

# CRYSTAL WASHINGTON TECHNOLOGY STRATEGIST & FUTURIST



Crystal works with financial services organizations that want to use technology to increase profits and productivity

## WHAT CLIENT'S HAVE TO SAY

*The audience response to her content has been amazing. Crystal's energy, passion, and expertise simply wows.*

**-Sterling T. Shea,  
Associate Publisher, Barron's**

*Not only was it informative and engaging, you were able to provide real life solutions to some of our organizational obstacles.*

**-John Lucido, Oklahoma & Arkansas  
Executive Director, Farmer's Insurance**

*I have to tell you, since your presentation at the Raymond James conference this year, I've become new friends with LinkedIn, Evernote, and IFTTT. I'd say that you wouldn't believe the response from folks who receive my contact information and a LinkedIn request only minutes after meeting them, but you would believe it. Thanks for helping me improve my game.*

**-Tim Weddle, Financial Advisor,  
Raymond James Financial**

*Crystal, Thank you for your presentation at the Brinker Capital meeting last week! I've seen a lot of industry-sponsored presentations about the use of social media... Yours was by far the most impactful and relevant! I'm working to put some of your ideas into action!*

**-Brian T. Rosenbaum, CFP, Melnick  
Rosenbaum Wealth Mmanagement**

*She recharged the audience, had them laughing, energized and engaged in a topic near and dear to all of us.*

**-David Kubissa, Manager,  
Employee Communications, Corning Inc**



### The Automation Equation – Leveraging Technology for Efficiency, Relationship-Building and Focusing on Real Priorities

- Discover the best tech tools for strengthening lucrative professional and client relationships
- Uncover fresh "spy tricks" unknown to 99% of internet users for gaining valuable client information and monitoring your competitors
- Learn the top three emerging technology trends for financial services professionals



### Advisor Branding Overhaul: Generate More Referrals and Leads

- Discover the #1 rule for making a strong first impression and staying on the mind and in the hearts of customers and referral partners
- Create an online persona that caters to different customer needs across demographics while appearing to cater to each client only
- Uncover the top five secrets for generating referrals online and in-person  
Uncover free and low-cost tools for creating a polished brand



### Top Three Apps for Market Domination

- Discover and use the number one organizational app for marketing planning, client notes and reminders, and always looking like an expert
- Permanently stay top of mind with brand new clients with three simple clicks
- Personalize and automate your online marketing to save time while still maintaining a personal, non-robotic, touch



### Imagine the Future

- Identify the significant ways in which technology is changing human beings
- Understand generational differences and technology preferences for increased team participation and client acquisition
- Discover how technology like augmented reality, beacons, and artificial intelligence are shifting the job market and your customers' communication preferences and needs
- Uncover what you should do NOW to get ahead of the curve and thrive!



Book Crystal Today!

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 PRACTICAL TECHNOLOGY INNOVATION  
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*The book has great tips to use technology in strategic ways to make connections and get more business. Now you can figure out how to stop wasting time on your cell phone and turn it into a tool to improve your productivity and maybe even help your business.*

*-G. Guyton*

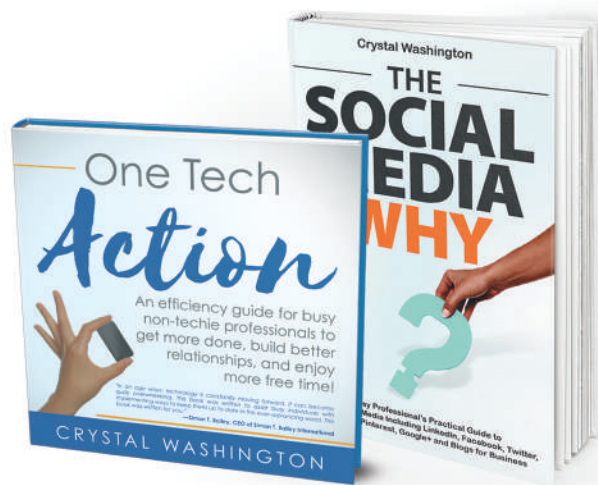
*I'm a Boomer, a veteran at Internet Marketing for over 15 years now. It's refreshing to finally have a social media book for business that I can refer to over and over again. Thanks, Crystal, for "writing it plain" — easy to understand, learn and apply.*

*-R. Baker*

*In just one weekend, I've finally figured out this social media stuff with the guidance of Crystal Washington and "The Social Media Why." This isn't the first book I've read on social media, but it is the first to motivate me to re-evaluate my half-hearted attempts at using social media for business and to get me to institute practical application.*

*-M. Cloud*

**PRAISE FOR**  
 "One Tech Action" &  
 The Social Media Why"



**Crystal's Clients Include:**

Barron's, Edward Jones, Wells Fargo, Raymond James,  
 UBS, Morgan Stanley, Farmers Insurance, Brinker Capital,  
 Berkshire Hathaway, Life Insurance Settlement Association,  
 First American Financial Corporation

**Entrepreneur**  
 MAGAZINE

THE  
 HUFFINGTON  
 POST

**Bloomberg**  
 Businessweek

