

SUSAN DANZIG



BUSINESS DEVELOPMENT EXPERT

for financial services professionals

GET RESULTS

ARTICULATE YOUR VALUE

Most financial services professionals know how to maintain their existing business, but struggle to get new business. What is missing? A detailed marketing strategy that clearly defines specialization and attracts ideal clients.

Since 1994, Susan Danzig has worked with financial services professionals to create effective marketing plans, define their specialization and understand and appreciate their true value. The end result? Her clients are positioned for greater income and ongoing success.



“As an independent investment advisor, I often struggled in finding the ideal way to approach the dual mandates of managing clients’ money while also running a business. Susan’s insight, perspective and guidance were extremely valuable in helping me step back from the business and then approach it in a more thoughtful and deliberate way. Her support in helping us create ideal client profiles, client tiers, and articulating our signature service resulted in a revenue increase of over \$100k last year.”

Matthew Wright
{Seel and Wright, LLC}

CONFIDENCE

GET MORE CLIENTS AND **INCREASE YOUR REVENUE**

Who are your ideal clients, and how can you reach them?

These questions must be answered if you want to increase your revenue.

As a financial services professional, you may think that “any” client is an ideal client; however, you can waste time and money chasing the wrong clients instead of attracting the right ones. The key? Discover who naturally works well with you because oftentimes your ideal clients choose you and not necessarily the other way around.

With a specialization, you are more likely to attract ideal clients and generate greater revenue. When you’re crystal clear about your niche ~ *what you do and who you do it for* ~ you’re poised to compete in a crowded professional marketplace.

As a Certified Business Development Coach, Susan can help you discover your ideal client. She will also guide you in creating a marketing plan to give you the direction you need to support you in the process of reaching your goals and solidifying your brand.



*As a business development expert,
Susan has successfully coached
over 1,000 financial services professionals
using her signature process to
assist her clients with getting results.*

SPECIALIZE

COMMUNICATE WHAT YOU OFFER

For your marketing to be effective, you must express what you offer in a straightforward and convincing way.

How compelling is your marketing message? Is your branding clear and powerful enough to attract your next set of ideal clients and reach your goals? It is critical to put your value into words and develop a focused message.

Once you have a defined marketing plan and the action steps to implement it, Susan will help you follow through so you can build momentum, position your company effectively, and promote your value.



Susan will provide you with strong, clear direction to communicate what you offer and attract your ideal clients.

“Working with Susan has been spectacular and has directly led to improving my professional, financial and overall quality of life. This year, my income matched last year’s, even though I worked three days a week instead of five.”

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DIRECTION



Susan currently serves on the National Board of Directors of the Financial Planning Association.

SUPPORT & MOTIVATION

As an experienced business development expert for financial services professionals, Susan can help ignite that creative spark, that moment of discovery. She'll show you new paths and possibilities leading toward your professional and financial goals.

In business, growth begins with change – and change starts with you. Susan Danzig will provide you with the clarity you need for the success you deserve. If you would like to improve your income, revenue and quality of life, contact her today to discuss how a coaching program can help you achieve your business goals. 

ACCOUNTABILITY & STRUCTURE

Perhaps the most powerful aspect of coaching is the “renewable energy” it brings to your business. Consistent contact with your coach helps you avoid drift and motivates you to succeed. It refreshes and inspires you to see the true potential and capability of your business.

COACHING



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Business Development Coaching
for Financial Services Professionals

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