

## Bio for the Financial Industry

### About Paul Karasik

Paul Karasik is a leading authority in the financial industry. He is the president of The Business Institute, a sales and management training and consulting company. Paul has devoted 18 years to helping America's financial industry professionals achieve their goals.

Paul is the author of four all-time business classics, *Sweet Persuasion* and *Sweet Persuasion for Managers*, published by Simon and Schuster and *How To Make It Big In The Seminar Business* and *Seminar Selling: The Ultimate Resource Guide for Marketing Financial Services*, published by McGraw-Hill. His most recent books are *How to Market to High-Net-Worth Households* and *Brilliant Thoughts*.

He is regularly featured in the leading financial industry publications including *Investment Adviser*, *On Wall Street*, *CFP Today*, *Registered Rep*, *National Underwriters* and *Bank Investment Marketing*.

Paul is the founder of the American Seminar Leaders Association and a popular presenter at national meetings and conferences.