



New Training Addresses Long Term Care Needs Of Middle Class Baby Boomers In Iowa

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Client Magnet Seminars has been at the forefront of starting a movement among estate planning attorneys in Iowa to help middle class baby boomers protect assets from long term care costs. The company has started to offer training for lawyers who are interested in joining the movement. The seminars are provided by Mark R. Connell, who is himself an estate planning lawyer in Branford, Connecticut. His primary purpose is to help Iowa attorneys attract new clients, who are the baby boomers that require their services. Full details are available at www.clientmagnetseminars.com.

Mark R. Connell is very much concerned about the needs of the middle class baby boomers when they finally reach retirement age. He says: "Those at the top get a bailout, those at the bottom get a handout, and those in the middle get left out...I'm trying to level the playing field."

Connell's program essentially teaches people the seven fundamental principles of client attraction, looking specifically at middle class baby boomers. He believes that implementing these principles will help law firms literally transform their practice in as little as 90 days, because it enables them to attract the very people that are often forgotten by other law practices. In so doing, they will not only be able to enhance their own

practice, they will also be able to provide security for more baby boomers who require such services.

He has also made a number of free resources available through his personal law firm's website on www.markconnellattorney.com. These resources are more specific to Connecticut, but they give other attorneys an idea of the issues that baby boomers are facing and why they require specific services.

Lawyers all over Iowa are signing up for the training offered by Client Magnet Seminars and they have been leaving many positive reviews. "As promised, within 90 days of completing the training, my legal practice was transformed," says one attorney. "I feel like I am now offering the right services to the right people and, most importantly, I know how to help these people in my practice."

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For more information about Client Magnet Seminars, LLC, contact the company here: Client Magnet Seminars, LLC
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Client Magnet Seminars, LLC

As an Elder Law and Estate Planning Attorney I developed Client Magnet Seminars, LLC to provide the tools needed by attorneys to protect the assets of middle class baby boomers from long term care costs.

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