



The PROSPERITY F A C T O R

A “must attend” presentation for Financial Professionals!

Learn what no financial planning course has ever taught you!

The Prosperity Factor for Financial Professionals

“Learn how this Financial Advisor received over \$100,000 of FREE press coverage in under 60 days using this financial planning angle with the media.”

“ ... The Prosperity Factor is a practical guide to financial success and I will definitely recommend it to all of my clients.”

- Wayne Taylor, President of Taylor Financial Group and
VP of the Canadian Association of Pre-Retirement Planners

Based on her book, The Prosperity Factor, Kelley delivers an empowering lecture based on a fun, practical journey into the psychology of money. This lecture speaks directly to financial professionals by a seasoned financial professional, and will assist your audience in uncovering hidden beliefs and behaviors that have been holding their clients back and limiting the full potential of their financial success and well-being. Participants will learn how to teach their clients to break these old conditioned thoughts and beliefs for greater financial prosperity now!

Participants will learn how to:

- build better clients
- increase retention of assets
- increase referrals
- understand how your female clients think and invest differently
- discover the emotional considerations of your clients
- identify why your clients double-step your advice
- increase your clients confidence and trust in your value
- free your clients from the guilt of spending
- free your clients from the fear of never having enough
- position yourself as a financial architect
- why you should NEVER recommend an emergency account

As the financial architect of your clients dreams,
you need to teach them
“foundational” financial planning.

You're more than a financial professional. You're a coach, friend, confidant, and often times a therapist to your clients. Equip yourself with the tools to retain your clients assets by better understanding what money & wealth truly means to them.

The largest transfer of wealth from the baby boomers parents has already started. Over 500 billion dollars will be inherited. How much will your clients keep with you?

The ADVANCED information session covers:

- 3 strategies for creating INSTANT rapport with your clients.
- 5 ways to teach your clients balance; how to enjoy spending and saving while getting to and during retirement while still meeting their financial needs and goals.
- 5 stupid money mistakes your clients may make after receiving an inheritance and how to help your clients avoid them.
- How sports psychology can increase your clients chances of attracting and retaining wealth.

Did you know that 41 percent of ultra-high-net-worth investors said **trustworthiness** — not investment performance (19 percent) — was the most important factor in deciding whether to stay with an advisor or not.*

“As a financial professional for over a decade, I understand the challenges of being in the field. I realize that many times clients may double-step their financial professional’s advice for reasons that seem illogical or irrational. Differentiate yourself by showing your clients more than just the “doors and windows” of their financial house. Talk to them about building a solid foundation.”

- Kelley Keehn, Author & Speaker

The Prosperity Factor for women; a fun, practical guide to the psychology of money

Call **NOW** to book Kelley Keehn at your next conference or
association meeting.

Visit www.TheProsperityFactor.com or
call (780) 732.0144 or 1 877 488.8760 for more information.

*Source: December 2003, Spectrum Group, a Chicago-based consulting group

BACKGROUND INFORMATION



Kelley Keehn, EPC
Author, Writer, Speaker

Kelley Keehn has been a successful investment professional, retirement planner and speaker for over a decade. Lecturing to groups large and small, originally, her talks addressed hard-line financial issues such as investment, tax, financial, estate and retirement planning. During her speaking years, she realized that her role as an educator was similar to that of an architect designing a large office tower. Would you start your plans for building such a tower with deciding on the doors and windows? Of course not. Kelley found that her previous educational topics, albeit important, focused on an individual's "doors and windows," determined that most participants needed foundational planning, and brought her talks back to the basics. Early in her career she began to study the underlying principles of wealth. Her continuous research was first taught in her stunningly effective Prosperity Factor courses. Now, for the first time, these principles and strategies have been captured in her first book, *The Prosperity Factor for Women: a fun, practical guide to the psychology of money*.

At the young age of 21, Kelley Keehn was already overseeing \$300 million dollars in assets for one of Canada's international banks. Her innovative training programs and strategies were taught to each branch manager along with other bank staff. In essence, she was THE Professor who taught some of the most leading-edge strategies to senior staff. Kelley personally advised clients with portfolios ranging from half a million to over ten million dollars. Kelley has been responsible for the training of branch staff at two major Canadian financial institutions.

Wanting more, Kelley opened Keehn Financial in the year 2000. During her years at the banks, Kelley had become disenchanted with their two-tiered approach. She vowed that she would offer the same advanced strategies to people from all walks of life, thus giving all of her clients an equal opportunity to build for their futures. Her clients appreciate the peace of mind that comes from knowing that their goals and dreams are her top priority.

Kelley's first book, *The Prosperity Factor* was released in March of 2005. She is currently working on a series of books that will be available in early 2006. In her book and courses, she teaches individuals and financial professionals how to solve money problems with a two-part system. First, an introspective look at how a person views money and their emotional attitudes towards it. Second, she takes readers and course participants through a series of fun and effective money and banking games that can be played for a lifetime of financial ease.

Kelley has been nominated for the Global Woman of Vision, the YWCA Woman of Distinction Award and the Rotman's Women Entrepreneur of the Year Award, is a board member of the Edmonton Apartment Association and dedicates countless hours of her time to Charitable Gifting efforts.

Please visit Kelley's website at www.TheProsperityFactor.com for a full list of media appearances, media coverage and upcoming events.

The Prosperity Factor

T: (780) 732.0144 Toll Free: 1 877 488.8760 F: (780) 401.3224

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What Organizations Are Saying ...

“The stage presentation done by Kelley at the Edmonton Womans Show was great; both informative and insightful. She has a wonderful stage presence and spoke in a way that all the attendees could both understand and relate to. Her knowledge and insight into women and money made her a fantastic addition to our show.”

Edmonton Womans Show

“We were impressed with Ms. Keehn’s ability to provide examples which were very relevant to certain challenges which are faced by our members. There were many favorable comments following her presentation and she has been scheduled for a more intensive educational session ...”

Edmonton Apartment Association

“Ms. Keehn is an excellent presenter with exceptional vocal presentation, communication skills and clarity of materials. ...for educational purposes of our members, we will attempt to schedule Ms. Keehn for future seminars”

**Alberta Conference of the
Seventh-day Adventist Church**

“Our classes have been greatly enriched by [Ms. Keehn’s] guest lecture. [We are grateful] for the involvement of organizations such as [hers] in our small business training and education.”

Mennonite Centre for Newcomers

“[Ms. Keehn’s] comfortable presentation style and depth of knowledge engaged the audience. [She] continually impresses us with [her] willingness to go the extra mile. [Ms. Keehn’s] attention to detail is second to none.”

**Alberta Women’s Enterprise Initiative
Association**

Complete reference letters available upon request.

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What Others Are Saying ...

"A fresh approach ... that will expand your vision, free your financial spirit and help you identify and achieve your purpose. *The Prosperity Factor for Women* is a practical guide to financial success and I will definitely recommend it to all of my clients."

**Wayne Taylor, President of Taylor Financial Group
And VP of the Canadian Association of Pre-Retirement Planners**

"*The Prosperity Factor for Women* is a timely work, not just for women but for men as well. Kelley Keehn's ability to address the issue of money and prosperity is extraordinarily rare. She provides a vital road map that will take you step by step from vision to action to true prosperity. All told, this book will empower you to be a master of money instead of a slave to it."

**Ernie Zelinski, International Best Selling Author
*How To Retire Happy, Wild, and Free***

"The Prosperity Factor presents fascinating insights into a new paradigm for personal and business success. A 'must read' for those ready to make a shift!"

**Susan Penstone
Principal, Voices of the Soil**

"I wish I had taken this course 20 years ago. Now, I am starting to realize how much my thoughts and beliefs about money have held me back. Kelley has the courage to help me to challenge my beliefs so that I can dispose of the ones that hold me back and develop new, healthier ones that will carry me to a wealthier future."

**Helene Walker
Former Engineer and Banker**

"Kelley Keehn delivers a spiritually uplifting technique that breaks down the layers of guilt associated with money, retraining the mind on how money should be perceived, with the ultimate goal of enforcing the benefits of exercising self-discipline. I highly recommend this group atmosphere for any woman interested in prospering and moving ahead."

**Lynn Biggs
Association Administrator**

"Insightful....helps you identify your negative thoughts and make them positive!....Kelley's course really makes you think about how you think – lots of the methods and messages delivered can be used in just about every aspect of our lives."

**Sheri Sept
Property Manager**

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