



Join us **September 16th** for

The Magic Steps of POWER MARKETING ...

How to Get the Fish to Chase the Hook!

Join us at the Saucon Valley Country Club from 2-4:15pm for Stephan Leimberg presenting:

“The Magic Steps of POWER MARKETING: How to Get the Fish to Chase the Hook!”

Getting the fish to chase the hook isn't just a catchy title; it's a way of life. Each of us has to decide whether or not we want to just go fishing – or whether we want to catch fish. If it's the latter (and there's nothing wrong with the former – if your refrigerator is full or you don't mind being skinny), you need to decide now whether you can find enough of them every day - or whether it makes more sense to get them to come to you.

Steve Leimberg is Publisher of Leimberg Information Services, Inc. (LISI), an e-mail and database service providing information and commentary on recent cases, rulings, and legislation and CEO of Leimberg, LeClair, and Lackner, Inc. (L3), an estate and financial planning software company.

He is the creator and principal author of the nine book TOOLS AND TECHNIQUES series, including THE TOOLS AND TECHNIQUES OF ESTATE PLANNING and TOOLS AND TECHNIQUES OF LIFE INSURANCE PLANNING.

He co-authored with Howard Zaritsky the legal treatise - TAX PLANNING WITH LIFE INSURANCE, 2nd Edition - Analysis and Forms and was one of the seminal creators of software for estate and financial planning professionals . His first software package, NUMBERCRUNCHER, created over 35 years ago, is still used for estate and financial planning calculations by attorneys, banks, CPA firms, and the IRS.

