

Mitch Anthony

**MITCH ANTHONY, PRESIDENT
ADVISOR INSIGHTS & THE FINANCIAL LIFE PLANNING INSTITUTE**

Mitch Anthony is recognized as a leading expert in the field of building client relationships. His relational skills programs are currently being used to train advisors in scores of financial services companies.

He is president of Advisor Insights and The Financial Life Planning Institute, which are training companies serving advisors and financial services corporations.

Mitch is the best-selling author of several books for financial professionals including:

- *StorySelling for Financial Advisors*
- *The New Retirementality – Planning Your Life and Living Your Dreams...at any Age*
- *From the Boiler Room to the Living Room*
- *Your Client's Story*

Mitch is a contributing editor for *Research* magazine and his column “Financial Life Planning” appears in *Financial Advisor* magazine.

Mitch has been named one of the financial service industry’s top “Movers & Shakers” by *Financial Planning* magazine.

His work has been featured in *ABC Evening News*, *CNN*, *Wall Street Journal*, *Bloomberg*, *CBS Marketwatch* and *Kiplingers Magazine*.

Mitch’s radio feature, *The Daily Dose*, is heard daily on 150 radio stations nationwide.