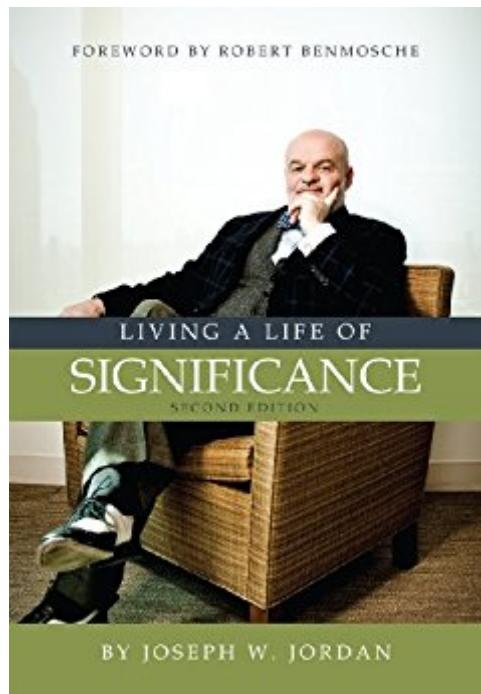


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# Living A Life Of Significance



## **Synopsis**

Ã¢ “A life of significance is not a sprint; itÃ¢ ¸s a marathon.Ã¢ •Joe Jordan, Living a Life of Significance Intrinsic value is not measured by how much money you make, but by the size of the problem you solve. As a financial professional, Joe Jordan believes you are a modern day hero. In fact, by providing clients with independence, dignity, and a legacy, you are part of the noblest profession in the world! Having sold over 30,000 print copies in four languages, Living a Life of Significance (Acanthus Publishing, 2013) is JoeÃ¢ ¸s masterpiece of inspiration, personal reflection, and motivation. Financial Advisor Magazine honored it as one of their top five books of 2011! Based on more than 35 years of expertise, Joe takes financial professionals on a journey to discover their true purpose and significance. An intimate mix of his personal and business experiences, JoeÃ¢ ¸s story offers his most profound life lessons to achieve extraordinary success in the financial service industry. Celebrate your honorable purpose in life and inject inspiration into your career!

## **Book Information**

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## **Customer Reviews**

This book was written mostly for people in the financial services industry, specifically those who sell life insurance products. I found out about Joseph Jordan through AIG, he's a speaker at an upcoming seminar I'll be attending. It's certainly a worthwhile read for people in the insurance industry. The gist of the book is that if you focus on doing what's right and realize the impact you can and will have on not only the lives of your clients, but future generations as well, you can infuse your business with an intent that will drive your daily behavior accordingly. It's certainly been how I've run my business since day one, but Joseph lays out some pretty compelling illustrations on why cutting corners when discussing tough issues with clients can come back to hurt not just the client, but you as the producer too. Easy read, short book, well written, I'm looking forward to hearing him speak later this month.

Many years ago I sold a life insurance policy to a policeman. He was 42 years old when he died of complications from a dental procedure. Several years later his mother and his son came to thank me bearing handmade gifts (Native American) because what I had done for my client allowed his son to attend an Ivy league school and graduate with a degree. Mr. Campbell is do right--we do not know how many generations that policy will affect. To this day those gifts are precious reminders that I lead a life of Significance.

Great thoughts and insights from an industry leader regarding the marketing of insurance products and services to clients connecting the true impact these services have on and in families and communities.

This book is very good. The author's perspective is fresh and engages both the rational mind and one's subjective intuition. The last half of the book is truly stellar and full of life changing advice that only a seasoned professional could share. Recommended.

Good story telling book to help those in the industry with life insurance selling. Seeing Joe Jordan speak twice now adds extra punch

Joe brings the right message at the right time for those who are in the right position to make an impact. Well done... Worth reading regularly.

Amazing book! Scott

Book in great condition. A great read for all in the financial services field, not only life insurance professionals.

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