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PRESENTS



STEPHEN OLIVER, MBA, Ph.D. GREG MOODY, Ph.D

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Stephen Oliver ([00:00](#)):

So, let's start talking about marketing in general, and of course, a broken record that you and I have been for quite a while is, and I freely admit, I stole this from Jay Abraham, but we talk about the marketing parts of it. Right? And how many conversations have we had in the last month, and I don't know.

Greg Moody ([00:21](#)):

Every single one of them it seems like.

Stephen Oliver ([00:22](#)):

Yeah, a bunch. And the question is always, what are you doing now for marketing? And the answer is ...

Greg Moody ([00:29](#)):

Well, what they ask is, "What's the one thing we can do?" They want to know what the one thing they can do-

Stephen Oliver ([00:32](#)):

What's the one magic pill.

Greg Moody ([00:33](#)):

Yeah, the magic strategy to get us flooded with clients. And the answer is ...

Stephen Oliver ([00:40](#)):

There is none.

Greg Moody ([00:41](#)):

There isn't one. Or there's 20 of them or 30 of them, and they need to do enough of them that they have robust success. Not just the one magic thing that they think is going to solve all their problems.

Stephen Oliver ([00:54](#)):

Right, right. And otherwise really smart people. They say, "Well, I'm getting all my clients by asking my clients for referral." Or "I'm buying leads off one lead source." And doing a horrible job converting them by the way, but buying them off of one lead source, or "All I'm doing is live meetings, and, oh my goodness, that didn't work as well, or it's not working as well." And so the starting point with your marketing, in fact, Jeff, who's currently on a cruise, he's not working today like we are, but he called it, he said, "You have an MBA, but really you were an ABM first." It's like, "What hell's an ABM?" He said, "Well, it stands for always be marketing, always be marketing." And that's right.

Stephen Oliver ([01:42](#)):

See, I think most financial advisors, they think their job is understanding taxes and investments, and having in-depth conversations with people about planning their retirement, but the reality is the technical stuff is the easy part. The important part is to always be marketing to your desired audience, to be always working on getting your message out, always be positioning yourself as the authority. And the real job is create and keep a customer. That was Drucker said every business's only two roles are to

create a customer and keep a customer. And that's really what you should be focusing on, right, is create and keep a customer.

Greg Moody ([02:26](#)):

Well, and even when one marketing strategy or two marketing strategies are effective, like even if you get an okay lead flow with referrals, we talk to a lot of people and we say, "Well, how do you get your business?" And they're doing okay in their business. And they get a lot of referrals. That's okay, but that can wax and wane, or maybe they had good success with doing Facebook marketing, let's say. If the government changes their rules about privacy laws, that could totally dry up, or for different variety of reasons, that may or may not be-

Stephen Oliver ([02:59](#)):

Or Apple'll kill them off.

Greg Moody ([03:01](#)):

Apple could kill them off. That's happened in the past and it could dramatically change in the future. So there's a lot of different reasons that one marketing strategy can work for awhile. It could be a home run, and we've got a lot of home run strategies that we can help with, but they may work or they may not. We've got a lot of strategies that can work with live events that are different from these dinner type of events that are great, either online or offline, and they can be a huge home run, or they may not work one month or one week. So, the problem with being dependent on one or two strategies is that even the best ones may work or they may not, so you have to have enough of them so that you're a healthy business, that you have a healthy practice and you have enough people coming in that you can be comfortable with the type of clients that you have and you can market then to the better clients or the clients that you want to work with.

Greg Moody ([03:57](#)):

Maybe you want to work with clients that have higher assets that you can get a higher assets under management under your belt, that you can work with people that you like to work with. Maybe you want to work with people that are in a certain niche. You want to work doctors, or you want to work with dentists. We have one of our clients that works with contractors. That's perfectly okay if that's the kind of client you want to work with, but you have to be good at marketing to be able to do that and to have the right lifestyle that you want to have. So these all tie together to create the kind of business that you want to have.

Stephen Oliver ([04:28](#)):

Well, and it's something you've touched on is, I don't know how many people we've talked to who more or less are complaining about the quality of the clients that they have. Right?

Greg Moody ([04:36](#)):

It happens. That's the second thing. What's the one marketing magic pill, and then man, I'm pissed off about the clients. I'm really frustrated with them. That's a big complaint we have.

Stephen Oliver ([04:46](#)):

And give Dan Kennedy credit. His line is, well, there's always another bus coming. So if they don't buy, if they're not the right person, if they're not qualified, there's another bus coming. They're going to unload, and I have another group of people to work with. But if you're not good at marketing, see, I've always looked at it as I only want to surround myself with people who are a joy to the spirit, who I want to work with. I want to be able to not even ask that they become a client if I don't think they're going to be a good fit. And I stole this from Tom Peters years ago, he talked about, in fact it was a CPA firm, I think. They went through their client roster and basically fired the bottom 20%. And all of a sudden, everybody was happier. The clients were happier. They were getting more referrals. Their revenue went up, everything else went up, and I've done that with my businesses over the years. Has been controversial when I tell somebody about it, but it's always getting rid of the ones, because it's 80/20 rule, right, is 80% of your problems are the bottom 20%. In fact, 90% of your problems are probably the bottom 5%.

Greg Moody ([05:46](#)):

Absolutely. Yeah.

Stephen Oliver ([05:48](#)):

Yeah. Yeah, yeah.

Greg Moody ([05:49](#)):

Yeah, and all the frustrations, and headaches, and heartaches that you have are those few people at the bottom, but if you're not good marketing, you don't have much lead flow, you're desperate to keep them, frankly.

Stephen Oliver ([06:01](#)):

Yeah, yeah. So, the element of one being really good at all the tactics, the individual pieces, whether it's a live event, whether it's a webinar, whether it's a referral systems and so forth, be really good at that, plus having a lot of those. Because see the thing with a lot of them is, you know, we talk about Murphy's Law. Everybody knows about Murphy's Law, but they don't realize it's like a real thing. Right?

Greg Moody ([06:28](#)):

Yeah.

Stephen Oliver ([06:29](#)):

So if I have all of my, this was always my experience from Tulsa, Oklahoma and Colorado is if I had the big live event all set up and it's going to be great, it's going to be fabulous. Guess what? Tornadoes or blizzard. Right? Colorado we have both, but in Oklahoma it was tornadoes. But that's the deal is that, oh, wow, I've got 20 prospects showing up. We got a tornado warning coming in.

Stephen Oliver ([06:57](#)):

Webinars are going to be the same thing. Right? We've got a great webinar. It's all set up. Everything goes and your internet goes out.

Greg Moody ([07:03](#)):

Right.

Stephen Oliver ([07:04](#)):

Well, remember the one we had. I'm looking for a Starbucks in order to set up and do the webinar, because the power went out, and the internet went out, and all of that in the big event. But the thing if you have a lot of stuff going on, you're not dependent upon that one thing working. You're not dependent upon the one referral of it. You're not dependent upon the one big deal you're going to close. You have a palette of prospects. You have people to choose from. You can be selective. You can pick and choose. And it's the thing I think, also, where people are really afraid of niching is they go, "Oh my God. I got to get everybody I can get. If I'm targeting doctors and a CPA comes in, that's a problem." Well, no, that's not. They don't understand the idea, but they're afraid of really targeting in and creating, again, what Kennedy would call that avatar, creating that avatar client and then only taking the ones that fit their model.

Greg Moody ([08:00](#)):

Yeah, I think it's almost coming out of a fear of desperation. We don't want to run business out of a fear of scarcity. We want to run it out of a fear of abundance. How you do that is have enough things happening-

Stephen Oliver ([08:14](#)):

Out of an expectation.

Greg Moody ([08:15](#)):

Or out of an expectation of abundance. Yeah, thank you.

Stephen Oliver ([08:17](#)):

Yeah.

Greg Moody ([08:18](#)):

Yeah, out of an expectation-

Stephen Oliver ([08:19](#)):

Most people are fearful of abundance.

Greg Moody ([08:20](#)):

Right, right. Of an expectation of abundance, that there's going to be enough leads coming in. How do you do that? Have enough marketing things. But what we also have to help our clients with that we work with is making sure that each of the strategies that we help you with are effective. So what we consistently, we just had Tuesday at one of our group meetings, somebody that was pretty good at live events, but very ineffective at getting all the efficiencies happening so that people showed up at their live events. So the marketing happened out of all the 20 or 30 things that you're going to do, we want to make sure that each of those are as effective as possible. That way you feel good about doing all the 20 things, because what a lot of people end up having happen is they say to us, "Well, yeah, but we tried that. We tried that. We tried that. We tried that. It doesn't work. It doesn't work. It doesn't work." Well, yeah, because you missed the little pieces. You missed the little pieces in the activity that made all the difference in the world.

Stephen Oliver ([09:27](#)):

Well, as you know, I irritate a huge number of people I talk to you the first time, but the first question is always what have you done in the past? What were the results? What should you do? And I've had several conversations where he says, "Well, I don't want to do that anymore." It's like, well, I understand. But tell me, I mean, how many leads did you get? How many did you turn into appointments? How many of those did you actually have a meeting with? How qualified were there? How many turned into a client? And you know the deal. 98% of them, whatever the point was where they got a prospect is they screwed up the rest of the system. Even if, when I sit down face-to-face with somebody, I close most of them, the rest of the stuff was all FUBAR.

Greg Moody ([10:11](#)):

Yeah. and there's this idea that, oh, if I get the person in the door, I don't have any problems, but everything else is, it's the marketing that's weak.

Stephen Oliver ([10:21](#)):

And getting flaky people, too.

Greg Moody ([10:23](#)):

Yeah, getting flaky people-

Stephen Oliver ([10:24](#)):

They're not serious.

Greg Moody ([10:25](#)):

And in almost all cases, it's flaws in the earlier part of the system. And the thing is, in most cases that doesn't require any more work to do correctly. It doesn't require any more money to do correctly. What it requires is the know-how and the proper strategies. I think you say it really well. The difference between a really successful business and an unsuccessful business in a lot of cases is, they're both working really hard, but the one that does better has a better strategy, and the better strategy is more marketing activities, and then each of those being done correctly. Because I can understand a business not wanting to do something like these guys are saying, "Oh, I tried that. It didn't work." Well, yeah. If you didn't do it right, then you're not going to want to do 20 marketing activities every month, because they're not giving you a results.

Stephen Oliver ([11:17](#)):

It may have been a bad strategy, but probably the tactics on implementing could have been improved dramatically.

Greg Moody ([11:24](#)):

Right. Right. And we see that just time and again, time and again, time and again. And when we can, excuse me, tweak that a little bit. Sorry about that.

Stephen Oliver ([11:35](#)):

We have water.

Greg Moody ([11:35](#)):

Got a lot allergies here for me. We tweak that a little bit, then the results can 10 times, 10 times or 100 times sometimes.

Stephen Oliver ([11:44](#)):

This is a beautiful setting, though. We didn't say it, but we're here at the US Naval Academy in Annapolis, Maryland. And one of the things we do with our high level clients, and really at that level, they're dealing with staff, they're developing perhaps many advisors underneath them, and they have support staff is we do high level leadership training. And we've done that at, what? Disney, and at West Point, and here at Annapolis, and I mean, a bunch of other behind the scenes.

Greg Moody ([12:15](#)):

We've got us some really successful businesses, even a one really successful hair salon that has many locations that did millions and millions of dollars at a hair salon, but we find these places that are exceptional leaders, examples of leadership and exceptional examples of business so that our clients that we work with can see what they're doing and then morph those ideas into their own business so they can be more successful. And what we find is these are very translatable things, in particular. This is one of our favorites, at Annapolis, because the Naval Academy, it's an inspiring experience. And what we also find is that when they go back to their own practice the next week, they just start making more money automatically because they're so motivated.

Stephen Oliver ([13:03](#)):

But going back to our subject, now that I changed it, but again, Dan Kennedy basically says, once you go in business for yourself, is your now forever and a day in the business of marketing whatever it is you're doing, not doing the thing.

Stephen Oliver ([13:21](#)):

And that's, again, what I think financial advisors miss is you go get the alphabet soup of designations and you get licensed for everything in the world and one thing or another, but it's not the expert at investing that's valuable. It's the person who can put the clients in the room, and the person who can put the systems in place to keep the clients, and multiply the clients by turning it into referrals, so retention and referrals, and you're really have to be, and this is again, you and I were having this conversation yesterday. Advisors want to abdicate the marketing to somebody else, right? Is they want it to be, you're my guy for LinkedIn, and you're going to go get me clients from LinkedIn. You're my guy for Facebook. You're going to get me clients from Facebook. Well, really what they need to do is they need to figure out that they're in business to create and keep a customer, create and keep a client. They need to really master the marketing, master understanding the process. And that doesn't mean they have to go in, I mean, you and I don't do this, to go in and spend an hour a day putzing around on Facebook.

Greg Moody ([14:22](#)):

Yeah, they don't have turned into programmers or experts, and they can outsource it, but they have to be smart and understand this stuff enough to be able to intelligently outsource the work.

Stephen Oliver ([14:32](#)):

Delegate, not abdicate.

Greg Moody ([14:34](#)):

Exactly. But understand what the results are for marketing and understand the numbers, and we're going to follow up with this with some other work that we're going to teach everybody about in another segment, but understand the marketing well enough so that they know the results, because tossing money over a wall and hoping that the person they're tossing the money to is going to throw leads back at them is not a good strategy.

Stephen Oliver ([15:00](#)):

Yeah. Well, and so to take a breath, when you're responsible for your own outcomes, you're not on salary with somebody doing the technical aspects behind the scenes, but when you're really there as a producer, you've got to create your business is you've got to take every morning, my version of it is Starbucks, or it was until the noise level got too high for me to deal with, but is to, blank legal pad. I always have these notebooks around, blank pad, and you sit down, and you start every day with, what am I going to do today? What am I going to do this week? What am I going to do this month? What's my quarterly? What's my annual marketing plan look like? And you start everyday looking at what your new client flow is, and focusing on what the right strategies are, and what the tactical implementation pieces are to keep my client flow. And then you go to bed at night and you put your subconscious to work on what are the things that we need to do to grow this, and you let it come up with the answers overnight.

Stephen Oliver ([16:05](#)):

And that's what I think is missing is, I mean, how many advisors office we sit there and we watch staff meetings and we watch how things go, and they come in and they'll talk about "Mr. Jones needs to move this thing from this account to this account, and let's send him the report, and let's do this, and then I'm going to have a meeting with them and show them what the returns are." But none of the conversation's about where are our referrals coming from, where are new clients coming from, where's our flow.

Stephen Oliver ([16:31](#)):

One of the most successful ones that we ever worked with, you'd walk in, and he had a little bit of a staff. And so you'd walk in and behind his reception desk, there was just an eight and a half by 11 blank piece of paper. And it had a number written on it, and clients didn't know what the number was, but it's just like stuck up on the wall there.

Stephen Oliver ([16:48](#)):

And I remember Keith, right, and I asked Keith one time, "What's what the hell is that?" He goes, "That's how many clients we have in our pipeline at any one time." And I said, "Okay, why is that there?" He goes, "Well, we know what our benchmark is." In his case, it was 20. "If we have 20 or more in the pipeline, we're good, and if it's less than 20, we're panicked. And so if that number, if I came in one day it's 12, well, everybody gets together. We're going to have a huddle, and we're going to figure out what do we need to do today to fix that and make that back to 20 here in the next 48 hours." But just that is knowing what your pipeline looks like, knowing how many appointments you have set, knowing how many new clients you have that are going to close this month, knowing how many people have raised their hands and have come new into the end of the pipeline. Most people don't even think that way.

Greg Moody ([17:39](#)):

Well, and that's something very operational that if you're listening to this right now, whether you're a one person show or a bigger operation, you can think about that. How many new clients do you need to have in the pipeline every month? And frequently, the number that we hear is just exceptionally low. It might be one new client every month. That'd be 12 a year, and that's a pretty anemic, frankly, for what can be accomplished. And so when we ask somebody, "What do they want to get their assets under management from now till the end of the year?" That's the number, and then you back that off to how many clients you need to get the pipeline. Some of our clients are getting 10 new a month, every month. That's all doable numbers if you have the right marketing strategies in place. But at least right now, have that number in mind, because if you don't have that number in mind, you're kind of guessing. Or not guessing. You're kind of just hoping. You're throwing it to the wind, and if you get zero, you get zero. If you get one, you get one. If you get three, you get three, and you're going to end up having whatever results you get. And it's a very stressful way to live.

Stephen Oliver ([18:57](#)):

Yeah. Well, and you bring up a topic for a different time, but understanding the math, understanding the marketing math, right.

Greg Moody ([19:05](#)):

Yeah, we're going to go through that later in another segment.

Stephen Oliver ([19:07](#)):

Yeah. I mean, you got to know what the lifetime value is, what the current year value's going to be, how much money's going to come in immediately that backs it's way through with what each new client is worth. You start with what your end in mind is. So, what do we want the revenue to be this month, this year? What do we want the assets under management to be, so our reoccurring revenue to be? But again, if you don't think that way, right, if you think, "Oh, well, I have three client meetings. I'll ask them for a friend referral." Well, you and I've worked in a bunch of different industries and niches. I've never seen anybody so dependent upon, "Well, I'm just going to ask each time I have a client meeting, I'm going to ask them for who their friends are." And referrals are a great source, but that's not the right strategy. Right?

Greg Moody ([20:02](#)):

You and your clients are very good at going and asking other people to come in and be your new clients.

Stephen Oliver ([20:10](#)):

Well, and nobody wants, it's like dating, right? I'll get myself in trouble if I go too far on this, but it's why, the old thing is married men with a ring attract more than otherwise is nobody wants desperate. Nobody wants somebody who's desperate for clientele. I refer my friends to the restaurant where it took me three months to get a reservation. I don't go to the place that looks like they haven't had a customer in three months, no matter how good the food is. You want to be busy, and you want to not look desperate, and you want to not be begging, and you want to have them excited about what a expert you are and what a great find this is, not be begging them for referrals.

Stephen Oliver ([21:03](#)):

And so we put together those strategies and tactics, but again, it's so interesting, the limitation in mindset. Again, you and I subscribed to everybody's newsletters, and we get all the magazines, and it's all about the technical crap. Right?

Greg Moody ([21:18](#)):

Right.

Stephen Oliver ([21:18](#)):

It's here's how they deal with 401ks, here's how they do with IRAs, and here's how they deal with this new tax regulation. Well, all that stuff is important. It's not that you don't have to understand that, but what the important thing about growing your business is create a new customer and keep the ones you've gotten. And in this industry, keeping them isn't typically the hard part. It's people don't ever understand how to get them.

Greg Moody ([21:45](#)):

Yeah, and the reason we're not saying, again, we're not saying those things aren't important, but this is the area where everybody's got a big hole. This is the area where everybody's lacking that we talk to, and it's the area that's holding you back from your business, and your lifestyle, and everything that you're looking for being the way it needs to be. So that's why we were emphasizing it so much as we're talking about it. And we're going to talk about the specific strategies in other segments, but this concept, this idea that you've got to have enough things going on is what you got to get first, that there needs to be enough things in your marketing plan. So we'll help you with that, with having enough things in your marketing plan, and then also how to have time to be able to fit these things in, because some of you might be thinking, "Well, gee. I don't have time right now. How am I going to fit 20 times more things in my strategy?" But we can help you with that so that it would all fit. We want you ultimately to have is making more money, but have a better lifestyle, as well.

Stephen Oliver ([22:46](#)):

Yeah, yeah. And again, to steal from Jay Abraham, he has a great line, which is most people's marketing is episodic, not systematic.

Greg Moody ([22:56](#)):

Absolutely. It's freak out for awhile. I kind of call it freak out. It's the beginning of the month and oh, crap. I don't have any marketing, so I freak out and do some stuff. Also frankly, when we ask people, "What do you do for marketing?" "Well, I get stuff by word of mouth." A lot of times that just means they're doing nothing.

Stephen Oliver ([23:15](#)):

Nothing, yes.

Greg Moody ([23:16](#)):

Absolutely nothing.

Stephen Oliver ([23:17](#)):

Every now and then a client brings down their-

Greg Moody ([23:19](#)):

Yeah, exactly. It's not really even active asking people for referrals. They just run their business and they started their business, so sort of the format of a lot of the businesses-

Stephen Oliver ([23:30](#)):

Even a blind squirrel gets a nut every now and then.

Greg Moody ([23:32](#)):

Yeah, exactly. Maybe when you started, you had no clients so you went out and asked your friends and asked everybody you possibly could, you got enough to come in, and then eventually people start popping in once in a while. That's just never going to be a growth situation. No matter how good you are, that's the really shame in all of this. We've met a lot of people who were fantastic and have a lot to offer, and are uniquely good in their niche and in their capabilities, but yet that's, unfortunately, not good enough. It's never going to be good enough no matter how good you are, unless you can market yourself. You could be the best author. You could be the best financial advisor. You could be the best anything, and in almost any kind of industry that's never good enough unless you're good at marketing.

Stephen Oliver ([24:24](#)):

Yeah. And on the episodic versus systematic, I was having a conversation with Peter, you know Peter, but he's making a million dollars a year, more or less, personal income. He's got a little bit of a staff built up, one thing or another, but we were having a conversation about accelerating his marketing, obviously. And I said, "So what are you doing to generate referrals?" He goes, "Well, what do you mean? I try to remember to ask." It's like, well, okay, well, let me rephrase the question.

Greg Moody ([24:53](#)):

That means he doesn't really ask, but go ahead.

Stephen Oliver ([24:54](#)):

Yeah, yeah, exactly. I said, "Let me rephrase the question. We find that having events, having a customer appreciation event that they can bring their friends to, having some other kind of event, having a webinar that they can invite their friends to on topics their friends might be interested." And I started going through a list, and it was like, oh, I hit one. He said, "Oh, I did that." I said, "Did what?" "Well, I had a customer appreciation event. I have a friend that has a art gallery, and we had it at the art gallery." I said, "Great, great, great. How'd that work?" He goes, "Oh, it was great. The clients loved it, and I got several clients out of it." And I said, "Great. Well, when's the last one?" It was like eight years.

Greg Moody ([25:34](#)):

[inaudible 00:25:34].

Stephen Oliver ([25:34](#)):

Yeah. It's like, "Okay, well when's the next one scheduled?" And he goes, "Well, okay, fine."

Greg Moody ([25:41](#)):

Doesn't have it scheduled.

Stephen Oliver ([25:42](#)):

Why didn't you do another one? He goes, "Well, that was a lot of hard work." I said, "Well, don't you understand?" Like I used to run one the biggest martial arts tournaments in the world. Well, the first one was a bitch, right? The second one was hard. The third time we had the checklist and I had staff. So it's like, you take this part, you take this part, we'll have a meeting on Friday, make sure it's all done. And I showed up and went to get people coffee. I mean, that was it. And then I had that conversation. I said, "Well, you got the location. Did you get a good turnout? Great. How did you do it? Okay, well that wasn't too bad. We could plus it. But how did you convert people, clients?" "Well, they just ask." I said, "Well, we can fix that too, but did you get some clients?"

Greg Moody ([26:23](#)):

It worked really good anyway, and we could make it better, and we could make it easier.

Stephen Oliver ([26:27](#)):

And we could do it twice a year. Right?

Greg Moody ([26:27](#)):

And we could do it twice a year. And the art gallery guy probably loved it, too, because he got a bunch of people come to-

Stephen Oliver ([26:34](#)):

Well, he comped him the facility. We were having the conversation-

Greg Moody ([26:37](#)):

Well, he probably sold some art, too.

Stephen Oliver ([26:38](#)):

Yeah, exactly.

Greg Moody ([26:38](#)):

I mean, everybody loved it. There was nothing negative in the entire thing except he complained a little bit about the work.

Stephen Oliver ([26:45](#)):

Other than he did it once.

Greg Moody ([26:46](#)):

Yeah. Right. But he complained about the hard work, but we can fix that too.

Stephen Oliver ([26:49](#)):

Right. Exactly.

Greg Moody ([26:50](#)):

Yeah.

Stephen Oliver ([26:50](#)):

Exactly.

Greg Moody ([26:52](#)):

That's pretty common. I did this. It worked really good, actually. This is one of the, but then you still don't do it again.

Stephen Oliver ([26:58](#)):

Yep. Yep. Yep. We try to have two or three client referral events a month.

Greg Moody ([27:06](#)):

Right.

Stephen Oliver ([27:07](#)):

And some of them are automated. It's a webinar that's pretend live. Some of them are real. You're doing it on Zoom.

Greg Moody ([27:12](#)):

And those, once you, the pretend live ones, once you build those out, it takes a little bit of work to build them out, once you build them out, they can be, for the most part, not much work at all to continue.

Stephen Oliver ([27:24](#)):

But we try to have three or four, at least one or two client referral events that are happening per month. And the reason for multiple is they all have a little different target audience. Right? If I had 250 clients, I'm going to have some that have friends who need college planning and some that need, what do you call it? Succession planning, estate planning.

Greg Moody ([27:48](#)):

[crosstalk 00:27:48].

Stephen Oliver ([27:48](#)):

Estate planning, but they're all different kinds of deeds, so if you have different topics for different segments of the audience that they're invited to bring their friends to, and again, that's just one strategy where we have what, seven or eight referral strategies that don't involve just sitting down and asking.

Greg Moody ([28:05](#)):

Well, and it depends on what your niche is, too. Depending on what your niche is, then we want to figure out which strategy is going to work for you.

Stephen Oliver ([28:11](#)):

Yeah, meaning you're working with dentist, you're working with tech people, you're working with Vonage employees [crosstalk 00:28:17].

Greg Moody ([28:17](#)):

Yeah, and that's an important thing. With each client, we have to figure out what yours is. A lot of times people ask us, "Okay, just what is the thing you do?" As if we're going to pull something out of our pocket and hand you the thing, and that's not the best thing for you is to take a cookbook thing that's off the shelf, and we're going to talk a little bit about building out your personality, too, in another segment, but it doesn't speak to your uniqueness. Otherwise, if we gave everybody we worked with just a cookbook of strategies, then, even though some of these things that we're talking about are common, it wouldn't make you show up against the other thousands and thousands of other people in your industry. It you have to show out up uniquely to your current clients, to the new prospects that You'd have.

Stephen Oliver ([29:10](#)):

I was talking to Dan Kennedy about financial advisors, and he pulled a reference that I wasn't familiar with, I have to admit, is he said, it's just like the theme song of Weeds. Do you know the the theme song for Weeds?

Greg Moody ([29:21](#)):

I don't know the theme song. You mentioned this to me.

Stephen Oliver ([29:23](#)):

Well, I didn't. I went and YouTubed it, and looked to the lyrics, but basically it's ticky-tacky little houses. The theme of the theme song is everybody being the same. Whole bunch of little houses with ticky-tacky that are all the same. Financial advisors, to steal from Tom Peters, I hate to quote all the books I've read over the years, but Tom Peters called it having a mission statement that's we're no worse than anybody else.

Greg Moody ([29:50](#)):

Yeah.

Stephen Oliver ([29:50](#)):

Right?

Greg Moody ([29:51](#)):

Right.

Stephen Oliver ([29:51](#)):

In fact, I heard Michael Kitces say, "It's a horrible strategy to have them pick you by zip code."

Greg Moody ([29:56](#)):

Right.

Stephen Oliver ([29:56](#)):

Right?

Stephen Oliver ([29:58](#)):

But hey, we're going to run out of time here. Let's summarize. It is you got to have a lot of things going on. In part, you have to have a lot of things going on because Murphy's Law is real, and even the best strategy with the best tactics are going to run into the blizzard, the tornado warning, the internet glitch, whatever it might be. And frankly, sometimes they just don't work. I mean, we get great results from Facebook, but every month is a little bit different, right? So you got to have a lot of things going on. We call that the Parthenon, having a lot of pillars driving the traffic.

Stephen Oliver ([30:29](#)):

And depending upon how many new clients you want per month, I've always said if you want 20 new clients a month, have 20 different things going on. I like to have 20 different things going on even if you only need three or four real high value ones, but have a lot of things going on, make sure that you have each one, the strategy and the tactics put together, and end every night and start every morning with where are we in our client flow? What do we need to be doing to keep that client flow where it needs to be going? And focus on marketing every day at the beginning of the day, the end of the day. And as Dan Kennedy would say, never end a day without doing at least one thing to try to generate a new client.

Stephen Oliver ([31:09](#)):

On that, we probably should call it.

Greg Moody ([31:10](#)):

Yeah. If you keep that up and can do that consistently, that's going to be the start of being successful, and we'll follow up with some other specific strategies as we do some more of these workshops with you.

Stephen Oliver ([31:20](#)):

Exactly. Thank you very much.

Greg Moody ([31:22](#)):

Thanks.

Stephen Oliver ([31:24](#)):

Okay. 31 and a half.

Greg Moody ([31:26](#)):

Good.

Stephen Oliver ([31:27](#)):

Pretty close.

Greg Moody ([31:27](#)):

Yeah.

Stephen Oliver ([31:27](#)):

That's good for us.

Greg Moody ([31:29](#)):

Are you just got to cut it when you see it or when you do it?

Speaker 3 ([31:35](#)):

Yeah, yeah.

Greg Moody ([31:36](#)):

Okay.