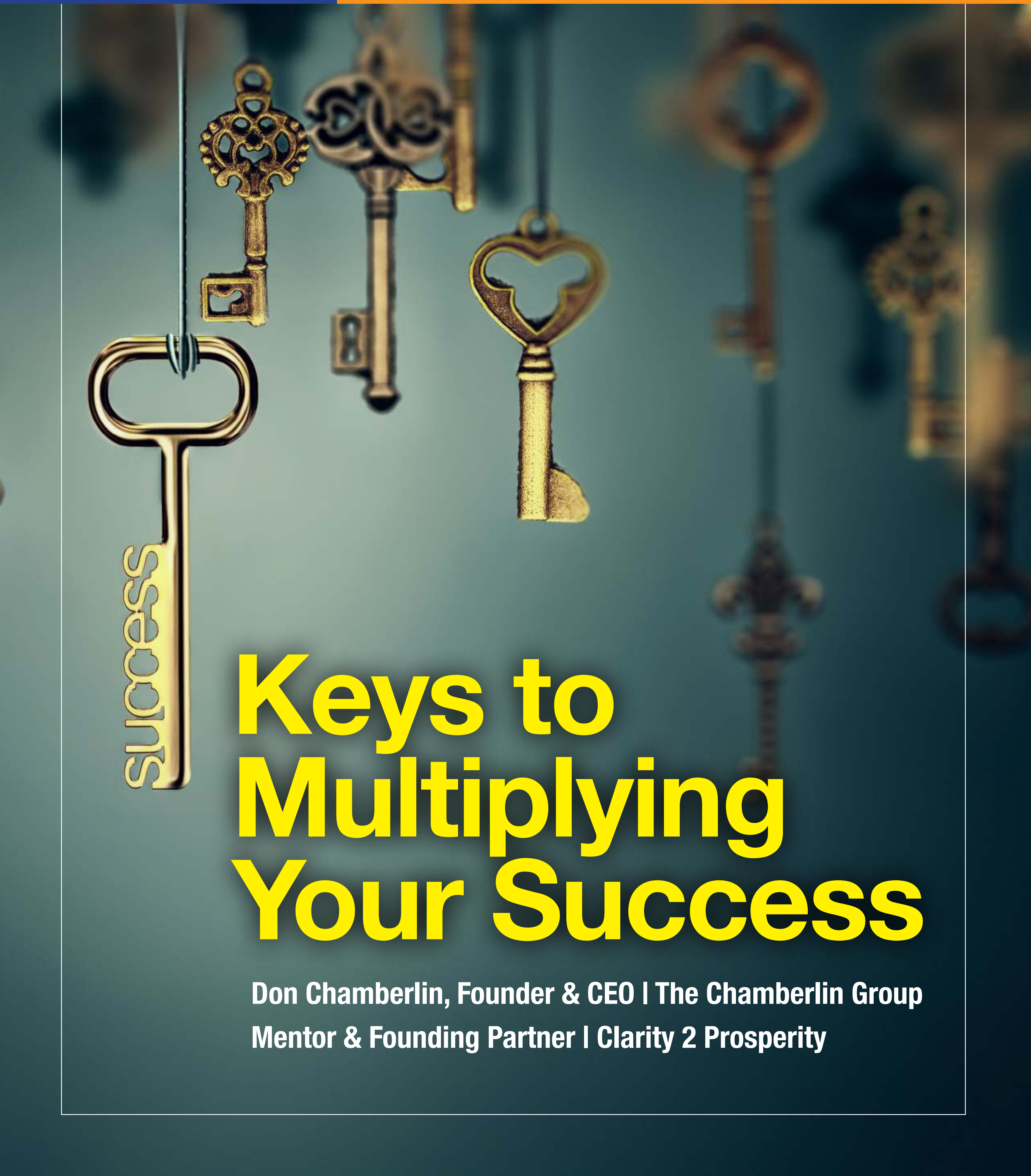
C2P ENTERPRISES

ADVISOR GUIDE



Keys to Multiplying Your Success

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KEYS TO MULTIPLYING YOUR SUCCESS

Are you struggling to find high-quality prospects? Do you have a sales process that allows your team to lighten your load? What if we told you there's a way to work with only the types of clients YOU want and let your team handle the work? 37-year industry veteran, Don Chamberlin, shares his secrets to achieving just that in this advisor guide. Chamberlin has built a financial advisory firm that even during the pandemic, experienced exponential growth, gathering $64 million in AUA during 2020.

KEY #1: DEVELOP LEADERS

Chamberlin focuses on hiring quality advisors whom he can then develop into leaders to lighten his business load. Instead of hiring candidates who don't have a lot of experience to fill an analyst role, that will take 6-8 years to develop into elite advisors, he hires right at the lead advisor level. These are candidates with about five years of experience and he commits to making them a success in his business in that role.

How?

For the first 6-9 months, Chamberlin engages in hands-on training with his advisors to elevate their skillsets. By investing in his people, he's able to have his team delivering their own plans to clients within 9-12 months of hiring them as he continues to meet with them twice weekly to continue their education and development throughout their time working at his practice.

He also covers initial fees like licensing, AFEA, compliance fees, as well as The Bucket Plan 1.0 and 2.0 trainings. This sets him up with leaders who generate business for his firm and help people in his community.

KEY #2: BOOST YOUR CREDIBILITY

Credibility is critical when it comes to your financial practice. Following are some simple ways you can boost your business' credibility that have worked for Chamberlin's business:

- **Register for industry awards:** There are plenty of awards that can bolster your credibility that you might not even know about yet! Register for local and regional awards in your area like WealthManagement.com's Industry Award, The BBB Torch Award, or the NAIFA Quality Award.
- **Obtain designations:** Chamberlin ensures that his entire team holds the Certified Financial Fiduciary designation to deliver the highest quality service.
- **Work on your public relations:** Your name should be in publications for new people to see! Get in touch with relevant magazines or newspapers and promote your news. Chamberlin connected with televisions stations local to St.

Louis, MO to promote his practice and plays the recordings on the televisions in his office for clients and prospective clients to watch.

KEY #3: NAIL YOUR FIRST IMPRESSION

Making the best first impression is critical for your business – because you want to deliver what clients need. Here are some suggestions for nailing your first impression:

- **A professional office:** Trying to attract million-dollar clients? Your office should look the part.
- **User-friendly website:** Be sure that your website is easy to navigate, chic looking, addresses many of your clients' challenges and questions, promotes your credibility, and clearly states how they can reach you.
- **Get a business phone number:** Ensure your business looks as official as it can be with a professional business number – it shouldn't look like a house or cell phone number and should have the correct area code with at least two zeros after your number to look professional.
- **Update and refine your social media:** This could be the first impression a prospective client has of your practice. Make sure your information is up to date and your posts are relevant, professional, and intriguing.
- **Create and maintain a YouTube channel:** Creating YouTube videos provides you the opportunity to establish your credibility and thought leadership by allowing you to demonstrate your knowledge on any topic of your choice. Chamberlin gave the example of "10 Critical Tax Mistakes You Should Avoid: Part 1" for his business. But you can always start with FAQs and build from there.

> Target marketing far surpasses door knocking and networking and focuses more on attracting clients rather than pursuing them. This ensures that you are gaining clients at the exact right time that they're ready to move assets over and add to your business.

KEY #4: ATTRACT THE CLIENTS YOU WANT

To conduct high-quality business, it's critical to attract high-quality clients to your practice. That's why target marketing is so critical to your business. Chamberlin creates psychographics of his ideal clients – identifying their stage of life, willingness to do business, and specific fears - allowing him to create specific messaging that will resonate with his target audience and attract them to his practice. In Chamberlin's case, The Chamberlin Group targets prospects aged 57-65 with $1M+ investable assets who are retiring in the next 1-10 years. While you don't have to exclusively serve your target market, it keeps your business operating at the level you want it to be and bringing in the revenue you want.

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focuses more on attracting clients rather than pursuing them. This ensures that you are gaining clients at the exact right time that they're ready to move assets and add to your business. This also prevents clients from coming to you strictly during tax season for tax-related work when what they really need is a holistic approach to their wealth management.

So, how do you reach your target market? Pre-COVID, direct mail targeted better than any other method. With direct mail lists, you can target by age, income or assets, and locations. Throughout COVID, though, Chamberlin relied on running Facebook ads to reach his target market and hosted online education seminars on topics important to his target market.

During these seminars, he encourages attendees to set up a complimentary 20-minute consultation to learn more about how his practice can help them. This brought him qualified prospective clients who were ready to do business.

KEY #5: CONVERT THE CLIENTS YOU WANT

Now that you've gathered the prospects you want, how do you convert them into clients?

Chamberlin uses The Bucket Plan® Process to convert clients. This process simplifies financial planning for both the client and the financial advisor, and is a holistic way to incorporate his client's assets into one plan to meet their retirement goals. It gives his prospective clients a better view of their financial status and his recommendations, eliminating any confusion while also meeting the best interest standard. Prospects, in turn, feel confident and trust to hire him as their financial advisor.

By focusing on thoroughly developing your own business, starting with your people and branching through your practice, presentation, and education, you'll find yourself in a better position with more success than ever before. Want to learn more about what we went over today in this guide? Schedule a call today!

ABOUT C2P ENTERPRISES

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Simplifying financial planning for financial advisors and their clients
C2P Enterprises is a holding company comprised for four distinct brands, each designed to simplify financial planning for advisors and the clients they serve. United by the vision to provide planning and financial products and solutions in the best interest of the client, each company offers education, training, resources and tools to meet a client's unique financial situation, along with access to an array of investment and insurance vehicles to help accomplish their goals. Each organization is committed to fiduciary best interest practices and raising industry standards for a higher quality of holistic financial planning services to families nation and worldwide.