



# 7 Maxims for Business Success



A handwritten signature in black ink that reads "Jim Tarkenton".

Founder & CEO  
Tarkenton Financial  
Pro Football Hall of Fame '86



# Fran Tarkenton's 7 Maxims for Success

1. The mission of business is to help people.
2. People have to talk to people.
3. There are no silver bullets.
4. Reinvent yourself every day.
5. Have a sense of desperation.
6. Learn more from your failures than your successes.
7. Nothing takes the place of hard work.



A handwritten signature in black ink, reading "Fran Tarkenton".

**Founder & CEO**  
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# An Introduction to PEAK

Your proven process for business growth and a Hall of Fame IMO partnership



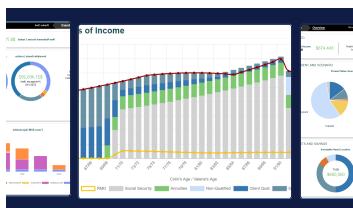
## Prospecting

- Facebook 1-on-1 appointment campaigns
- RWS virtual workshops – 'Tax-Efficient Retirement'
- Large employer digital lead gen campaigns
- Retirement GPS workshop system



## Education

- Customizable client-facing sales pieces
- On-call Advanced Markets team
- Regular training events & webinars
- Expert FIA/IUL case design & strategy



## Assessment

- Robust retirement planning software at no cost
- Proven to increase case closing ratio and asset capture
- Effective Social Security and income reports for clients
- Digital Retirement Readiness Calculator



## Kinship

- Unique Hall of Fame partnership with Fran Tarkenton
- Top advisor incentive trips: Turks & Caicos, Italy, Ireland, Hawaii
- Meaningful reinvestment program to expand your practice
- Annual Sales & Awards Convention with our family of advisors



**Fran Tarkenton**  
Founder & CEO

Since 2003, I have been partnering with elite financial professionals who care about creating a better retirement for their clients and, in turn, a better life for themselves. At Tarkenton Financial, we believe that the mission of business is to help people. Of all of my businesses throughout my career – this easily provides me with the most passion and satisfaction. It comes from the fulfillment of helping my partners meet their personal goals as they help their clients meet long-term financial goals and improve their retirement strategies.

**Call and ask to speak to one of my marketers at 800.659.4942!**

*The mission of business is to help people*



Want a Hall of Famer in your back pocket?

Ask us how to have Fran record personalized greetings for top clients or for prospects you need to close!

Tarkenton advisors LOVE having this secret weapon!



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2022



Call us to find out how to qualify for this trip!