

Speaker

Platform Builder

Serial Founder

A portrait of Jason Mickool, a bald man with a friendly expression, wearing a dark polo shirt. The background is a dark blue gradient with abstract light-colored shapes. The text 'Jason Mickool' is overlaid in large white font at the bottom left.

Jason Mickool

MEDIA KIT

About

A portrait of Jason Mickool, a bald man with a serious expression, wearing a dark polo shirt. He is looking slightly to the right of the camera. The background is dark with some geometric shapes.

Meet Jason

In 2017, Jason Mickool was 45 years old with no practice, no clients, and no brand. Eight years later, he had built Florida Financial Advisors into a 6-brand financial services platform with \$5 billion in assets under advisement and 700+ advisors.

Then he sold **60%** of his company to Amerilife and now dedicates his time to helping other advisors make the same transformation.

Jason's story started at a rooftop bar in Chicago. He was contemplating becoming a wholesaler because starting from scratch seemed impossible. His wife Allyson said something that changed everything: "If we fail, I'll go bartend. We can go wait tables." That gave him permission to try.

His approach is different from most speakers in this space. He shares actual numbers: real P&Ls, actual compensation structures, and the specific decisions that built his business. He doesn't sell theory. He teaches what he did.

As founder of **Greatness Lab**, Jason helps financial advisors and insurance professionals transform practices into platforms. Through **Take The Power Back**, he connects college students directly with startup and entrepreneurial careers that universities keep off limits. Both share the same principle: remove the gatekeepers.

He lives in Tampa with his wife Allyson, his partner in business and life.



Trusted By Financial Services
Brands And Expert Leaders



Jason Is Trusted By Top Personal Brands



Coach Burt

Founder, The Greatness Factory

“If you want real substance on business methodology bring Jason in to speak. Your people will walk away with an expansive mindset.”

“There over 500,000+ people in the world who call themselves a coach. Most have never built what they coach on, let alone at the pace and intensity that Jason Mickool has. Jason is one of the few practitioners who has actually built what he teaches on which is building, growing, scaling and exiting at a rapid pace. In over 35 years of coaching high performance organizations I have never seen the training and development arm like Jason has created. 650-800 young people dialled in to a true development system. It’s a magical thing to watch.”



“Jason is a true leader—someone who not only understands the financial services industry at a deep and meaningful level but knows how to translate that knowledge into real growth...In my entire career, I have never seen a firm grow in every single measure the way that Florida Financial Advisors has.”

Mike Vietri

Chief Distribution Officer for AmeriLife

Chase Gruening

Founder & CEO of GHW

“Jason is not your typical speaker. His no-fluff, no-nonsense approach is backed by real systems and real processes. He teaches from a place of doing, not theory, and challenges people to expand how they think and execute.”



Practice To Platform

Why Some Advisors Sell for 2x Revenue and Others Sell for 10x

Jason opens with a video of a frustrated advisor dealing with an impossible client. The kind who wants guarantees, pays nothing, and wastes your time. Then he asks the room:

"Has anybody ever felt that way?"

Hands go up everywhere.

That's the moment Jason makes his point: You didn't build a business. You built a cage. And the only way out is to stop thinking like a producer and start thinking like an architect.

In this keynote, Jason shares exactly how he built a financial services platform from zero to **\$5 billion in assets, 700+ advisors**, and a private equity exit in 8 years. He started at age 45 with no practice, no clients, and no brand.

He doesn't teach theory. He shows real P&Ls, real compensation structures, and the real decisions that made the difference.

"A practice is a glorified job. If you're just in a circle and you're not defining growth beyond it, it's a cage. Everybody in this room is capable of more."

— Jason Mickool

The Three Identity Shifts

Producer → Principal

Most advisors are the highest-paid employee in their own business. They're not building wealth. They're buying a job.

Owner → Architect

Jason hasn't run a client meeting in six years. His platform runs on systems, not on him showing up.

Practice → Platform

Practices sell for 2x revenue. Platforms sell for 6 to 12x. The difference is millions of dollars and years of freedom.

Your audience will leave with:

- A simple quiz that reveals exactly where they're stuck (scored live)
- The specific habits keeping them stuck, including the ones that feel productive but limit growth
- Jason's "Day Worth Repeating" exercise that works backward from the life they want to the business that supports it
- A 90-day action plan: first three hires, first systems, first mindset shifts

Ideal for

- Main stage keynotes at IMO/FMO conferences
- Breakout sessions for growth-minded advisors
- Leadership retreats for agency owners
- Sales kickoffs where you want to reframe how advisors think about their careers



Interview Jason

Potential Interview Questions



Question 1

You started at 45 with no practice, no clients, and no brand. What gave you permission to begin?

Question 2

What's the difference between a "practice" and a "platform," and why does it matter?

Question 3

You talk about the "permission to fail" moment with your wife. How did that conversation change everything?

Question 4

Most advisors plateau at a certain level. What are the identity shifts that separate those who scale from those who stay stuck?

Question 5

Your first hire was a recruiter, not a sales trainer. Why?

Question 6

You built to \$5 billion assets under management and sold to private equity. What would you tell advisors thinking about their eventual exit?

Book Jason

Jason speaks at conferences, leadership retreats, and sales kickoffs where financial advisors and insurance professionals are ready to think bigger about their businesses.

[Speaking Request & Media Inquiries ↗](#)

[Watch Jason On Stage ↗](#)



For Media & Event Promotion

Everything you need to promote Jason's appearance or prepare for an interview.

[Download Approved Photos ↗](#)

CONNECT WITH JASON ON SOCIAL

