



## **2019 MDRT Global Conference e-Handout Material**

**Title:** Learn from the Best and Do Your Best

**Speaker:** Withoon Lertpanomwan

**Presentation Date:** Tuesday: September 3, 2019

**Presentation Time:** 3:00p.m. - 4:00p.m.

**Session Room:** ICC - The Gallery

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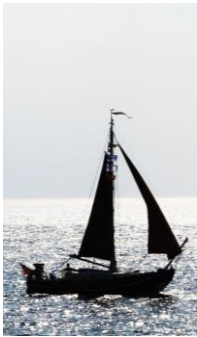
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“How can I triple my production”

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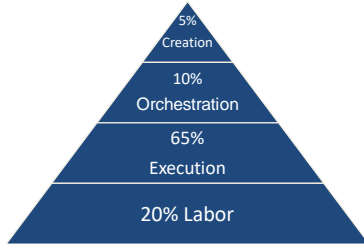
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### Stanford University Study




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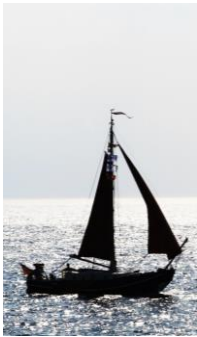
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### Building an organization

It is dependent upon the skill  
and ability of you ...




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### 7 Strategies for Top Advisors

1. Find them the money
  - Fund raising for business (Bond, IPO, PE, Etc.)
  - Creating more money from investment and tax saving
2. Give them more business
  - Client referral
  - Powerful connection among your networks
  - Co-Marketing
3. Platform Provider :

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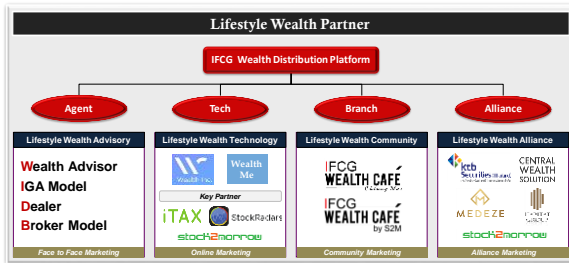
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## Business Model




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## 7 Strategies for Top Advisors

4. Game of Data : BIG Data, AI, Partnership
5. Digital Marketing : Cheaper, Faster, More Impact
6. One size is no longer fit all : Customization, Synergy, Creativity
7. Do join consulting : Teamwork, Specialist, System

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## Investment + Free Protection Concept

What is your **minimum return** for the **low risk** port?

**2%?**

**3%?**

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## Investment + Free Protection Concept

USD 3,000,000 X 7% = USD 210,000

- Bond with over 150% collateral
- Good property Fund
- Property with guaranteed Rental

1. Loss 50% = USD 105,000 = 3.50% P.A.

2. Loss 25% = USD 157,500 = 5.25%

3. Loss 10% = USD 189,000 = 6.30%

4. Gain 10% = USD 231,000 = 7.70%

5. Gain 25% = USD 273,000 = 9.10%

6. Gain 50% = USD 315,000 = 10.50% P.A.

4% = USD 120,000  
Keep for spending

2.30% = USD 69,000  
Use for USD 3M Protection

## MARKETING TOOLS



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MARKETING TOOLS

Money & Wealth Magazine  
Issue September 2017



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My Hero



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Another Hero



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FCG Family



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Bigger Family



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## Bigger Family




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Things we can't do,  
is the things we haven't done.

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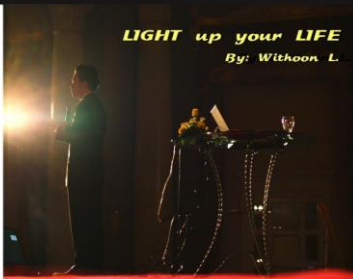
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**LIGHT up your LIFE**  
By: Withoon L.




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