

# Transforming Retirement Planning

with David McKnight,  
author of #1 Amazon best-seller,  
"The Power of Zero"

on the

# 99

BEST  
MARKETING  
IDEAS PODCAST

EPIISODE 19

## HOW A CHANGE IN VENUE CAN HELP YOUR MARKETING

Our guest, David McKnight, an Amazon best-selling author on retirement planning in his book "The Power of Zero," is sharing his message with advisors and their clients. How is he getting word out about the lessons in his book? Unique venues have been facilitating his conversation around retirement planning. Here's how David uses unique venues to fuel his marketing.

### Venue Option 1: Movie Theaters

David has a deal through tug.org that allows advisors to show the movie that corresponds with his book in theaters in their hometowns. He's had between 150-200 advisors get the word out about his book and movie this way.

### Venue Option 2: University Classrooms

"Why a university setting? Because what we found is that people in a university setting are not bracing for a hard sale." According to David, they come "simply to learn" and are "more willing to know you, like you, and trust you." He find that trust leads to more booked appointments too.



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