, was no small task. He teamed with the experts at Advantage to write and release his debut, *The Financial Briefing*. Their collaborative effort yielded stunning results. Touted as “life’s financial manual,” the book was hailed as a “must-read” that bursts at the seams with valuable information. One reader lamented, “I *wish* I had read it when younger.”

Authorship dramatically distinguished Eric from his competitors. Advantage’s in house marketing agency, the Authority Institute, launched an aggressive campaign to build authority around his brand. The team created his author website, and continues maintain his towering social media presence. Publication enhanced Eric’s visibility, celebrity, and professional standing, earning him coverage in national outlets like *The New York Times*, NPR, Bloomberg, Time and ABC News. He now gifts the book to existing clients, professional contacts, and new prospects. It has emerged as an indispensable element of his practice.

SUCCESS BY THE NUMBERS

8X

GROWTH
IN SOCIAL
FOLLOWERS

400,000+

GROWTH IN
SPEAKING
ENGAGEMENTS

9

FEATURES IN
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