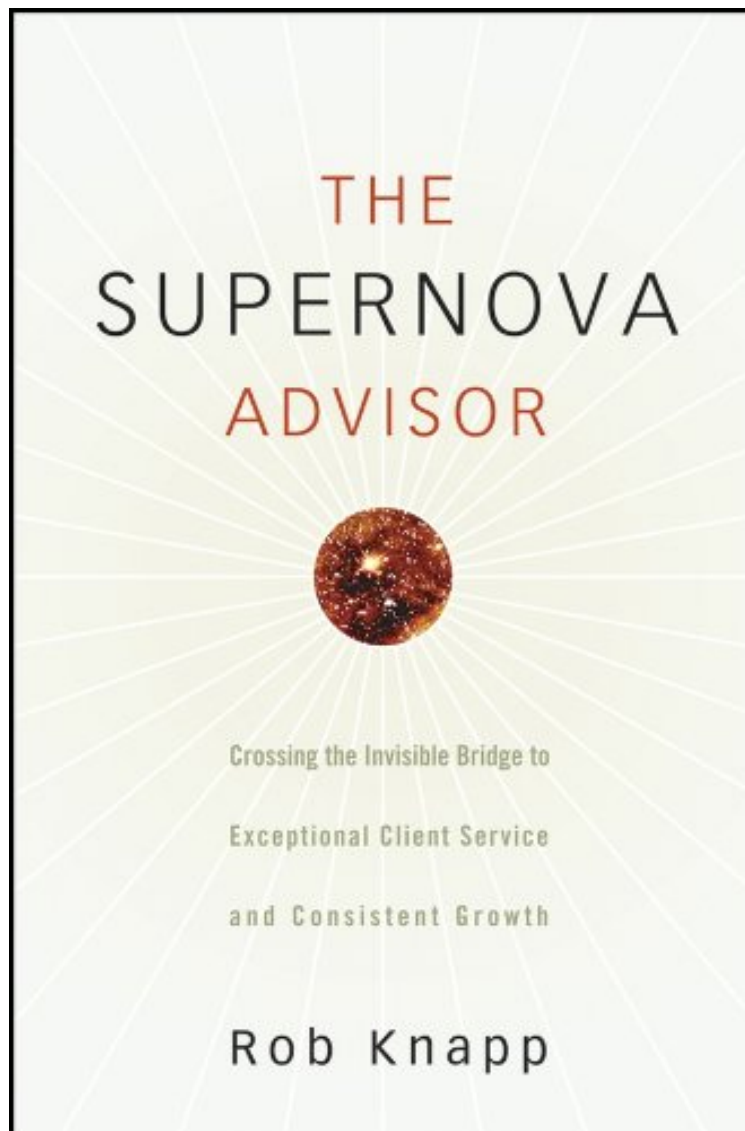


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The Supernova Advisor: Crossing the Invisible Bridge to Exceptional Client Service and Consistent Growth

Robert D. Knapp

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The Supernova Model is a client service, client acquisition, and practice management model that drives an explosive acceleration in revenue and client satisfaction by capitalizing upon the 80/20 Rule. First implemented by financial advisors at Merrill Lynch; under the leadership of author Rob Knapp; it has grown increasingly popular within the financial services industry. The Supernova Advisor skillfully outlines this proven model and reveals how it can be used to create an exceptional experience for your clients, while significantly growing your business.

From the Inside FlapThe 80/20 Rule is a fixture in American business; 80 percent of the profit comes from 20 percent of the clients. For financial advisors, the 80/20 Rule is an unassailable law of physics; deny it at your own risk. Yet many advisors who grasp the intuitive reality of the 80/20 rule lack a proven model of professional practice that transforms their understanding into action. The Supernova Model is a client service, client acquisition, and practice management model that drives an explosive acceleration in revenue and client satisfaction by capitalizing upon the 80/20 Rule. First implemented by financial advisors at Merrill Lynch; under the leadership of author Rob Knapp; it has grown increasingly popular within the financial services industry. MIT sent a team of graduate students to evaluate Supernova and complete a dissertation, while Harvard Business School prepared a case on it. Filled with in-depth insights and expert advice, The Supernova Advisor skillfully outlines this proven model and reveals how it can be used to create an exceptional experience for your clients while significantly growing your business. Chapter by chapter, you'll become familiar with each star of the Supernova model including: Segmentation Organization Planning Acquisition Leadership Along the way, you'll also discover an innovative client contact system called 12/4/2. To enhance your understanding of this comprehensive concept, each of the core chapters also features exercises that will help you step onto the Invisible Bridge that is now in front of you. Written in a straightforward and accessible style, this book is an essential read for financial advisors and other professionals who are seeking a smarter way to grow and a better way to serve. 100% of the author's proceeds for the sale of The Supernova Advisor will be used to fund scholarships for deserving students with financial need. These Knapp Scholars will learn the tenets of servant leadership as they prepare for careers in business and financial service.

From the Back CoverPraise for THE SUPERNOVA ADVISOR "Grow your business by shrinking it? Counterintuitive, to be sure, but it works! As developed by Rob Knapp and his team, Supernova literally has revolutionized the practice of wealth management." —James Gorman, President and COO, Global Wealth Management Group, Morgan Stanley "The Supernova process has changed financial advisors' businesses and lives. Those who have embraced Supernova have seen rapidly growing businesses, more efficient use of time, and increased client satisfaction. Supernova is a recipe for success!" —Robert Mulholland, former head of the Americas Merrill Lynch Global Private Client Group "The greatest insights in life are most often profoundly simple. It took Rob an entire career to distill all his successes in the financial world and bring them to life in his Supernova Model. I've known Rob for over a decade. He is a brilliant thought leader, and this book is Rob at his best. His secrets to financial management success are now available to every professional." —James E. Loehr, EdD, Chairman and CEO, Human Performance Institute "I'm a huge Rob Knapp fan just as you'll be by the time you get to the middle of chapter one in this book. Rob makes you want to follow him because it will set you free, free to become the most successful and fulfilled advisor coach in your niche of the world. Rob Knapp is a rare person who can lead a traditional command and control organization through genuine sustainable change. And when that person is neither the Commander nor the Controller of that organization, it's beyond rare. It's remarkable. It's in the realm of phenomenon." —From the Foreword by Larry Wilson, renowned change consultant, and author of Play to Win!: Choosing Growth Over Fear in Work and Life "Supernova inspired genuine success during a challenging time. It was a journey of personal and professional discovery, and Rob Knapp was there for every step, a focal point of discipline, optimism, innovation, and opportunity. Rob is an exceptional leader and communicator. It was his passion and perseverance that made the 'Invisible Bridge' visible for thousands of professionals." —Jim Walker, Managing Director and COO, Investment Advisory Services, Citi Smith Barney "After thirty-four years of success, Rob Knapp reveals the secrets of building a Supernova practice. Every financial advisor should study this pivotal work from one of the true masters of the industry." —Steve Siebold, CSP, author of 177 Mental Toughness Secrets of the World Class

About the AuthorRob Knapp is a former Managing Director for Merrill Lynch and the architect of Supernova, which he developed with a team of financial advisors and leaders at

Merrill Lynch. His passion for coaching talented individuals to reach exceptional levels of performance has solidified his reputation throughout the financial services sector as a visionary and creative leader.