

LET'S TALK ABOUT SUCCESS.

AL ZDENEK, CPA

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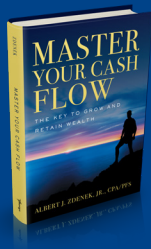


Al Zdenek, CPA

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**Personal Financial Specialist (PFS)
Certified Public Accountant (CPA)
Founder, President, and CEO of
Traust Sollus Wealth Management**

PUBLISHED TITLE:



***Master Your Cash Flow: The Key to
Grow and Retain Wealth***

EXPERT SPEAKER, THOUGHT LEADER AND WEALTH ADVISOR TRIUMPHS AS AN AUTHOR

A committed New Yorker and sought-after speaker, thought leader, and wealth advisor, Al Zdenek, CPA/PFS has been making waves in the financial services industry for more than 30 years. Striving for an even greater degree of success than what his natural abilities had afforded him, Al hoped to expand his reach, and make his voice louder in the financial space – though he wasn't sure how. Through the combined efforts of Al, our ghostwriting team, account managers and the marketing experts at the Authority Institute, *Master Your Cash Flow: The Key to Grow and Retain Wealth* was born. Here are some highlights from his experience with Advantage|ForbesBooks:

- Since its publication in September 2017, Al and the team at Traust Sollus have been reaping the benefits. In that short time, more than 7,000 books are in the hands of readers, with the book generating countless prospects and new clients for the firm.
- The book raises him to an entirely new level in the eyes of prospective clients. When someone on the team can hand them a copy of Al's own definitive volume on financial planning and wealth management, it is a powerful signifier that they are speaking with the right person.
- Al's annual number of speaking slots leapt from 1-2, to 8-12 per year.
- Al has seen a 25% rise in overall referrals that continues to grow year over year.

SUCCESS BY THE NUMBERS

7000+

BOOKS IN
CIRCULATION

25%

INCREASE IN
REFERRALS

6X

INCREASE IN
SPEAKING REQUESTS

60+

RADIO / PODCAST
APPEARANCES

"I wanted to continue my mission of being a positive, powerful, and successful contribution to the lives of others. Advantage | ForbesBooks helped me do that. They've helped make me more of an authority to my clients, allowed my team to give out books as a great marketing tool, receive direct prospects from my book, allowed me to appear on more than 60 radio/podcasts over the last year, and allowed me to get speaking engagements and meet other contacts for speaking."

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