

Marie Swift

Marketing Communications Coach

Marie Swift, founder and principal of Impact Communications, is Marketing Communications Coach for the Garrett Planning Network and its publicist. In 2004, she worked with Garrett and Network Members on their popular book, *Just Give Me the Answer\$: Expert Advisors Address Your Most Pressing Financial Questions*, and she was a contributor to *Garrett's Guide to Financial Planning: How to Capture the Middle Market and Increase your Profits*.
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Since 1999, Swift and Garrett have partnered to raise public awareness on the benefits of providing all consumers with independent financial planning and advice on an hourly, as-needed basis.

Swift is an essential contributor to the Garrett Planning Network's growing international success. She hosts virtual discussions and leads monthly teleconferences and the marketing portion of the Garrett three-day intensive training workshop for new members.

A marketing communications leader for more than 20 years, Kansas-based Swift has worked with hundreds of independent financial advisors to strengthen their business identities, improve public communications, and realize their company goals. She's a regular columnist for *Financial Planning* magazine, *Research* magazine and *Morningstar Advisor* and a frequent contributor to other industry publications.

Swift also is a highly rated national speaker and the winner of a number of Communicator and APEX awards for print media and publication excellence, including for her and her firm's work on Garrett's book, *Just Give Me the Answer\$: Expert Advisors Address Your Most Pressing Financial Questions*.