

# Steve D'Annunzio Program Options



SOUL PURPOSE  
INSTITUTE

## *Helping Agencies and Agents Grow Personally and Professionally*

Every agency in the financial services industry has in-house training that teaches recruits how to prospect, gather referrals, and create value. Why is it that only 20% achieve full potential and 80% never do? Simply because of a defect in the human brain that is rarely, if ever, addressed. The Soul Purpose Institute not only addresses this obstacle, but provides advisors with the tools to heal and transcend it...making them wealthier, happier, and more productive.

### **Keynote Speech**

#### **Turning Potential into Production**

A 1.5 hour power speech using humor and inspirational stories. Steve outlines the five stages of turning potential into production gleaned directly from 15,000+ hours of personal mentoring with financial services professionals.

He reveals what it takes to shift from each growth and production stage to the next, and provides each attendee with powerful tools to personally create positive and impactful change.

*\$2,500 plus airfare & hotel*

### **Half-Day Training**

#### **Introduction to Principles of Permanent Wealth**

A 3.5 hour motivational workshop on taking a principled approach to permanent wealth, which facilitates living longer, making and keeping more money, and enjoying it to a greater degree.

In this intensely experiential session, advisors break into small groups to personally experience each of eight inner principles for introspection and self-evaluation.

Each attendee self-discovers their personal limiting issues, develops an action plan on removing the blockages, and understands the specific consequences created by not taking action.

*\$5,000 plus airfare & hotel*

### **Full-Day Training**

#### **Advanced Principles of Permanent Wealth**

A 7 hour training session revealing the eight inner principles and eight outer principles that complete the prosperity dynamics circle.

In this advanced program, the morning session begins with inner principles that help people transform their beliefs, resulting in modified behavior and creating optimal results for success and continued growth. The inner principles are for advisors' personal use.

The outer wealth principles are studied in the afternoon session and are to be used with clients, inspiring them to take greater and more impactful actions.

*\$7,500 plus airfare & hotel*



**Steve D'Annunzio**  
**Life Success Coach**

*Steve is a motivational coach who helps agents increase life success by applying principles of prosperity economics. He provides tools for personal empowerment that eliminate the mental viruses of fear, doubt, and worry - freeing people to actualize their latent genius, which he calls Soul Purpose. Steve coaches many Top of the Table and Court of the Table producers in the financial services industry. He also mentors several well-known coaches in other industries including Super-Bowl winning professional athletes and Fortune 500 executives. Steve is a featured teacher at the Transformational Leadership Council, the group responsible for the hit movie, The Secret. He is the author of several books including Teachings For A New World, and The Prosperity Paradigm, and is currently writing his fourth book.*

[www.soulpurposeinstitute.com](http://www.soulpurposeinstitute.com)

To sign up or request more info, please contact Jim Lacatena at [jim@soulpurposeinstitute.com](mailto:jim@soulpurposeinstitute.com) or call 585-672-5700.