



MATT ANDERSON

Matt Anderson, founder of the Referrals Academy, has grown his business almost *exclusively* by referrals. He has trained and coached business development professionals from over 35 countries and specializes in helping them get more and better prospects.

Matt has been a repeat speaker at Million Dollar Round Table events in Vancouver, London and Malaysia, for the National Association of Insurance and Financial Advisors and national conferences for the Institute of Financial Planners in the UK. He has also spoken at HSBC's Global Wealth Management Conference, the Personal Finance Society conference in the UK, as well as to the Association of Accounting Marketing and regional meetings for Advocis in Canada.

Matt is the author of the international bestseller *Fearless Referrals*, which Brian Tracy, author of *The Psychology of Sales*, says "teaches you the "Golden Rules" for developing a continuous chain of high quality referrals for any product in any business and is currently working on a new book about developing profitable centers of influence.

<https://amzn.com/0071782877>

He is a regular contributor to the Hoopis Performance Network and has also been published in numerous periodicals such as *Better Business Bureau*, *Advisor Today*, *Investment Executive*, *National Underwriter*, *InsuranceNewsNet*, *Duct Tape Marketing* and *Horseshmouth.com* in the US and Canada, as well as *IFA Magazine*, *Professional Adviser*, *Mortgage Solutions*, *Fresh Business Thinking*, *Citywire*, and *The Institute of Financial Planners' 'Best Practice'* and *'Training and Development'* in the UK.

He is based in Chicago but hails from Coventry, England, home of western Europe's ugliest and least intelligent people as well the place most likely to see historical monuments covered in graffiti and scenes of public drunkenness.