



Helping Financial Advisors **WIN CLIENTS** Since 1985

## What Have The Top 5% Of Producers Mastered That Others Haven't?

**Brand Management & Client Enablement**

For Four Decades, We Have Helped The Top Financial and Insurance Companies Apply Brand Management And Learning Design To Professional Communications **To Win More Clients.**

 LPL Financial

 **Fidelity**  
INVESTMENTS

Allianz 

 **Lincoln**  
Financial

 **ASSETMARK.**

 **ENVESTNET**

**J.P.Morgan**  
Wealth Management

 **Northwestern**  
Mutual

 **PACIFIC LIFE**

**osaic**

 **JACKSON**

**NEW  
YORK  
LIFE**

 **MassMutual**

 **Transamerica**

**MERRILL**   
A BANK OF AMERICA COMPANY

## First Meeting Collateral

To leverage first meetings

## Advisor Brochures

To present your advisory

## Strategy Pitch Deck

To support your approach talk

## Brand & Reputation Assets

To empower your brand

## Positioning Papers

To outline your investment strategy

## Custom Advisor Websites

To leverage first impressions



Media is the main means of mass communication (broadcasting, publishing, and the internet) regarded collectively.

We help you convert prospects by **communicating the highest level of value** about your advisory. **We help you attract and convert.**

Why do top financial advisors select Blue6?

Decades of experience and expertise in helping advisors gain an advantage in the marketplace, close more deals, and win more desirable clients.

How will Blue6 help my business?

We will help you attract and convert more high-net-worth prospects, shorten the sales cycle, and build more practice revenue.

Who are the typical clients we serve?

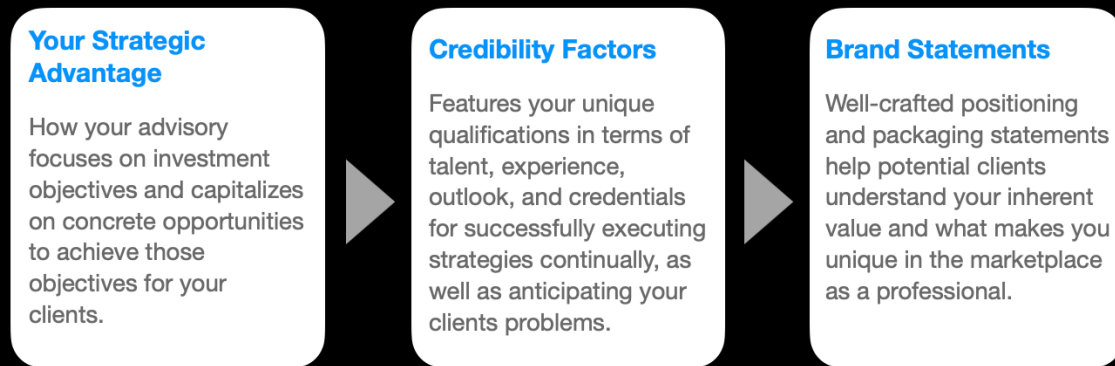
We exclusively serve Independent financial advisors, including CFPs, Investment Advisors, Wealth Managers, and Financial Planners who seek better clients and more revenue.

What unique expertise does Blue6 bring to the table that sets it apart from other business development firms?

With 40 years of industry experience, 2,200 design projects for advisors, and over 200 empirical research projects with HNW investors and business owners, we create value for your advisory when prospects are considering your firm. We help tell your compelling story to the market.

**40 years Experience | 2,200 Design Projects | 200+ Research Projects**

# The Art Of Storytelling - (There is no substitute for first impressions)



## What do **successful advisors** understand about branding and client enablement that others don't?

They understand branding?

The process of creating a unique identity and perception for an advisor or service in the minds of consumers. Branding creates more intrinsic value in the mind of the prospect.

They understand client enablement?

Any technology, platform, or printed collateral designed to equip advisors with the resources, knowledge, and support they need to engage more effectively and efficiently and win more clients.

They understand behavioral science?

The systematic study of human behavior through observation and experimentation. It seeks to understand why individuals behave the way they do, drawing on various disciplines like psychology, sociology, and economics.

They understand learning design?

Learning design is an active, dynamic process involving four interwoven knowledge processes: experiencing, conceptualizing, analyzing, and applying. At Blue6, we leverage this process to help prospects understand your compelling value proposition through VISUAL design and proven messaging strategies.

They know Blue6.

**Blue6** is a trusted partner for top advisors in the financial and insurance industry. For 40 years, we have been instrumental in helping them attract and convert more desirable prospects.

# Client Feedback



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## Senior Leadership

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**BRENT SLINKARD - CEO | President | Brand Architect** - A national-leading strategist, value creator, and serial entrepreneur, his work has built a national reputation as a sought-after thought leader and strategist for professional organizations offering knowledge-based services. Slinkard is a prominent business consultant with extensive professional experience in brand structure and business development for the financial services industry.

Brent and his team of design professionals derives distinct gratification from working and supporting independent financial advisors. Working at the intersection of strategy and growth, he enables advisors to create a consistent competitive advantage, points of differentiation, and revenue growth strategies. In this way, advisors can effectively attract and convert more desirable clients.

His work has built a national reputation as a sought-after thought leader and strategist for independent financial advisors. Additionally, Brent regularly participates in the national broadcast for the Society for Financial Awareness, the Coaching Corner as an advisor-strategist with Founder and CEO Jim Chilton. Recognized as a top industry professional by his peers, Brent is known for his innovation, creativity, and pragmatic approach to building systemic growth and delivering successful outcomes within and for professional organizations.

For four decades, Brent has owned and managed Blue6, a successful business development and brand design agency that helps financial services organizations communicate with the wealthy consumer market. His team of talented professionals are masterful experts in copywriting, design, and building trusted brands to the HNW consumer market.



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