

Introduction for Paul Karasik

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

Paul is a member of the faculty at the Center for Financial Studies at Fairfield University. He is the author of four best-selling books: *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 for the Financial Industry* published by McGraw Hill. His most recent books are **Brilliant Thoughts** and **How to Market to High-Net-Worth Households**.

Paul is regularly featured in the leading financial magazines including *Investment Advisor*, *Registered Rep*, *Research*, *On Wall Street*, *National Underwriters*, *Bank Investment Marketing* and *CFP Today*.

Paul is the founder of the American Seminar Leaders Association and has shared the platform with such personalities as former President Ronald Reagan and Dr. Norman Vincent Peale.

Recently Paul achieved a lifetime goal: He ran a 100-mile race, completing the distance in just over 23 hours.

In the spring of this year, Paul will see another dream come true. He will be appearing in a PBS television show based upon his life and work. Although he readily

admits starring in a national television special is **the thrill of a lifetime**, he **claims** he is **more excited** about appearing here in _____ for

_____. (Location) (Organization)