



# *2026 Annual State Conference*

*"Relationship Marketing: 3 Strategies to Create Exponential Growth"*

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## **Bill Cates, CSP, CPAE**

*Best Selling Author, Coach, Acclaimed Podcast Host,  
Relationship Marketing Expert*

Bill Cates, CSP, CPAE, President of Referral Coach International, is the author of ***Get More Referrals Now, Beyond Referrals***, and ***Radical Relevance***. Bill's newest book, ***The Language of Referrals*** was released in March of 2024 to rave reviews. Bill is the founder of *The Cates Academy for Relationship Marketing™*, as well as the host of the acclaimed [Top Advisor Podcast](#) – now ranked in the Top 5% of podcasts worldwide.

For over 30 years, Bill has helped financial professionals move from incremental growth to exponential growth by: communicating more compelling value, balancing digital and human engagement and marketing strategies, multiplying their best clients through personal introductions, and targeting profitable niches.

Bill Cates' client-acquisition system has been featured in *Success Magazine*, *Entrepreneur Magazine*, and *The Wall Street Journal*. His own success has been featured in *Money Magazine*. In 2024, Bill was named the **#7 Influencer for Financial Advisors** in a survey by Indigo Marketing. Bill was inducted into the **Professional Speakers Hall of Fame in 2010** (with the likes of Ronald Regan and General Colin Powell).

Bill is also somewhat of an adventurer. He has trekked through the Himalayas of Nepal and the Andes of Peru. He has lived on a houseboat in Kashmir India, climbed Machu Pichu, reached the summit of Mt. Kilimanjaro, camped in the Arctic Circle, cycled through Vietnam... and Bill has toured the country as the drummer in a rock and roll band.

**In this strategic and tactical session, you will discover how to:**

- Create messaging that is radically relevant to **grab attention** and critically compelling to **move people into action** (And how AI can be your thought partner in this process).

For more information about this event, please [click here!](#)



- **Differentiate** your business in a way that motivates **prospects to choose you**.
- Narrow your focus to your ideal client persona – to attract just the right clients.
- Determine if a **target market is right for you**, and how to maximize your impact and revenue with that market.
- Establish a reputation to become the go-to resource – to move from push prospecting to **attraction marketing**.
- Become super referable to garner more (and better) **unsolicited referrals** from clients and centers of influence.
- Be softly proactive for **introductions** to prospects waiting to hear from you.

You will learn from real-life examples and case studies demonstrating how successful advisors are growing exponentially by applying these critical strategies.