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Voiceover

Welcome to The Breakthrough Advisor™ podcast. In this podcast, we inspire advisors with ideas and pathways to break through barriers and build a thriving retirement income business. We will interview innovative technology developers, business leaders, and successful advisors, then help you organize and execute these ideas to move your business forward.

Jack Martin (00:04.717)

Hey folks, this is Jack Martin. I'm the virtual CMO for InsurMark. I want to welcome you to the Breakthrough Advisor podcast. This is where leading advisors across the country are coming to level up their practices in 2024. Today, I couldn't be happier to have Dr. Amy with us. Dr. Amy, how you doing?

Amy D'Aprix (00:21.196)

I'm great, Jack. Thanks for having me on.

Jack Martin (00:23.861)

Well, welcome to the Breakthrough Advisor podcast. So catch up our audience a little bit. Who's Dr. Amy? Tell us a little bit about your journey. Yeah, I'm really excited to talk to you about what you're doing, because I think advisors need it generally. So, you know, and the work we did on that webinar we did on longevity was awesome. So the feedback's been terrific. So yeah, let's start. Introduce the audience to yourself.

Amy D'Aprix (00:26.53)

Thank you.

Amy D'Aprix (00:35.108)

Oh, that's fine, Jack.

Amy D'Aprix (00:43.022)

Thank you.

Amy D'Aprix (00:48.778)

Wonderful.

Amy D'Aprix (00:52.418)

Sure. Well, I have an unusual path into financial services and working with advisors. I have a PhD in social work and my focus is in midlife and beyond, but I really talk about life transitions that people go through, which I say are the stages, changes, events that happen in our lives. And about 20 plus years ago now, Jack, I both had the opportunity to start working with advisors, but also with the clients of advisors.

I do keynote speaking at client events and I've gotten the chance to talk to literally thousands and thousands of clients across North America about life issues. But what happens Jack is every time I do a client speaking engagement, I stay till the last client leaves. And they told me all sorts of things about their advisors, good and bad, about what they didn't like about the industry.

And I started to realize there was a huge opportunity to help advisors deepen their relationships with clients. So what I started to do was a corollary event for advisors that was kind of similar to, you know, except from the advisor standpoint. And then what would happen is advisor to come up to me after the speaking and they'd say, hey, that was great. But how do I say this to a client? How do I actually open this conversation? And what happened is over time I realized advisors needed a lot of.

really just support in delving into the life side of things. And then of course, tying it back to the financial. And I ultimately developed a program called Trusted Advisor Choice that does just that and helps advisors elevate their practice by getting more comfortable with the life conversations. But it's always a business building thing, right? We're talking about things that impact, you know, surviving spouses, staying with the advisor and.

getting gen two in the room and having better relationships with a less engaged spouse, but all through tying life and money together. And I can't say that, Jack, without doing that. I have to put my hands together, which I might say. But that's the goal, right? Because I say that every life transition has four implications, practical, emotional, family, and financial. Obviously the advisor's sweet spot is the financial, but clients.

Amy D'Aprix (03:11.138)

usually live in the emotional and family and practical stuff going on. So when advisors get really good at those life conversations, they can then take clients with them to understand better the importance of financial planning and the investing and all of that.

Jack Martin (03:27.425)

That's a lot to unpack. So it is, it is. We may have to have you back. Yeah, mic drop, here we go. So let's start with, so just to level set, this notion of transition. So what we're talking about are things like, I'm working and now I'm retired. I was married and now I'm divorced.

Amy D'Aprix (03:29.991)

That was a lot I threw at you. See? I think the podcast is over now isn't it? I don't know.

Jack Martin (03:54.349)

You know, I've been married for 40 years and my spouse passed away. I'm a caregiver. I've got kids, you know, I've got Gen X living in my basement, you know? So the whole, all of those are transitions that we're talking about, right?

Amy D'Aprix (03:55.318)

I'm a caregiver.

Amy D'Aprix (03:59.608)

You got it.

Amy D'Aprix (04:04.774)

Yes, all of the above. Absolutely. Stages changes events. You got it. You just named some grandparent to it, right?

Jack Martin (04:14.509)

So it's interesting because those also kind of overlap with the kinds of conversations that advisors want to be having, right? It's those situations, those circumstances, those events, as you said, that are the spot where an advisor can make a big difference, right?

Amy D'Aprix (04:24.216)

Yeah.

Amy D'Aprix (04:38.134)

100%. That to me is the sweet spot. And a lot of advisors are, I mean, people become advisors because they love talking, you know, working with the money and talking about that and helping clients. They're not always as comfortable knowing how far can I go in that life conversation? You know, how do I actually ask these questions? And so what I do is just make it easier for them to deepen those relationships.

Jack Martin (05:07.162)

So that's interesting. So when you say deepen relationships, that means, you know, can mean a lot of things to a lot of different people, right? So what does that mean in your circumstance?

Amy D'Aprix (05:13.358)

Mm hmm. Nobody's ever asked me that. That's a very good question. To me what it means is. The advisor has an opportunity to when they when they kind of. Breakthrough is a strong word, but you know, get into talking about those things that matter to the hearts of clients that there is both the opportunity obviously to.

be able to do better financial planning because it's based on what your client really needs and wants, but it also means that you've got a client for life because people stay with advisors that they feel know them as people and know them beyond their money. And that to me is really the key. Can I tell you a story about that, Jack? Cause I love the story. So I had an advisor who went through Trusted Advisor of Choice and she...

had a client come in who, unfortunately, her daughter had died unexpectedly in her 20s. And the advisor said to me, now of course I would have acknowledged it and said, I'm so sorry for your loss. But she said, I wouldn't have known really what to do in that situation. And she said, I felt so much more confident about having these conversations that I just said to the woman, if you'd like to talk about your daughter, I'd love to hear about her. And the client spent

the session talking about her daughter and you know, sharing stories and when she left, she wrote the advisor an email and said, you have no idea how much that meant to me. Everyone's afraid to ask me about my daughter because they think it's going to upset me, but it's how I'm keeping my daughter alive. And she sent her a collage of pictures of her daughter. Now, there is no way that client isn't a client for life and isn't gonna share and refer. We know women do.

are apt to refer more than men anyway, but that's the way, you know, we spend a lot of time asking for referrals. What I help people do is become more referrable.

Jack Martin (07:22.349)

So this is a really interesting subject. Particularly, it's super timely. I don't know if it was the evolution of the practice of financial advice or if it was COVID that was the trigger, but I can say 100%, with 100% certainty, that the directionally where advice and wealth management is going is into this EQ

Amy D'Aprix (07:38.626)

Mmm.

Jack Martin (07:52.285)

space. And so I was on a call with some friends from a large broker dealer and a research house last week, and we were talking about this concept of a trust formula. And so the objective in financial advice, okay, so there's a lot of conversation about best interest, right? We want to make sure that our advice, our products, our recommendations are all in the client's best

Amy D'Aprix (07:52.56)

Mm-hmm. 100%.

Amy D'Aprix (08:06.604)

Mm-hmm.

Amy D'Aprix (08:19.052)

Totally.

Jack Martin (08:21.645)

deeper, more important layer beyond that regulatory environment. And that is, is it in the client's best interest? And you've got to answer some questions before you can even get to that point. And so the whole process of building trust, which sits at the apex of this client hierarchy of expectations. So to get there, what we're talking about in this trust formula was, you know, there's an EQ component. And so there's active listening.

Amy D'Aprix (08:22.848)

Yes.

Amy D'Aprix (08:51.266)

Mm-hmm.

Jack Martin (08:51.525)

Uh, no, these are funny words to talk about in terms of financial advice. You know, I, I was a CFP for three decades, built one of the largest, most profitable branch offices at, at advisor group. And I don't remember ever talking about relationship intimacy in the context of financial planning, but that's where we are today talking about vulnerability and, and what you were just describing with respect to that, that.

Amy D'Aprix (08:59.974)

Yeah.

Amy D'Aprix (09:07.138)

Right.

Amy D'Aprix (09:13.354)

empathy.

Jack Martin (09:16.321)

that person who was concerned with their daughter and the advisor and the self-awareness. And so the transparency that's going on there really drives towards that trust relationship. Of course, things like reliability, do you do what you say you're going to do? Are you leaning into what I'm looking for? And of course,

Amy D'Aprix (09:30.062)

100%.

Jack Martin (09:38.637)

You know, you've got to have competency and credibility, all those kinds of things. But it's super interesting to me to hear you talking about, you know, how advisors are seeking you out to help them bridge this gap. So talk about that.

Amy D'Aprix (09:52.962)

There's a study, Jack, that you just triggered. You may have seen this, because you've almost used the components of it. And I can't remember who did it, but I can send you the reference if you want to share it with your audience. But it looked at trust from, it was clients saying what created trust for them within the advisory relationship. And it was ethical was one aspect of it. The other was, I can't remember the term they gave for it, but it was, you know how to do your job.

and then the third was emotional trust and ethical trust was I think 17% and functional was there. I think they called it functional 33 and the remainder 53% and ended up being 53% was the emotional whatever those numbers were and people said well how can that be well because it's table stakes that people expect you're going to be ethical and know how to do your job. The thing that you have the most ability.

to move the needle on in your relationship is the emotional side of it, and empathy and understanding your clients.

Jack Martin (10:54.433)

100% and the what's interesting is so this kind of goes full circle right I mean Advisors for the last few years have been struggling to grow Okay And so if you peel back the layers of the onion and look at why they aren't growing one of the things you discover is They're trying to be all things to all people and so if you're trying to be all things to all people it's kind of hard Understand all of those people's individual needs at scale right and so really what we've learned is that there's

riches in the niches is what a good friend of mine says. And so it's the smaller your audience, the more intimate your relationship is with them, the better you understand them, the more personal the communication is, and the better understanding you have of their particular professional and financial circumstances, you know, as well as that emotional component.

Amy D'Aprix (11:26.317)

I love that.

Amy D'Aprix (11:35.383)

Yes.

Amy D'Aprix (11:46.454)

You know, I've done workshops, Jack, where I do. There's one I do on the family and relationship issues around estate planning. I've had numerous times clients tell me that they have a child with a lifelong disability and they've never told their advisor. Like that, that is almost unimaginable to me. I mean, how could that advisor not know that and be doing planning with a client, right? So that people say, Oh, I do know my client, but.

Actually, there's another study that I do a workshop called the art of deepening relationships, what has the elements you said about listening, and how to ask different questions and empathy. And I use a couple of these as a setup of these studies. And one of them looks at they ask the advisor and that same advisors clients some questions about does your advisor do such and such and you know, the advisor thinks they know their client. And when you look at what the client says, there's a gap. So what I say is,

We just need to close the gap. And here's the beauty of it, Jack. It's not that hard to close this gap. And it really isn't. It's just, it's some tweaks because advisors already are good at relationships. They wouldn't be doing what they're doing. It's just, how do you take it to the next level in very practical ways?

Jack Martin (13:04.629)

100% the app. I keep saying that I'm sorry. So the this whole thing about the next level really, it really is the gateway here. Okay. So so our good friend, Julia Littlechild runs an engagement research and an engagement company. And so what she has found is that if your clients are if you're really engaged with your clients, they give you

Amy D'Aprix (13:07.818)

I'm sorry.

Amy D'Aprix (13:16.343)

Mm-hmm.

Amy D'Aprix (13:33.646)

Absolutely.

Jack Martin (13:34.041)

All right, look at your client list from last year. How many of those clients sent you at least one referral? And if they didn't, then by definition, you're not really engaged with them. So how do you get to be engaged with them? It goes beyond, send me your tax return and here's your asset allocation and here's your Monte Carlo simulation for when you can retire. It goes much deeper than that, right? It's understanding what's happening in their lives, the moments that matter. I'm...

Amy D'Aprix (13:52.363)

Right.

Amy D'Aprix (13:56.505)

Hehehe

Jack Martin (14:03.277)

Frankly, what you just said about not knowing about a disabled child in my mind is malpractice. There are just so many planning things that you've got to address if you've got that in a family situation. That's just shocking. I think that what's happening with it, two things are happening with advisors. One is that they're afraid to get larger by getting smaller and getting more focused.

Amy D'Aprix (14:09.09)

Mm.

Jack Martin (14:32.237)

they're afraid to be vulnerable in front of their clients. What do you think?

Amy D'Aprix (14:38.074)

I think I think sometimes advisors are overwhelmed because they've gone so big and that they've got too many clients in their book and the target know your clients. I also think that they think it's going to take a lot of time to do this. So the two objections that I knew I had to overcome where I have no time. That's one and I'm not a therapist. That's the other. And so I say here's the good news. Doesn't take a lot of time.

In fact, it doesn't have to take any more time than you're spending, it's just a little different conversation. And you don't have to be a therapist, you just have to be a connected human being and you're already that. We're just gonna show you a few ways to do that more effectively. And because though I hear that a lot, so it's interesting, you think they're concerned about going smaller, that if they get more focused, they're gonna lose too.

Jack Martin (15:29.949)

Not true. I mean, you get larger by getting smaller. The more laser focused you are, the more you have influence and authority in that particular target audience and the better that's going to be. There's another concept that comes out of this and it's this notion of co-creation. So, particularly the next generation, whether that's Gen X or millennial, depending on where you look at it,

Amy D'Aprix (15:31.73)

Oh, I agree with you. I don't think it's true. Yeah. Absolutely.

Amy D'Aprix (15:41.253)

Mm-hmm.

Amy D'Aprix (15:51.151)

Mm-hmm.

Jack Martin (15:59.949)

want to be engaged in the process. They're not interested in a, here's your financial planning book, you know, leather bound and go read it. That's not at all where they're coming from. And where they're coming from is, hey, I've got goals and objectives, I'm reasonably intelligent, I grew up going to bed at night with a personal computer, so I can search out a lot of the answers you're gonna give me anyway. So...

Amy D'Aprix (16:10.143)

Exactly.

Jack Martin (16:28.897)

Why don't we co-create this? So why don't we mutually say, here's where I need to know, am I on track for my goals? Am I making progress? Am I off target? What are those things? I really don't need to know so much. What's my asset allocation? What's my balance sheet? That sort of information. So much more actionable plans is really where that lands, I think, and being active participants. So what do you think?

Amy D'Aprix (16:31.316)

Mm-hmm.

Amy D'Aprix (16:48.66)

Mm-hmm.

Amy D'Aprix (16:57.526)

You know, you just triggered a thought for me, Jack, which is one of the things that amazes me that many advisors don't do is to ask their clients what they want in the relationship, which I bet you would say is, seems like it would be an obvious thing to say. So, you know, are you, you know, are you the kind of client who wants to create with me that we do this together? Are you the kind of client who just wants me to kind of do it and, you know, get an update every so often? How much communication do you want from me and how do you want it?

Well, my advisor, who hopefully won't listen to this podcast, well, he sends me these weekly emails about things. I never read them. He's never once said to me, is that something you're interested in? Right? So I just get the blast that everybody gets and I'm like, you know, I'm just one of the herd. So, uh,

It wouldn't take a lot to personalize with me if he asked me what I wanted, but he's never asked. And, you know, that's why I always say to advisors, what the best first question you should ask in every meeting is what's the most important thing to you that we do here today? What's the most important thing you walk away with today?

Jack Martin (18:11.497)

Yeah, I agree. I mean, it's a simple question to say, so what does success look like if we do all this? And understand from their perspective, you know, what success looks like. And it's back to that notion of the customer hierarchy, right? At the peak of that hierarchy, the customer is looking for an emotional connection. That's what our clients are looking for. In 2024,

Amy D'Aprix (18:15.159)

Mm-hmm

Amy D'Aprix (18:19.074)

Yeah.

Amy D'Aprix (18:35.211)

Right.

Mm-hmm.

Jack Martin (18:41.057)

they're really not interested in something they can Google. Okay, and I like the email you get on a weekly basis, I think a bunch of what financial advisors spew out, people could Google. And if that's the case, then don't send it, do something else. So, asking questions, asking what they want, what's important to them, asking them what their concerns are, and...

Amy D'Aprix (18:59.124)

I agree.

Jack Martin (19:10.713)

taking advantage of the technology to be able to build, you know, preferences, like you were saying, and to use the technology to build, you know, personalized communication plans and, you know, that cadence and all of that. That's, in 2024, that's so easy. It's not hard anymore. So...

Amy D'Aprix (19:30.974)

And I, can I share a skill that they can, that advisors can use right away that can help. So this would be something that they can take away. So we all, we all probably sat through courses on listening and read books on listening or heard something. And you mentioned active listening before. I teach listening in, in three levels. So level one is listening to reply and people say, well, of course I know I shouldn't do that. You know, you shouldn't just listen to give a response, but it's actually a professional hazard because as professionals, we want to add value.

Jack Martin (19:35.937)

Yes.

Amy D'Aprix (20:00.898)

So I'm listening for how I can jump in and add value. So you're going to do that, but hold back. And then level two is listening to the content, which obviously is better. You're listening to the content so you can reply. Level three though is listening to understand. And I'll tell you the difference because I got to watch this in action. I was sitting in a session with an advisor and their client and I've been working with this advisor. And

The client was an older woman, a retired doctor, and her husband was not in the meeting. And this advisor clearly had a good rapport with the client. They had nice kind of chit chat in the beginning, and the advisor knew about the kids and all the stuff you'd hope. Then they did a portfolio review. Then they did some financial planning. And at the end of the meeting is where this happened, the advisor ran a little long, and I think she was trying to wrap it up.

And at that moment, as the advisors kind of wrapping things up a little bit, the client said, I'm going to Italy to see my mom. Now, remember this client 72 years old is how old this client was. And so I'm sitting here thinking how old's her mom, right? She's 72. And she didn't say, I'm going to Italy to see my mom. She said, I'm going to Italy to see my mom. And the advisor responded at level two at the content level. And she said,

Have a great trip and when you get back, let's connect and we'll talk about such and such. And I said, because they'd involved me in it, I said, how's your mom doing? And she kind of dropped her head and said, she's not doing very well. She has dementia and I'm not sure she's gonna recognize me. And I'm guessing this will be the last time I see her. And I just said, I can't imagine how hard this trip is. She said, oh, such a hard trip.

That's level three listening versus level two. So it took me how long to do that? 30 seconds to have that interaction and the advisor missed it.

Jack Martin (21:59.165)

Yeah, there are, you know, you're absolutely right. And there are, there are moments that matter in the client's life. And that's one of them for that particular client. I mean, at so many levels, because they are experiencing longevity. I mean, they're 72. So their parents are 90 something, right? They are experiencing or looking down the tunnel at loss. Okay.

Amy D'Aprix (22:10.443)

Right. So.

Amy D'Aprix (22:17.642)

Right. Yeah. Right.

Amy D'Aprix (22:27.544)

Yes.

Jack Martin (22:28.477)

Um, and they now have experienced firsthand the risk of cognitive impairment. And so now if I reflect back as an advisor and I say, you know, that that's quite a gamut of emotions for that client to be dealing with. And, you know, as we start to unpack those going forward, there are definitely things that we want to talk about with respect to goals and planning and, and you know, those sorts of situations.

Amy D'Aprix (22:53.73)

Longevity planning, right? Yeah.

Jack Martin (22:55.273)

Longevity planning, absolutely. How do you keep your independence? You know, how do you, what are we gonna do for you with respect to the risk of cognitive impairment and those types of things? So there's just a myriad of situations there. And so it's this tapestry, it's this beautiful tapestry, you know, that if you take a minute, you know, to pull back the drapes, okay, maybe a week, better more, and see what's going on, you know, behind the curtain,

Amy D'Aprix (23:13.4)

Yes.

Jack Martin (23:25.773)

It's a richer relationship. It gets you to that higher level of intimacy with the client. In my particular circumstance, I've got parents that are in that very similar situation. So, I'm not afraid to talk about what I'm going through with that respect. So, it's, there's a, and that, it is, and now what we've done is we're engaged.

Amy D'Aprix (23:28.462)

Totally.

Amy D'Aprix (23:37.302)

Yeah.

Amy D'Aprix (23:42.41)

Yep. It's a lot, isn't it? Yeah.

Jack Martin (23:48.185)

the chances of that client ever leaving me after we have this conversation, and as long as my say do is aligned coming out of that, they're never gonna leave. And the great thing is, all right, so now that woman's kids are going to be the recipients of that, okay? So now we zoom back out 30,000 feet, how do I do generational wealth transfer? And the answer is you gotta have relationships with the parents and relationships with the next generation. So…

Amy D'Aprix (24:20.618)

And one of my favorite places to have advisors do that is a lot of advisors do it, you know, with estate planning and the caregiving and care planning and longevity planning. It's a great time to bring in Gen 2 because there's nothing but relationship building there. You're not trying to sell anything. You're not trying to push anything. And there are very easy ways to get Gen 2 in the room and part of that conversation.

Jack Martin (24:42.073)

Yeah, it is shocking how little they are engaged. Okay, so you talk about estate planning. So 85% of affluent families say they're going to leave an inheritance to the kids. All right. 37% have a plan for doing that. Okay? The result of that is family fights. So about a third of the fights that happen, you know, after the parents are gone, are why did they make you executor? You know, another 40% of the fights are about

Amy D'Aprix (24:54.688)

Exactly.

Amy D'Aprix (25:05.602)

Yeah, exactly. Mom loved you best, Jack. Ha ha ha.

Jack Martin (25:09.809)

Well, there's that because she left you her favorite, you know sewing machine or whatever it was Okay, you know why and so now look at look at what's going on this whole legacy of squabbling and you know Emotional turmoil that you know with just a little foresight and planning two things have happened Take care of the parents. All right, so they don't have chaos And now the kids can look back and say look what you did for mom and dad

Amy D'Aprix (25:15.073)

That's exactly right.

Amy D'Aprix (25:22.604)

Yep.

Jack Martin (25:38.365)

And so that's easiest way to get into a relationship with the next generation. So, wow, fascinating stuff. So.

Amy D'Aprix (25:38.67)

100%.

Amy D'Aprix (25:50.938)

I'm resisting just telling you story after story. So I'm going to be quiet. Well, that story made me think of, I do the estate planning workshop. I said, I hear great stories at that one. And people think the fights are around the money, but they're rarely around the money. It's often around, as you said, who got to be the executor. It's around sometimes, unfortunately, you know,

Jack Martin (25:54.549)

No, go ahead, dive in. Lob one more over the fence.

Amy D'Aprix (26:17.234)

end of life decisions that were made and who got to make those. And it's often around the things that are, have sentimental value, but may or may not have any monetary value. But the parents did a great will on all of the things, you know, monetarily, but didn't think about that. Those possessions that everybody wanted. That's right. And there, so I, I actually in the workshop get people to think about how you're going to do that. But the funny story was one of the, I have people throw out.

Jack Martin (26:28.365)

Right.

Jack Martin (26:36.857)

Grandma's favorite ring.

Amy D'Aprix (26:46.71)

ways that they've either seen it done well or whatever. People will say, you know, do it ahead of time. I knew one family that used Monopoly money and had a fake auction with all their kids to make it kind of a fun thing to figure out these things. But we used to say, I used to say, sometimes families will use sticky notes on the back of the things that matter. People, you know, have their name on it. And a guy came up to me afterwards and said, you know, that sticky note way you talked about. And I said, yeah.

He said, you might want to tell people to remember sticky notes can be moved. And my sister did. I don't recommend that way anymore.

Jack Martin (27:23.412)

That's funny. That's funny. Wow. No, not so much. Not so much. This is fabulous. Great conversation. I really enjoyed it. So what do you want? What thought do you want to leave with our with our audience?

Amy D'Aprix (27:39.474)

I think the most important thought is that it this again, it doesn't have to take a lot of time, but you want to increase your confidence in your competence and having the life conversations and then always make sure you're tying it back to the financial for the client that you're that bridge, because then all the work you do with them will have much more relevance and people will be more bought in. And again, it's about becoming referrable, not just asking for their referral, because as you said, Jack.

They'll refer when they're happy, they refer.

Jack Martin (28:14.061)

So one final question. So before we sign off, so what are one or two things that Amy does outside of the office that would surprise people?

Amy D'Aprix (28:16.514)

Sure.

Amy D'Aprix (28:28.174)

that I can say on a podcast, you mean? Yeah. I'm just kidding. I don't know if it would surprise people or not, but I'm pretty engaged in life, I would say. And I've got a kind of a new volunteer thing I'm excited about, and I'd love to plug it because other people could do it. So I travel for work quite a bit, and I'm not able to, I wanna.

Jack Martin (28:30.913)

Well, that too, yeah.

Amy D'Aprix (28:55.17)

have some volunteer stuff I do, but sometimes it's challenging because it's hard to do it if you can't be on a schedule. So I've been introduced to this organization called Lasagna Love. And Lasagna Love is all about spreading kindness in communities and people can request lasagnas and they don't have to have a long things to why they want it. They just can request it. And then I'm one of the volunteer lasagna makers and you can choose how often you make lasagna.

and the range about how far you want to deliver them. But the beautiful thing is it's just a way to spread kindness in the community and they're all over North America. So if you have any interest in this, and Jack, I have a really easy lasagna recipe that my friend who got me into this gave me, and it seems to be making people happy, but you know, it's a small thing. I'm kind of on a mission to help spread kindness these days in the world. I think we could use that. So lasagna love is one of my ways to do that.

Jack Martin (29:54.357)

Well, that's a great one. That's a great example. I have to say in all the podcasts and all the times I asked that question, that's the first time I've heard about lasagna love. So

Amy D'Aprix (30:01.775)

Good, I'm glad to hear that.

Jack Martin (30:03.393)

I've heard about skydiving. I've heard about rock climbing, but that's a first, lasagna love, that's great. Hey folks, we've been having a great conversation with Dr. Amy. You can reach her at dramy.life.

Amy D'Aprix (30:19.603)

Just Amy. Yep. DrAmy.life or email me at Amy at dramey.life.

Jack Martin (30:25.677)

Gotcha. Very cool. Thank you very much. It's been a great conversation. I really enjoyed it. Hey folks, this has been the Breakthrough Advisor Podcast. Thank you very much for checking it out. Please like, share, subscribe, let your friends and family know. And until the next episode, good luck and good selling. Thanks.

Amy D'Aprix (30:29.198)

Thanks, Jack, I appreciate it. Me too.

Voiceover

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