DERRICK KINNEY

KEYNOTE SPEAKER | ADVISOR GROWTH EXPERT | BESTSELLING AUTHOR

Great advisors are losing ideal clients. Not because they lack expertise. Because they struggle to explain why someone should choose them.

Derrick Kinney helps financial advisors and wealth management teams turn human connection into measurable business growth—with practical words, questions, and strategies they can use immediately.

WHY DERRICK

Derrick built, scaled, and exited a top 1% advisory firm generating $2.5 million in annual recurring revenue. A **Wall Street Journal and USA Today bestselling author** of *Good Money Revolution*, he has been featured on FOX Business, CNBC, CNN, and Yahoo Finance. Today, he equips advisors and enterprise teams to attract high-net-worth clients, win more business, and develop the next generation of rainmakers.

SIGNATURE KEYNOTES & WORKSHOPS

FROM OVERLOOKED TO OVERBOOKED | 5 Simple Steps to Attract High-Net-Worth Clients
A high-energy keynote that shows advisors how to stand out, explain their value, and turn everyday conversations into ideal-client opportunities.

STOP LOSING HIGH-NET-WORTH CLIENTS | The 3 Moments That Matter
A practical, interactive session on the three moments that shape a prospect's decision: the "what do you do?" conversation, the first contact call, and the first meeting.

FROM AI TO ROI | Why Human Connection Is the Ultimate Competitive Advantage
How to use technology to create more time for the trust-building conversations that drive referrals, loyalty, and growth.

WORDS THAT WIN | Interactive Advisor Workshop
Hands-on practice with prospect conversations, million-dollar questions, fee discussions, and the language that helps ideal clients confidently say yes.

WHAT AUDIENCES TAKE AWAY

- A compelling way to answer "What do you do?" without sounding like every other advisor.
- Questions that build trust faster and uncover what matters most to high-net-worth prospects.
- Clear, repeatable language for first calls, client meetings, and referral conversations.
- A practical playbook for helping NexGen advisors become confident business developers.

REAL-WORLD RESULTS

Advisors applying Derrick's coaching have reported outcomes including **$5 million in new client assets within 24 hours**, **$10 million in two weeks**, and stronger high-net-worth referral conversion. Individual results vary.

"Derrick's keynote was a master class in driving sales and new clients." — Bill Williams, EVP, Ameriprise Financial

"If you want a business that's boomin', focus on the human."

AVAILABLE FOR KEYNOTES • INTERACTIVE WORKSHOPS • LEADERSHIP EVENTS • ADVISOR DEVELOPMENT

BRING DERRICK TO YOUR STAGE OR YOUR FIRM

Speaker enquiries through MAA Advisor Lab
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Availability, audience fit and engagement fees confirmed after scoping.