



# Maximizing Relationships

As a financial advisor, you know how important relationships are to you ... and your business. Here are ways I help my relationships thrive.

## Stay humble

I was lucky to be raised by a hard-working family with strong values. I've found that regardless of the success you find in life, it's important to stay grounded in your values and not take anything for granted. The best parts of my day are when I get to speak with financial advisors who invite me to conversations with their investor clients. Helping people generate wealth, and speaking directly to who my strategies help is what drives me. I wouldn't be able to do what I do today without them, and I don't forget that.

## Be kind

It's easy to say thank you. No matter who I'm working with, from executives at large broker/dealers to new team members at Capital Wealth Planning, I treat them by the golden rule and act as I would want them to treat me. I always prefer to work with people who are considerate and kind, and believe most people feel the same way.

## Pay it forward

Educating others with the knowledge I've gained over the years is a passion of mine. That's why I was excited to donate the proceeds of Walk Toward Wealth to the

Council for Economic Education, an organization that focuses on financial literacy. When you approach business and relationships with how you can help at the core, great things happen.

## Keep connecting

Whether in person or virtually, I focus my sales and marketing efforts on meeting (and maintaining relationships with) people who fit our niche. Like our rules-based approach for investing, I have rules around saying "yes" to opportunities as well. Once I feel my values align with someone I'm speaking with or a prospective client, I utilize various channels to stay connected. Sometimes it's a phone call or virtual meeting, sending our weekly commentary via email, posting on Twitter or LinkedIn, or uploading a video to my YouTube channel.

## Embrace optimism

I've found that a positive attitude and a smile goes a long way in life and work. Every day doesn't bring sunshine, but creating your own and spreading it far and wide attracts the right kind of energy for success.

- Kevin Simpson