



THE MARKETING FORMULA EVERY FINANCIAL PLANNER NEEDS TO KNOW.

✓ The Marketing Formula: ABCx123

If financial planners just follow this formula, it will help guide their entire marketing strategy, allowing their business to reach, engage, and obtain new clients at epic proportions!

A **Getting in front of the most people possible.**

(Is your marketing and messages reaching 10 people, 100 people, or 10,000 people?)

B **Within your specific target audience.**

(People who are qualified and need what you are offering, and even geographic location.)

C **With the highest level of trust and credibility.**

(Your messages be warmly received if you were referred to them by a current client, or they heard you speak at a presentation in a position of authority.)

1 **Delivering the most positive messages.**

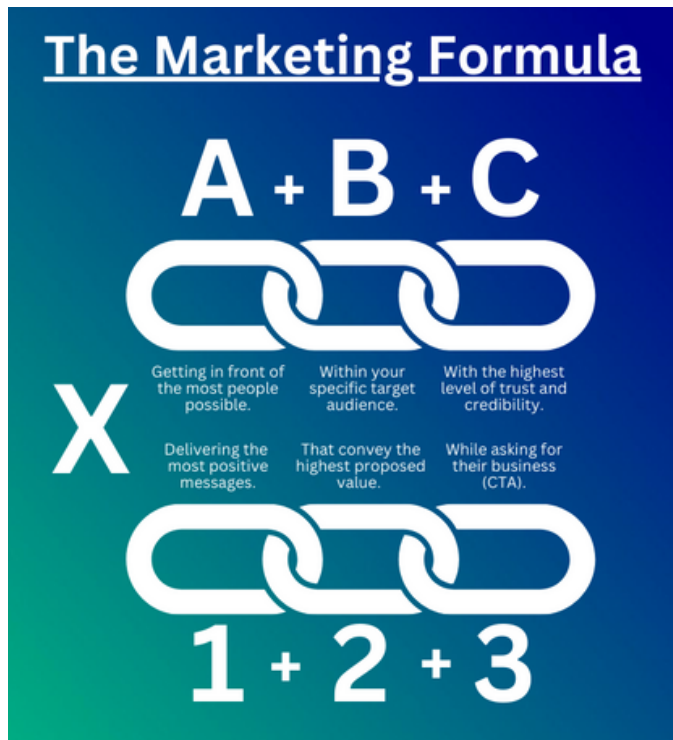
(I would stress this is positive both in terms of quality and frequency.)

2 **That convey the highest proposed value.**

(Are you demonstrating that you have the solution to their problems or can help them get to where they want to go?)

3 **While asking for their business.**

(Asking them to become a client or some other Call to Action, and then, for repeat business and referrals!)



✓ These are all equally important - and interrelated to create true synergy.

✓ So, make sure all of these elements are well-examined and emboldened, like a chain without a weak link.

✓ Follow this formula and it will help guide your entire marketing strategy, allowing your business to reach, engage, and obtain new clients at epic proportions!



MARKETING SOLUTIONS FOR FINANCIAL PROFESSIONALS.

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