FOCUS

Focus Your Business

Workbook

V 1.03

Introduction

Welcome to the Focus Stage!

The Focus Stage and milestones will ensure you are zeroed in on the things that matter most for generating growth, as well as putting some foundational pieces in place.

Your entire growth journey will rely on you having this stage handled. It will affect who you reach out to, how you reach out to them, what you say when you connect, how your first meetings play out, how discovery happens, how you anchor the client in for the future and how you set the legacy of your future.

There are 6 pieces in the Focus Stage:

- Niche Market
- Brand Promise
- Bridge Talk™
- Lists
- Production Plan
- Marketing Plan

In each of these elements we'll get into the specifics of why they matter and how to handle them directly and productively.

If you're feeling stuck, make sure to connect with our Advisor Success Team.

We're thrilled you're here, so let's get into the Focus Stage!

Module 1:

Rapid Recap

1

Build something 100 people love, not something 1 million people kind of like.
— Brian Chesky, Co-Founder & CEO, Airbnb

Lesson 1: Milestones

Key Takeaways

There are six milestones you'll reach in this Stage. When you handle these six, things will start to change immediately and you'll be focused and ready to drive forward.

1. You'll have a clearly defined niche, or if it's too early to lock that in, you'll have a process to narrow it down and do some testing to find your niche.
2. You'll have a clear brand promise.
3. You'll be able to clearly and confidently answer, "*What do you do?*"
4. You'll have a list of niche prospects.
5. You'll have a clear revenue goal, sales plan to achieve it, and marketing plan to create the opportunities that will feed that goal.
6. You'll be part of a community of like-minded peers, pursuing the same thing.

What's the end result of all this?

You'll be clear. You'll know who to pursue as clients, how to systematically find them, what to say to them, and will be driving it toward production goals that matter to you. You'll also be connected to other advisors who are after the same thing.

Module 2:
Niche Market

2

Speak to your audience in their language about what's in their heart.
— Jonathan Lister, VP Global Sales Solutions, LinkedIn

Lesson 1: What is a Niche and Why Does It Matter?

If there was a single piece of marketing advice we could give an advisor that would amp up the growth of their business, it would be to focus on a niche.

A niche is a specific market group that has shared demographic and psychographic characteristics – meaning they share both visible and invisible characteristics. Visible ones might be things like a profession, the kind of car they drive, the kinds of organizations they belong to - things you can observe. Invisible characteristics are things like what they're thinking about, worrying about, dealing with, aspiring toward - things you can't directly observe.

A niche has shared needs and they tend to be found in similar places. Sometimes a niche is not obvious, but there is invariably a thread that connects them and once you find it, you are much more able to connect with them, understand them, and serve them.

Here's a key element of a niche, however: It has to be findable.

If you're not able to somehow pull together a list of names based on niche characteristics, it's not a niche, it's a hope.

Also, a niche should be a group of people with whom you have some sort of affinity. There should be something about this group that you understand, connect with, have experience with or that you just "get" that other people might not.

EXAMPLE: If your niche market is cardiac surgeons in a specific city, then maybe your parents were surgeons, or you went to med school, or you had heart surgery and are all about doing everything you can for them because they did something for you. There is a connection and an understanding.

What's the purpose of focusing on a niche?

A niche lets you create results faster.

When you're known in a group of people as "the person" to talk to, it becomes easier to get introductions, you're able to demonstrate expertise faster, and you're able to show your care and understanding more directly.

A niche is a specific, unique and findable group of people where you have an affinity beyond rapport and create great results, faster.

Lesson 2: You Might be Thinking...

Focusing on a niche might concern you. Let's look at a few thoughts you might be having right now:

"I don't want to limit myself."

> You're not going to. And we don't want you to.
>
> Here's a very important distinction: **we're talking about marketing, not selling**. Marketing is about getting the right people to move closer to you, and marketing requires spending. That means you want to be as impactful and effective as you can with your time, money, energy, and attention.
>
> When it comes to selling, you can sell to anyone! They don't have to be in your niche. But when you market, market to a niche.

"I don't have a niche."

> You're in the right place! We're going to take you through a process to identify a potential niche.

"I'm new in the business and don't have a niche."

> Starting without a niche is normal. Now, if you don't have a big enough book of business to analyze for patterns, your job instead will be to test.
>
> We'll show you how to create a simple test to search for a potential niche in an upcoming lesson.

“I have more than one niche.”

If you do, that’s outstanding that you’ve become so well-known and connected in more than one space and it’s working. And while it is possible to have more than one niche, it’s rare and not highly recommended.

The challenge with having two is that it’s very hard to answer the question, *“What do you do?”* It gets tougher to market, to craft messages on a website, in print materials, etc. It’s possible, but it’s much tougher and a lot more expensive.

Lesson 3: How to Identify your Niche

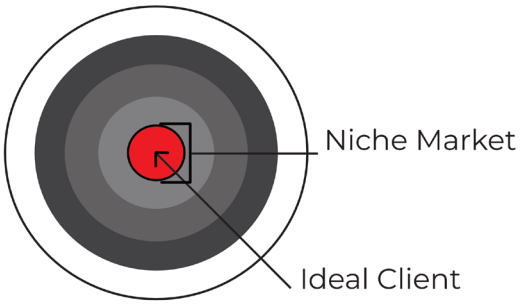
There are two ways to identify a niche - finding it in your book of business, or testing to find one because your book of business doesn't have a pattern of clients yet.

Let's look at finding a niche in your book of business.

The starting point is to find your ideal client. You may already think you know who that is - and you might be right – and this process is designed to confirm who it is, and you'll either be surprised or reassured.

The reason we start with the ideal client is that once we know who that is, we can then look for how to find groups of people like that.

Think of your ideal client as being the center of the bullseye. We then want to back off our focus a bit and see who else would be hanging out with them, dealing with similar concerns, or have shared interests.



To find your ideal client, we use a tool called the Ideal Client Identifier, which you'll find in the lesson downloads.

There are 3 steps to the Ideal Client Identifier:

1. You'll write the names of your Top 20 clients - Top clients are your clients where you have earned the most income to the business in recent years. Then you'll fill in all the information about them.
2. You'll write the names of your Favorite 20 clients, and will follow the same process for them. Favorite means the ones you enjoy spending time with regardless of income. You appreciate them and the interactions you have with them, and have a real connection.
3. Once you have all the information filled in, it's time to start looking for patterns

Looking down each column, see what the most common characteristic is and note it at the bottom. For example, if more than half of your clients are divorced, then you'd put Divorced at the bottom. If most of them are between 55-65, you'd note that at the bottom. If they all live in large homes in a specific area, you'd note that. You may also find that there's no pattern or commonality in a column. That's ok, just leave it blank.

Once you've seen what's common across the spreadsheet, look for the clients who have the most number of common characteristics. You may find one client that has all of them, or most of them - that's your Ideal Client.

How do I use that to find a niche? Here are some questions to ask:

1. Where do people like this hang out?
2. What groups are they members of?
3. Can I buy or compose a list of people like this?
4. Are they members of clubs, organizations, associations?
5. Are they active online somewhere?
6. Where would I find a group of them?

If you think you've found a potential niche, here are some questions to ask yourself:

1. Do I create rapport with them fairly easily?
2. Can I get marketing messages to them?
3. Is there potential for ongoing introductions?
4. Are other advisors underserving them right now?
5. Will I be able to serve them - do I have the technical abilities?
6. Will there be enough business to build a good business with this group?

What does a niche sound like? Examples might include:

- Surgeons in Chicago
- Independent women business owners
- People approaching retirement in Boulder, CO
- Senior business leaders of publicly traded companies
- Teachers in San Diego

TIP:
A business owner can be a niche, but you need to name the type of business because there are such differences - business owners is a category, not a niche. So you could say the owners of trades businesses, or the owners of technology companies, for example.

The same goes for Professionals - that's a category, not a niche. Name them and be specific.

Action task: Download the Ideal Client Identifier and complete it. Identify the niche and then post what you discovered in the Facebook group. We - and your advisor colleagues - will get you some feedback so you're clear going forward.

Lesson 4: How to Test for a Niche

If you don't have a niche at all, and it's too early in your business to sift for one, here are a few things you can look at right away:

1. Who do you like working with already? If you had a business full of clients like them would you be enjoying the work and running a profitable business? If so, look more closely at who/what they are and what niche they might be part of.
2. Who do you think you'd like to work with, and have the skills to work with already?

EXAMPLE: If you think your niche might be dentists, put together a list of 10 dentists nearby. Sit down with them and ask a lot about their business, the good parts, the difficult parts, the concerns and worries and see if there's a connection. If there is, follow it and see if you can transition to a business relationship. If there isn't a connection, that's called successful research.

3. Identify 2-4 potential groups of people you might want to work with and run a simple marketing campaign to each group to see which group responds best to you.

Finally, remember that a niche is for marketing, not selling. Concentrate where you spend for your marketing, but you can sell to anyone where you can do good work for good exchange.

Module 3:
Brand

3

Products are made in the factory, but brands are created in the mind.
— Walter Landor, Founder, Landor

Lesson 1: What's a Brand and Who Cares?

What's a brand?

A brand is a promise. It sets up an expectation of what it's going to be like to be around you.

Why does it matter?

The brain is looking for certain things and one of those is certainty. It wants to know what to expect and then, when that happens, it feels good and reassured.

> **EXAMPLE:** If you're impatient all the time and reactive, and one day you're not, people will question what's going on, their expectation will be off. When you violate the expectation, the brain gets defensive - and then it's harder to connect with people.

A brand is a promise. It's one you make and keep in every interaction and it helps set the tone for how you'll market to people.

Who cares about your brand?

Your clients do, but they don't know it until you change the promise.

Your future clients do, because the promise of how you'll be is something that will resonate with them.

And you should, because it helps accelerate your marketing and helps you make better decisions on how to market.

Lesson 2: What's YOUR Brand?

There are two ways to figure out what your brand is:

1. Hire a consultant - they'll take you through a process to help you get clear on your brand.

2. Ask some questions of yourself, and your family, friends, clients, and co-workers. We've created a tool for you to use called The Brand Finder.

Here are some questions so you can get started on the Brand Finder tool:

1. How do people currently describe me and what do I say or do that creates this impression?

You have a brand whether you know it or not. It just might not be the brand you want. Your goal is to find out what your current brand is. Have a courageous conversation with a mix of people - explain what you're doing and then ask them,

> *"How would you describe me to someone else? Why do you have this impression of me?"*

2. Ask yourself: What do I want to be known for? What do I want to highlight?

Start by brainstorming. If you asked your top 10 clients, colleagues, mentors and favorite people how they would describe you, what would you be most excited to hear? What are the best qualities about yourself that you're most proud of that are completely authentic? What parts of you do you want to shine the spotlight on? What do you want to bring people's attention to? Make a list.

3. Look for themes.

Are there any themes running through your list that would allow you to narrow in on a few key qualities? Narrow it down to 2 or 3 that you want to be known for.

4. Fine tune your key qualities.

Be specific. For example, if you want to be known as "professional", what does this word really mean to you? Pick a specific word or phrase that best captures what you mean. Fine-tune your words and phrases again until you have a final set of 3 to 5 qualities that you can stand behind.

5. Pull this together.

Your brand is a promise, so when you look at the qualities that have shown up through the questions you've asked, what's the promise? What are you going to be like?

TIP:
Listen to this lesson to hear some examples of other advisor's brands.

Action task: Complete the Brand Finder and then post your brand statement to the Legacy Advisor Growth Network Facebook group. We'll get you some useful feedback.

BRAND FINDER™

STEP 01

How do people currently describe me?

STEP 02

What do I say or do that creates this impression?

STEP 03

What do I want to be known for? Of all my unique talents and qualities, what do I want to shine the spotlight on?

1.

2.

3.

4.

5.

STEP 04

What do each of these words mean in practice (things I do and say consistently)?

1.

2.

3.

4.

5.

STEP 05

My draft personal brand:

Lesson 3: How do I Use My Brand?

Your brand is used as a filter. There are hundreds of marketing things you can do, but by looking at your niche and your brand you can choose the right ones.

If a marketing activity will access your niche - then the question is, *"Is it consistent with my brand?"*

EXAMPLE: Someone shows up with a discount on putting your face on a billboard. Would your niche see it? Maybe, it depends where it is, but let's say yes. Then the question is, how will your niche view it and will it fit with your brand? If your brand is, *"the confidential source of guidance to wealthy families,"* then a billboard may not be a good move.

Marketing moves the right people closer to you. That means it needs to be the right message and the right medium or channel. Then it needs to be done in a way that feels, sounds, and looks like your brand.

Niche tells you what channel to use.

Brand tells you how to do it.

Lesson 4: A Word About Subordinate Brands

There are different brands that have power over your brand. Designations, a broker-dealer, RIA or independent firm - they have a brand and a promise.

Stay aware of the potential impact those other brands may have on you and your business. Some of those brands are very powerful, and some are not. And some of them you have a legal responsibility to subordinate to.

Always ensure you're meeting your obligations to existing brand agreements so you don't create confusion or violate any agreements.

Finally, if your brand is a subordinate brand, take the time to understand how to use and leverage the parent brand so that it works for you.

Module 4:

Bridge Talk™

People don't buy what you do, they buy why you do it.
– Simon Sinek, author and marketing consultant

Lesson 1: 4 Decisions To Success

For a client to successfully engage with you they need to make these 4 decisions:

1. Agree to Meet
2. Agree to Engage
3. Commit to Goals
4. Commit to Implement

These 4 decisions make up the 4 Decision System™, which we'll refer to often throughout your Growth Journey.

The Bridge Talk™ helps prospects agree to meet with you, so let's get into why that is, and what it is.

Lesson 2: Elevator Pitches Should Be Pitched

The first decision of the 4 Decision System™ is Agree to Meet, so you'll first need to get your potential client's attention.

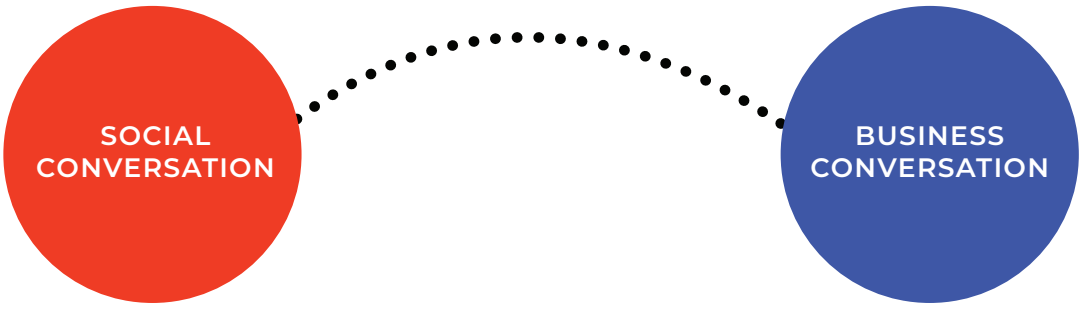
How do you do that? The historical approach is the elevator pitch, and we think it should be pitched. Why?

1. When someone says, *"What do you do?"* odds are they didn't mean it. In North America, it's a typical social greeting in a conversation.
2. This rarely happens in an elevator.
3. The first time you meet someone, you really shouldn't be pitching them.

You need a really clean way to respond to, *"What do you do?"*

Here's what we found works. There's some kind of social interaction and we want to try to get the other person into a business conversation to see if there's an opportunity there.

We want to go from one place to another place, and there's a gap in between. What we want to do is see if they will cross a bridge from a social conversation to a business conversation. We call this the Bridge Talk™.



Lesson 3: Dangers to Avoid

There are five dangers to avoid when answering, *"What do you do?"*

1. **Not Having Permission.** If you're in a conversation where you're trying to sell, or provide a lot of information and you haven't received permission yet, it won't be well received.
2. **Stereotypes.** Avoid stereotypes so you're not put in a bucket you don't belong in.
3. **Gimmicks.** Don't trap them or force them into mental games or puzzles. Don't try to trick them or sound gimmicky.
4. **Being Irrelevant.** If you go into a deep technical explanation, in that moment, you may become immediately irrelevant. They'll tune you out right away - probably politely - but right away.
5. **Selling.** This is not the time to sell. This is opening the relationship, not closing a deal.

Lesson 4: Five Attributes of a Successful Bridge Talk™

There are five key attributes of a successful Bridge Talk™.

1. **Effective ambiguity.** Effective ambiguity, gives people enough to know that you're relevant and keeps them engaged in the conversation. It helps avoid stereotypes as well.
2. **Avoids stereotypes.** Don't give your title. Stay away from stereotypes because the reference point they have is probably flawed.
3. **Conversational.** Put your Bridge Talk™ in real language, words that you and your potential client use day in and day out. You don't have to sound clever here, you have to sound clear.
4. **Creates permission.** If they haven't said, *"Tell me more,"* or *"What do you mean by that?"* you don't have permission.
5. **Creates interest, not education.** You're not trying to teach them the industry, your work, or a specific domain of discipline that you have, you just want to create some interest.

A good Bridge Talk™ will generate legitimate interest and an openness to meet with you.

In the next lesson, we'll go over the structure of the Bridge Talk™.

Lesson 5: Structure of The Bridge Talk™

The structure of the Bridge Talk™ is incredibly simple [not to be confused with simplistic]:

WHO DO YOU HELP?	WHAT PROBLEM DO YOU SOLVE?

When someone says, *"What do you do?"* You're going to say, *"I help,"* or *"We help,"* or *"I have a company that helps."*

Next, we want to name who we help, and then what problem we solve.

I HELP/WE HELP	NICHE MARKET	PROBLEM YOU SOLVE

Here are some examples:

I HELP/WE HELP	NICHE MARKET	PROBLEM YOU SOLVE
We help	families in Boston	retire on their terms.
I help	hard-working business owners	keep what they've built.
I help	family businesses	make the most of everything they've got.

Action task: Use the Bridge Talk™ Builder to create your Bridge Talk™. Then take a picture/scan of your Bridge Talk™ Builder and post it in the Advisor Growth Network Facebook Group and we'll get you some concrete feedback.

BRIDGE TALK™ BUILDER

Create your Bridge Talk™ with the following structure:

WHO DO YOU HELP?	WHAT PROBLEM DO YOU SOLVE?

If you have completed your niche identification in the FOCUS section of your Growth Journey, enter your niche above.

Enter the key problems you solve for clients above.

- What are the most important to them?
- What is the actual benefit they experience because you solved that problem?

PUT IT TOGETHER:

I help/we help [NICHE MARKET] + [PROBLEM YOU SOLVE].

I HELP/WE HELP	NICHE MARKET	PROBLEM YOU SOLVE

TELL ME MORE:

When your potential client says, "*What do you mean by that?*" or "*Tell me more*," what are 2 or 3 key points or nuances you could share to demonstrate a real difference and engage them further? What's a question you could ask to continue the conversation?

Lesson 6: Putting It All Together

You should now have a draft Bridge Talk™. When your niche market hears it they should resonate with it right away. They should say, "Hey, that's me and I have that problem."

Let's look at how this might flow:

They ask, *"What do you do?"*

And you'll say your Bridge Talk™ - for this example, *"We have a firm in Boston that helps families retire on their terms."* And if that's your niche market, they've got interest, they're going to say something like, *"Well, what do you mean by that?"* or, *"How does that work?"*

This is where you want to have clear answers put together. In this moment, you have permission.

What you'd say is something like, *"Well, most people aren't clear on what retirement is going to look like and we help them answer three things. How are you gonna pay for it? How are you going to use what you've saved, properly? And how will you protect things along the way?"*

Then offer a question, like, *"So, what have you done to prepare?"* or, *"Have you thought about how you're going to pay for your retirement?"* or, *"What is your retirement going to look like?"*

Now you're in the conversation and that gives you space to invite them to a meeting. If they disengage, that's okay, close it off and maintain your social connection.

But if they do engage, if they want to ask more questions, set up a time to talk it through so that you can continue to enjoy the social interaction/event that you're sharing.

Module 5:
The List

5

A small list that wants exactly what you're offering is better than a bigger list that isn't committed.
-Ramsay Leimenstoll

Lesson 1: You Have to Have a List

You are in a profession where you get to choose your clients - you get to decide who you can best serve. But to start you need a list.

When you have a list, you can be systematic about growing your business.

People buy from people they know, like and trust ***when they're ready***. You don't know when they'll be ready, but your niche should be people who - over time - come to know you, like you, and trust you. You want to stay in front of them because you can't control when they'll be ready. But when they are, you need to be there.

The purpose of getting clear on your niche is to drive growth in your business.

You have a niche - and that means it's findable. You need to find that niche and have it in a list.

Lesson 2: The 2 Lists - Niche & Dream

There are two lists to create - your Niche list and your Dream list.

Niche list - Your niche list needs to be a list of names of specific people - not titles, categories or groups - actual people. You want their contact information - phone, email, etc. in your CRM, so you can keep track of who you contacted, when you contacted them, how you contacted them, how much you've invested in them and who else they're connected with. This list is key to your success.

In addition to your Niche list, have a Dream list.

Dream list - Make a list of prospects in your city or niche that you think might be out of your reach but that, if you got them, it would be game changing. Make a list of their names. There might be 10 or 20 of them.

Then, here's what you should do with them:

1. **Keep them on your mental radar.**
2. **Look for opportunities to show up on their radar.**
3. **For one hour a week, think about how you might connect with one or more of them.**

Action task: Take time to create a draft list of dream clients. You don't have to tell anyone or share it with anyone but make the list. The brain looks for what you tell it to look for. Give your brain this list.

Dream List:

Lesson 3: Where Can You Find Them?

There are two ways we recommend to start building your Niche list.

1. Organically

There are people you already know in your niche. The people you already know are a great way to connect with other people in the niche. You don't have to ask for a list of names, you just need to pay attention when you're meeting people. When someone is in your niche, get their info and save it in your CRM so you can build your list organically.

2. Buy it

The faster way is to buy your list. There are several reputable sources that allow you to filter through a set of data to get the exact group you're searching for.

> **EXAMPLE:** If you're looking for the owners of construction companies in Seattle that identify as female, have been in business for more than 15 years, and have more than 8 employees - you can get a list of them with email addresses, phone numbers, websites, mailing addresses and a whole lot more for a very low cost.

A quick online search will get you the names of companies that do this.

Lesson 4: What Makes a Good List?

The single criteria that makes a list good, is that it's current.

Do some confirmation of your own before you start spending time, money, and energy.

Once you purchase a list, have a team member search for each contact online and confirm as much info as possible. They can also augment the list with additional insights they might find on social platforms.

Intelligence gathering before launching a marketing campaign can be massively beneficial.

Spend the time.

Lesson 5: How Many Names do I Need?

While there are many variables to how many niche names you need on your list, here's a reference point:

150

If you have three campaigns a year, Winter, Spring and Fall, each with 50 names, it means that each year you're reaching out to each person a few times in a campaign, and then letting them rest. People are not always ready for you, so you want to keep coming back, but also, not be overly persistent.

With 50 people, it's a number that's small enough to follow up.

150 names is what you're searching for and will give you enough to

Lesson 6: What Do I Do With Them?

What will you do with your niche list?

You're going to make a difference in their lives, and the only way that will happen is if you create a production plan for your business, and a marketing plan to create the interactions that will lead to that production.

We'll show you how to do both in the next lessons.

Your list is extremely valuable and it pays you three times:

- It pays you when people commit to implement your advice.
- It pays you when they introduce you to other people who need your help.
- It pays you when you sell your business one day.

Your list is gold and the digging is worth it.

Module 6:
Production Plan

Refuse to attach a negative meaning to the word 'no.' View it as feedback. 'No' tells you to change your approach, create more value or try again later.
– Anthony Iannarino

Lesson 1: What is a Production Plan?

The goal of a Production Plan is to calculate how many successful Approach Talks are required for you to achieve the financial goals that you have for yourself and your business.

In the next lesson, we'll show you how to create a simple Production Plan to make sure you have a target to pursue, and use as a benchmark going forward.

Lesson 2: How do You Create it?

To build your Production Plan, you'll need 6 numbers:

1. Your desired personal income
2. Your direct costs - what you pay licensed support staff
3. Your overhead, or expenses of your business
4. An expense buffer amount to handle unexpected expenses or opportunities - typically 20% of expenses
5. The average income the firm earns per average client
6. Your closing ratio - how many sales meetings turn into clients

Then you'll use the Production Plan Builder to build your plan.

There are many other factors you could build into this, but this will give you the baseline you need.

Advisor Simple Production Plan			
A	Personal Income Goal	$250,000	
B	Direct Expenses	$100,000	
C	Overheads	$30,000	
D	Overhead Buffer (20%)	$6,000.0	C x 20%
E	**Production Target**	**$386,000**	A + B + C + D
F	Avg Income per Avg Client	$8,000	
G	Number of Clients Required	48.25	E / F
H	Closing Ratio	40%	
I	**# Niche Approach Talks**	**120.625**	G / H

Action task: Use the Production Plan Builder in the Lesson Downloads to create your plan.

Module 7:
Immediate Marketing Plan

7

Ordinary things consistently done produce extraordinary results.
- Keith Cunningham

Lesson 1: Purpose of Your Marketing Plan

What is marketing?

Marketing is anything you do that helps the right people move closer to you.

What's the purpose of marketing?

In the advisory firm, marketing has a singular purpose: **generate niche leads.**

What does marketing NOT do?

Marketing does not get you business.

Meeting with people gets you business. Phoning gets you business. Asking for business gets you business.

Marketing gets you access - it generates niche leads.

That's why knowing your niche is so important. You can't build a meaningful marketing plan, or the business you want without a niche.

What is the purpose of a Marketing Plan?

The purpose of a marketing plan is to provide niche leads for your Production Plan.

Your Production Plan was based on a certain number of Approach Talks. If you have those with niche leads it will perform better than with any other lead.

These pieces all fit together:

Lesson 2: Active and Passive Marketing

There are two types of marketing: Active and Passive marketing.

Active Marketing:

Active Marketing generates niche leads. It always involves an "ask" of some kind - you're asking them to raise their hand and show their interest.

EXAMPLES: Niche Prospects might raise their hand by:

- Subscribing to a list
- Taking your call
- Downloading something
- Reading something you wrote or sent them

All of it is aimed at getting them to actively move closer to you.

Active marketing should be the bulk of your marketing.

Passive Marketing:

Information about you and your firm that is reference or confirmation, but not necessarily asking someone to take action.

EXAMPLES: A website is passive most of the time. People typically come to your website to check you out or find out more. They're looking to confirm that you're established, that you understand people like them, and that you have the team or resources to help them.

Other passive methods could include things like a LinkedIn company page, a sign for your office or building, participating in non-profit organizations, etc.

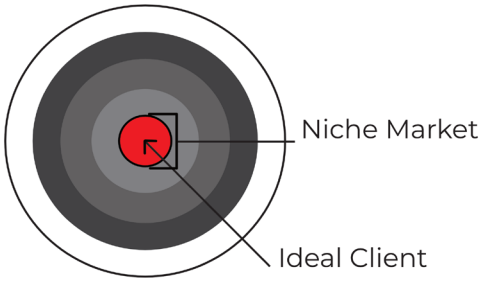
Your marketing plan needs both Active and Passive activities.

Lesson 3: One Audience

Ultimately there's just one audience that matters: your niche.

All your marketing should speak to the specific needs, wants, desires, problems, opportunities, unspoken dreams, concerns and desired future state of your niche market. No one else.

Market where your niche is. You need to go where they are, and help them get the message that you can help. You don't market elsewhere.



You can sell to anyone who is an appropriate client, but don't spend outside your niche. This will keep you focused, it will drive growth, and it will help your niche reinforce your authority.

Lesson 4: Immediate Marketing Plan

To build a marketing plan that you can use immediately, it will take 5-6 marketing activities. Some will be Passive, and most will be Active.

Marketing channels need to be selected based on your niche, so here are some questions to consider:

1. Where are the fish? If your niche market uses social media, then you should be on social media too. If your niche doesn't use social media, you don't need to market there.

Are they members of not-for-profits, religious groups, sports teams, business clubs, golf courses, tennis clubs, Jeep rallies, book clubs, at universities, or taking online courses? Find out, and then only market where your niche is.

TIP:
If you can't answer these questions, head back to Module 2, Lesson 3 for how to identify your niche and find out more about them.

2. What is the message? What's the one thing you need to have them hear, that when they hear it, they'll stop what they're doing and think, that was insightful, or that was for me. [You can likely find it in your Bridge Talk™.]

3. What is one action you want them to take? All your marketing should have one message, and one action you ask the them to take so they move toward you in a meaningful way.

Asking for a meeting every time might be a bit over the top. But asking them to download something, take a call, attend a webinar, read an article - these are reasonable actions to ask and will help generate niche leads.

4. How will you deliver the message? How will you get it to them? Will it be a letter, a webinar, a social event, an email, a post on social media, a blog, a podcast, a book you send them, a book you write, an introduction from someone else?

You'll need to consider two things:

1. Will that method get to your niche?
2. Is it consistent with your brand promise? The channel has to be consistent with them and with you.

To get started immediately, here are 6 channels to pursue:

1. Social Events
2. Seminars/webinars/live casts
3. Direct mail - both lumpy mail and sales letters
4. Google alerts strategy
5. Website with search engine optimization
6. Social profiles

Lesson 5: Immediate Marketing Channels

Here are 6 marketing channels you can deploy right away:

1. Social Events

Host social events of some kind. People will get a chance to see how you behave with others, and whether or not they like you. Social events should be big enough to allow people to mingle, and small enough that you can spend a little time with everyone.

You should end the event knowing there are some people you'll be able to talk with further. Your list should expand because of the event.

2. Seminars, Webinars and Live Casts

Live events, especially large events can create a lot of energy and generate some critical mass - but even if they are small, the goal should be to teach.

You don't have to be the teacher. You can bring in an outside expert to speak about something that matters to your niche. It can be about any number of topics that are linked to your work.

Ensure you have an action for people to take after the event.

If you're going to follow up with a phone call, tell them you're going to do it and why you're going to do it. Follow ups for anything you invite people to should always handle 3 groups:

1. Those that attended
2. Those who said they'd attend but didn't
3. Those that didn't respond at all

3. Direct Mail

Direct mail works. People don't get a lot of skillful mail anymore, but when they do, they're interested.

There are 2 kinds of direct mail to use - lumpy mail and sales letters.

Lumpy mail:
Lumpy mail is where you're sending something to someone. Something you know your niche will value. The big plus about lumpy mail is that people open it, and books especially have a high perceived value so think about what would be good for your niche to be

EXAMPLES:

- Values Cards
- Book
- Pen
- Publication
- Cookie

Make sure that whatever you send connects to your message. Don't be salesy, but do include a quick note that says you'll be following up with them. It creates some permission through reciprocity.

Sales Letters:
Don't underestimate sales letters. There's still room for a good sales letter. It takes a lot to craft a good sales letter, but do send them as part of your marketing campaign. They create an opportunity to follow up.

And they've become uncommon again.

4. Google Alerts

This is a passive channel, so it's not generating niche leads but it is a powerful way for you to keep your list warm and help them know you're thinking about them. Here's how it works:

Through your interactions, as you become aware of things that are interesting to that person - a hobby, a business interest, a life concern - create an alert.

Here's how:

- Go to http://www.google.com/alerts
- Type in the search query you want to monitor
- Choose what type of results you want to follow (everything, news, blogs, video, discussions, or books)
- Choose how often you want to receive updates (as-it-happens, once a day, or once a week)
- Choose if you want "Only the best results" or "All results"
- Choose your email address you want your alerts sent to, or create a feed
- Click Create Alert

Google will then scan the web constantly for that search term and when it finds something, it will send you a link about it. If it's something you think will be useful to your niche, forward the link with a simple email that says,

"Hi [firstname], I saw this and thought of you. All the best, [your name]" and make sure you include the link.

This is highly underutilized and as a result, creates a great opportunity for you to stand out with your niche.

5. Your Website

Your website should be a confirmation of your validity as a great resource to your niche. Here are a few things to keep in mind:

1. **Smiling, happy faces.** Have happy people (that are preferably you and your team if you have one.) Stay away from stock photography.
2. **Don't have deep navigation.** Try and keep the key info on the main page so that people can scroll through easily, especially when mobile browsing
3. **Use 2nd person language.** Start sentences with the word "You." You need a good team. You've had some success. You have a family to worry about. Starting with "you" makes it about them.
4. **Have a download.** Create something that will be useful to your niche - make it really niche specific - so the only people that will download it will be your niche.
5. **Search engine optimization matters.** What do you want to be found for when people search? Know what your niche is looking for and then tune the language and design of your site so search engines prioritize you for that.

6. Social Profiles

When you create a social profile there are a few key things you have to have.

1. Your photo needs to be clear, your face should be visible, and the look should be consistent with your
2. Put your name the way you use your name. If you go Rob instead of Robert - use that.
3. For your title, use your Bridge Talk™.

When you create a company page on a social platform, follow the same guidelines as the website. Keep it full of content that matters to your niche. If people comment on posts you make, comment back - your goal is always to create enough interaction that people will make Decision 1: Agree to Meet.

Action task: Complete your Marketing Plan Builder and map out your immediate next steps for each of these channels. Take some time to get clear on what you'll do to generate niche leads.

MARKETING PLAN BUILDER™

YOUR NICHE

NAME YOUR NICHE:

WHAT ARE THE KEY CONCERNS OF YOUR NICHE? WHAT ARE THEY THINKING ABOUT?

YOUR BRAND

YOUR BRAND STATEMENT:

MESSAGE & ACTION

MARKETING CHANNEL

MESSAGE	ACTION

BEFORE	DURING	AFTER

MEASUREMENT	INVESTMENT

think-legacy.com

MESSAGE & ACTION

MARKETING CHANNEL

MESSAGE

ACTION

BEFORE

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Lesson 6: Socially Distanced Marketing

Here are a few ideas for socially distanced marketing.

1. Direct mail - especially lumpy mail - has never been as important as it is right now. With virtual contact being the norm, physical marketing pieces stand out more than ever. Send something to someone and follow up with a call.

2. Double down on webinars. Bring in an outside speaker that will talk about something your niche wants to know about. Follow up with everyone after the event and create the connections that will matter.

3. Virtual events. One advisor recently hosted a remote wine tasting for his niche. He arranged a video tour of a winery, and shipped a wine tasting kit to everyone in advance so they could do a tasting with the sommelier. It was a wine tour, but remote - and very well received.

4. Consider live session remote teaching. One advisor recently hosted a cooking class. All the ingredients were sent to the niche participants and then a chef taught the class while everyone participated from home.

Stay attuned to what people are experiencing and try to make it better, easier, more enjoyable. We crave connection so be a good source of it for your niche.

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