

NEWS

For Immediate Release

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Idea Decanter Announces Strategic Partnership with Carson Coaching

Plus: Co-Founders Laura Garfield and Sharon Gottula release their 2023 ‘Fall Tour’ of Conference speaking and video performance coaching sessions

Seattle, WA (September XX, 2023) – [Idea Decanter](#), a video marketing agency that helps financial advisors write, record, produce, and market unique, custom-created videos, has announced a strategic partnership with Carson Coaching. Idea Decanter will now be providing video and coaching services to Carson Coaching members. The partnership includes an exclusive coaching bootcamp at the [Carson Excell](#) conference on September 12-14 in Nashville. This interactive experience, which was fully booked within an hour of release, will help advisors develop on-camera skills and feel more comfortable as they launch and embrace proven video marketing tactics. In addition to providing a solid platform for advisors who are new to video communications, Idea Decanter will also help fine-tune advisors’ already established video marketing and take them to the next level.

“Idea Decanter is known within the financial services world as a top-tier solution that gives advisors the ability to add high-quality, personalized videos to their marketing plan,” said Sarah Cain, Vice President, Coaching & Consulting at Carson Group. “Video has become a crucial aspect of any advisor’s marketing efforts and having the expertise of Idea Decanter is a real benefit to Carson Coaching clients.”

CO-FOUNDERS ANNOUNCE FALL SPEAKING SESSIONS AND BOOT CAMPS

Idea Decanter founders Laura Garfield and Sharon Gottula also released their 2023 ‘Fall Tour’ lineup of conference speaking sessions as well as other trainings. The duo kick things off in Nashville at Carson Excell followed by [SER Latino Advisor Summit](#), the [FPA Annual Conference](#), [Nitrogen Fearless Investing Summit](#), and [Raymond James’ Practice Intelligence Workshop](#). In addition to discussing how advisors can level up their video marketing, presentations will address building video into a lead funnel that speeds up

prospect-to-client conversion rate, how to attract next-gen investors with a digital marketing strategy, and how to get past your jitters and record videos with confidence.

“People want to watch videos rather than read, which is why video marketing is becoming the norm,” said co-founder Laura Garfield. “But planning, recording, and successfully using a video can seem daunting for many advisors. Our conference sessions this fall help advisors get past what’s holding them back from embracing video marketing so they can get results.”

ABOUT IDEA DECANTER

Established in 2014, Idea Decanter believes in the power of video. This innovative creative video agency not only helps financial advisors create engaging video content but also has the industry knowledge to advise on boosting firm and individual advisors’ video marketing efforts. From building trust with current clients and strategic partners, to converting more prospects and growing the business, video is a powerful communication tool – and Idea Decanter has perfected a platform and array of service options that should appeal to any advisor who wants to be seen as the most credible, personable authority in their community and/or field. In addition to nurturing client relationships and engaging prospects, video also has great search engine and viral sharing benefits. Using Idea Decanter’s ‘Idea Kit’ remote video service, hundreds of financial advisors have watched their practice grow while they’ve saved themselves time, money and headaches. Learn more at www.IdeaDecanter.com.

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