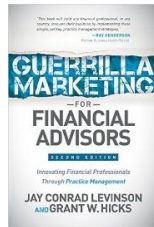




ADVISOR
PRACTICE
MANAGEMENT



Prospecting Strategy Checklist Written by: Grant Hicks, CIM

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1. What is the ideal revenue you want to personally earn from an ideal client
\$ _____ eg \$5,000 \$10,000 \$20,000 \$50,000+
2. What is your ideal lifestyle # _____ weeks off / or days off per year?
3. Are you currently targeting people who pay that much to their current financial professional?
Yes ____ No ____ would like to work on _____
If the answer is no, or would like to work on, do you have a proven process to get there? Yes ____ No ____ would like to work on _____
4. How many ideal clients would you like to manage in 3 years ? _____
5. \$ _____ Ideal revenue x _____ # of ideal clients =
Annual \$ _____ Ideal business revenue
Example \$20,000+ revenue x 50 ideal clients = 1 Million ideal revenue total
Each year add 5-10 new ideal clients with higher revenue! Find the right number of ideal clients, and add more value by becoming more valuable to them.
6. How can you become more valuable to them? How can you increase the value delivered?
7. How are you going to find more valuable prospects?



Do you have these current processes established in finding and acquiring more ideal clients?

Do you have a target market you work in?

Yes ___ No _____ would like to work on _____

If yes, what market(s) do you target?

_____ **Wealthy retirees**

_____ **Professionals**

_____ **Successful entrepreneurs**

_____ **Corner office executives**

_____ **other / wealthy farmers / families**

Do you have a successful Ideal client introductions / referral process ?

Yes ___ No _____ would like to work on _____

Centers of influence referrals -COI Magic 6 process ?

Yes ___ No _____ would like to work on _____

Events / strategic networking process ?

Yes ___ No _____ would like to work on _____

Client board of directors / feedback process ?

Yes ___ No _____ would like to work on _____

Technology processes including social media or inbound marketing?

Yes ___ No _____ would like to work on _____

Other ideal client acquisition processes such as :

Mailing / advertising / media – radio tv print- / calling / none



Which process now brings you the most success in finding and acquiring ideal clients?

Referrals / COI's / Events -networking – social media

Ideal client acquisition

_____ number of ideal clients acquired in last 12 months

_____ Number of ideal clients now

_____ Number of ideal clients I would like to acquire in 12 months

Favorable introduction checklist / referrals

Do you have an ideal client profile?

Yes ____ No _____ would like to work on _____

What is the ideal revenue you want on an annual basis from an ideal client?

\$_____ today \$_____ in 3 years

Does your team know your ideal client profile?

Yes ____ No _____ would like to work on _____

Do your ideal clients know your ideal client profile?

Yes ____ No _____ would like to work on _____

Do your COI's know your ideal client profile ?

Yes ____ No _____ would like to work on _____

Do you have ideal client stories or case studies to share with clients, prospects and COI's?

Yes ____ No _____ would like to work on _____

I have a proven process for ideal client introductions

Yes ____ No _____ would like to work on _____



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Do you have a process and script to contact new ideal prospects?

Yes ___ No ___ would like to work on ___

Do you have weekly scheduled call times for ideal prospects?

Yes ___ No ___ would like to work on ___

Do you have weekly meeting times- planned or scheduled for ideal prospects?

Yes ___ No ___ would like to work on ___

Do you have a process to acquire new ideal clients ?

Yes ___ No ___ would like to work on ___

Events / strategic networking

Do you discuss events with clients and COI's ? ---

Yes ___ No ___ would like to work on ___

Do you sponsor clients charities or events?

Yes ___ No ___ would like to work on ___

Do you have a strategic networking process to use at events?

Yes ___ No ___ would like to work on ___

Technology

Do you use social media (with compliance approval)

Yes ___ No ___ would like to work on ___

Do you have a website with calls to action?

Yes ___ No ___ would like to work on ___

Important: You must remember to get compliance approval and branch manager approval before proceeding with any marketing activity !



Do you have a website with new content updated regularly?

Yes ____ No ____ would like to work on ____

Do you have a website with inbound marketing set up?

Yes ____ No ____ would like to work on ____

Does your website have the capability for a visitor to download any special report or valuable information or ask questions and get a data report or output?

Yes ____ No ____ would like to work on ____

Current website

____ Website works great ____ Mobile ready ____ Needs updating ____

List the following tools you have on your website

____ Do you use video

____ Blog

____ Vlog- video log

____ White papers / research

____ Calculators

____ Ideal Case studies / client stories

____ Value promise

____ Brochure / downloadable ____

____ Inbound marketing – lead capture

Social media

Do you engage with clients on social media ?

Yes ____ No ____ would like to work on ____

Do you use texting for your ideal clients to communicate to them (compliance approved)

Yes ____ No ____ would like to work on ____



Which social media used for business (compliance approved of course)

___ twitter

___ Linked in

___ Facebook

___ other

How often do you post on social media

___ daily

___ a few times a week

___ monthly

___ not enough

Does your team use social media?

Does your team engage in favorable introductions?

___ how many last 12 months?

Do you have a content marketing strategy?

Yes ___ No _____ would like to work on _____

Do you or your team need training on favorable introductions ? social media ? working with COI's ?

Yes ___ No _____ would like to work on _____

Does your team have favorable introduction targets?

Yes ___ No _____ would like to work on _____

Notes:

Important: You must remember to get compliance approval and branch manager approval before proceeding with any marketing activity !

Social media use for clients

What do you use social media for in your business?

____ content marketing and becoming an expert in a certain area

____ client communication

____ engaging new ideal prospects

____ Do you have proven scripts when sending messages on linked in?

Yes ____ No ____ would like to work on ____

Business Model

Are you following a proven business model and have a written roadmap to get there?

Yes ____ No ____ would like to work on ____

Do you have someone coaching / consulting / training you to get there?

Yes ____ No ____ would like to find someone ____

Do you have a clear firm differentiator? (Key competitive edge or unfair advantage over your competitors)

Yes ____ No ____ would like to work on ____

Who are your fusion marketing partners?

____ COI's

____ Firms that do marketing together

____ Associations

____ Special agreements eg groups you may be involved in that support your marketing

____ Community marketing

____ other potential fusion marketing partners? _____

Important: You must remember to get compliance approval and branch manager approval before proceeding with any marketing activity !

Are you comfortable with your current business model path for the next 3 years?

\$ _____ Ideal revenue x _____ # of ideal clients = \$ _____ Ideal business revenue

_____ Yes, I am 100% confident

_____ Yes, but it will need minor adjustments

_____ I want to work on this

_____ I need clarity on my business model

If you would like to schedule time to discuss this with the author of this document , Grant Hicks, CIM copy and paste the link <https://my.timetrade.com/book/JMTNJ>

For information on our coaching, training programs and workshops, contact Grant at grant@ghicks.com put in the subject line “ Practice Management processes”

Go for it and grow your practice, Grant Hicks

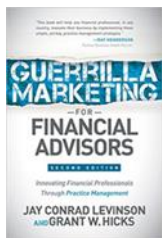
Enthusiastically yours, Grant Hicks, CIM, President Advisor Practice Management

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Email grant@ghicks.com *If you would like to discuss how you can acquire more ideal clients!*



For a copy of our latest book on practice management processes, go to

www.advisorpracticemanagement.com or your favorite online retailer “ Guerrilla Marketing For Financial Advisors” 2nd edition. Morgan James Publishing

This questionnaire is for you and your practice. I highly encourage you to review and complete this with someone (coach, associate , friend, mentor or manager) who will help to hold you accountable. Note: All information gathered will be held confidentially by you- For discussion purposes only.