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PRESENTS



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

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STEPHEN OLIVER ([00:00](#)):

Okay. So, what we want to talk about and a lot of different marketing activities, really depend upon you positioning yourself as the authority, or the expert on what you do. And it's again, going back to that Weeds thing, is if you're just the same as everybody else, then why should they choose you? What you want to be is-

GREG MOODY ([00:22](#)):

That song from Weeds, you're talking about-

STEPHEN OLIVER ([00:24](#)):

Exactly, exactly.

GREG MOODY ([00:25](#)):

If people-

STEPHEN OLIVER ([00:26](#)):

Little Houses.

GREG MOODY ([00:26](#)):

Hear that. Yeah, that Little Houses song where all the houses in the neighborhood... It's part of the TV show, Weeds.

STEPHEN OLIVER ([00:32](#)):

Yup.

GREG MOODY ([00:32](#)):

Where all the houses in the neighborhoods, it's talking about them being all the same.

STEPHEN OLIVER ([00:36](#)):

Yup.

GREG MOODY ([00:37](#)):

My neighborhood in Arizona, there's a bunch of neighborhoods where all the houses are exactly the same. They're all stucco and have tile roofs. And you don't want to be like that. You don't want to be the same as all the other guys, with the same letters behind their name, CFP, or whatever the letters are. Because, that doesn't distinguish you between you and anybody else. You want to be-

STEPHEN OLIVER ([00:59](#)):

Well, it doesn't mean you don't want those things. I mean-

GREG MOODY ([01:00](#)):

Yeah. You have to-

STEPHEN OLIVER ([01:01](#)):

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The more, the better, right?

GREG MOODY ([01:02](#)):

Yeah.

STEPHEN OLIVER ([01:02](#)):

So-

GREG MOODY ([01:03](#)):

Yeah, and you have to have those.

STEPHEN OLIVER ([01:04](#)):

Yup.

GREG MOODY ([01:05](#)):

And yeah, more, the better, and you want to be an expert. You want to be good at what you do.

STEPHEN OLIVER ([01:09](#)):

Yeah.

GREG MOODY ([01:09](#)):

It's not that that isn't important, but you also want to be noticed as an expert in a lot of different ways. So, we're going to talk about the specific ways that you can be an expert and give you some real content on that today.

STEPHEN OLIVER ([01:19](#)):

Yeah. And we'll mix and match this with what probably should be separate topics a little bit. But, one way to be seen as the expert... I was having this conversation the other day, is to be seen in media as the expert. So, we do a lot of work with people in getting publicity and PR in one thing, or another, which can be a complete, separate topic. But, the important thing about most of that stuff, let's say, that your local newspaper does an article about you, or that you're the contributor for a specific topic. Or, your-

GREG MOODY ([01:53](#)):

I was going to write up there.

STEPHEN OLIVER ([01:54](#)):

Oh, go ahead. Or, you get a spot on TV as a commentator, or something like that. Well, the important part usually, about that, it's not how much business comes flooding in from the media, but it's repurposing it, right? So, all of a sudden you have-

GREG MOODY ([02:11](#)):

You call that public relations, or- [crosstalk 00:02:13].

STEPHEN OLIVER ([02:13](#)):

Yeah. Yeah, yeah, yeah. But, you'd have a section of your website with all the clips from when you've been on TV, or you'd have all the newspaper clippings scanned, and you have a package you give to prospective clients, you have all the content on the website. But, that's one way you build authority, is if CBS, or The Wall Street Journal, or Kiplingers, or the local Fox affiliate, whatever it is. If they're seeking out your expertise. I mean, not if it's a spot on fly fishing, but if they're seeking out your expertise on the topic, then obviously, you're the expert they thought to seek out. Now-

GREG MOODY ([02:56](#)):

Yeah, and it's not hard to get that. We can trigger ways to get that. And that's going to be another topic we go into depth on.

STEPHEN OLIVER ([03:02](#)):

Yeah.

GREG MOODY ([03:03](#)):

But, it's pretty easy to get some PR, and then imagine you're-

STEPHEN OLIVER ([03:07](#)):

Well, hell there's half a million podcasters. I mean, they're 1.5 million. But, there's half a million desperate for somebody on this topic to come in and talk on their podcast for God's sake, right?

GREG MOODY ([03:17](#)):

Absolutely, yeah. So, it's not hard to do this. What happens, is people just don't think they can, or they don't spend the time to do it. So, when a prospective client comes to your office, or maybe a suspect what we've talked about before, where they're not a client yet, and they're maybe thinking about getting an advisor and you're the one that's been on the local TV, or had an article written about them, or you've written an article and it's been published and you're giving them a packet of that information. "Oh, well, you must actually know what you're talking about, because you're not just the guy with the letters behind your name. You've also got this information, you've been on a lot of sources." And as Steve's saying that, then we've repurposed this, in tons of other ways you can have it in. On your website and packages and all other ways that you can use this information. We can turn it into audio and video, and then print information, have it scanned in.

STEPHEN OLIVER ([04:13](#)):

wELL, you'll appreciate this. So, I was having a conversation with a otherwise, fairly successful advisor the other day, Zoom, or phone, I forget which, probably Zoom. And I always have the TV on, in my office, right? And in this case, it was tuned to Fox Business. And so, I'm sitting there explaining that they should be a celebrity's eyes in getting on TV, one thing, or another. And he goes, "Oh, why would any TV station want to have a financial advisor?" While he's saying that, they had two different financial advisors, they were talking to. I think it was Charles Payne, or something. Two different financial advisors, which of course, he's in that market as well. Two different financial advisors, they were talking, and paying attention now, they had six different people during the day, in different shows. And that's national, right? I mean, well, one of my mentors ended up on CNN, on the CNN, what's the breaking news? The 30 minute show. Everywhere in the world, everyone that came on for 24 hours. But, usually you're not hitting that much of a home run.

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GREG MOODY ([05:27](#)):

Yeah. It might be hard to get on CNN for 24 hours. But, yeah.

STEPHEN OLIVER ([05:31](#)):

But, Fisher, I mean, he was the longest running columnist ever for Forbes, right? So, he was in Forbes for, I don't know how many years. And before he got benched for a while, from his own company, strangely enough.

GREG MOODY ([05:44](#)):

Yeah.

STEPHEN OLIVER ([05:45](#)):

Is, he was on news shows constantly, being interviewed. But, local is easy, right?

GREG MOODY ([05:52](#)):

Yeah.

STEPHEN OLIVER ([05:52](#)):

What happens with local, is once you get into, whatever their equivalent is of a Rolodex nowadays. Once you get into the producer's contact file as a topic expert, then anytime something like that comes up in the news, right? So, what we know is going to be in the news now through the end of the year is, the new Stimulus Bill, the new tax hikes-

GREG MOODY ([06:17](#)):

Sure.

STEPHEN OLIVER ([06:17](#)):

The new capital gains, all that stuff. They're all going to be desperate for an expert to come on and talk about, how that's going to affect your retirement? How that's going to affect your savings?

GREG MOODY ([06:25](#)):

And that stuff doesn't stay static, it changes all the time.

STEPHEN OLIVER ([06:28](#)):

Yeah.

GREG MOODY ([06:28](#)):

So, you've got lots of opportunities to talk to people about things. And what we're also talking about, is being an expert in a narrow area.

STEPHEN OLIVER ([06:36](#)):

Yeah.

GREG MOODY ([06:36](#)):

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So, that can gives you more specific things to talk about. If you were an expert at working with Dennis, then you'd want to be in their magazine-

STEPHEN OLIVER ([06:45](#)):

Yeah.

GREG MOODY ([06:46](#)):

And then, that's really even easier to get into.

STEPHEN OLIVER ([06:48](#)):

Yeah.

GREG MOODY ([06:48](#)):

It might be-

STEPHEN OLIVER ([06:49](#)):

Trade magazines.

GREG MOODY ([06:49](#)):

Yeah, there may be less interested in that in the local news, although they might be. But, the trade magazine would be much more interested in having you talk to them.

STEPHEN OLIVER ([07:01](#)):

Yeah. Well, I mean, I live in evergreen, Colorado, right? Up in the mountains., But there's at least three local magazines and little newspapers. Well, lowest hanging fruit would be, I mean, they'd be overjoyed if I was giving them a column for every issue, on this topic, right?

GREG MOODY ([07:19](#)):

Mm-hmm (affirmative).

STEPHEN OLIVER ([07:22](#)):

But, you make a good point. Once I decide that I want to be... I've been trying to get Peter into the Porsche thing.

GREG MOODY ([07:29](#)):

Yeah.

STEPHEN OLIVER ([07:29](#)):

Well, I mean, he could be a columnist in their little local things. He could be a columnist in their national, he could be a columnist... I've already got the title for it, it's How To Enjoy Your Toys. And I forget what it was-

GREG MOODY ([07:40](#)):

And Live Rich?

STEPHEN OLIVER ([07:41](#)):

Yeah, yeah, yeah.

GREG MOODY ([07:42](#)):

And Retire Rich?

STEPHEN OLIVER ([07:43](#)):

Yeah, yeah, exactly. Exactly. But, he could be a columnist for all of those stuff, if I could get him to do it, because they'd love it, right? Nobody else is doing it. It's a completely like the book Blue Ocean, it's complete Blue Ocean Strategy, because nobody else is there, vying for attention, in that environment. And so, that's one of the ways that you become an authority and an expert, is you become the only one that's speaking to a narrow audience. And you get newspaper, magazines, TV, even online blogs, online podcasts, online shows.

GREG MOODY ([08:19](#)):

Yeah. Well then, we ought to put-

STEPHEN OLIVER ([08:23](#)):

Yeah, which is a three hour topic by itself.

GREG MOODY ([08:26](#)):

Right, right. And we're going to go over each of these in detail, in a separate segment.

STEPHEN OLIVER ([08:29](#)):

Yeah.

GREG MOODY ([08:29](#)):

So, you get more meat. But, online is another area that we want to make sure you're in authority.

STEPHEN OLIVER ([08:33](#)):

Yeah.

GREG MOODY ([08:34](#)):

One of those pieces would be reputation-

STEPHEN OLIVER ([08:36](#)):

Right.

GREG MOODY ([08:36](#)):

Making sure that... And this gets ignored all the time, making sure you have reviews online. And all different platforms have reviews, that you can have your current clients publish and even past clients publish it. Well, they shouldn't be past clients if you're keeping them, but publish information about you and reviews on you. And you have to stimulate them to do that, by letting them know where to go and what to do.

STEPHEN OLIVER ([09:03](#)):

Well, I mean, we're fully aware that compliance wouldn't let you do it. The federal laws wouldn't let you do it until recently.

GREG MOODY ([09:11](#)):

Right.

STEPHEN OLIVER ([09:11](#)):

And so, you've got-

GREG MOODY ([09:13](#)):

And we've got to help you do it the right way.

STEPHEN OLIVER ([09:15](#)):

Yeah, yeah, yeah. But, where I think it misses the point oftentimes, is it's a big leap between somebody making an outrageous claim in the form of a testimonial, versus somebody saying, "I really trust this person. And I've worked with them for 20 years. And you're looking for this, I would recommend you talk to them." That's two ends of the spectrum, right?

GREG MOODY ([09:39](#)):

Yeah.

STEPHEN OLIVER ([09:40](#)):

And so, what we're always building is that online reputation, offline reputation, a stack of references and referrals, and doing it in such a way that compliance officers and you are not going to get in trouble with anybody. But-

GREG MOODY ([09:58](#)):

Yeah.

STEPHEN OLIVER ([09:59](#)):

One of the strategies that we like the best, is having your own book.

GREG MOODY ([10:03](#)):

Yeah.

STEPHEN OLIVER ([10:04](#)):

I was seeing, I think it was Kitces again, they did a report on marketing with advisors, it was pretty good. But, one of the things it says is it listed, advisor's perceptions of things they had done, that had worked. And the least effective was it listed, having a book.

GREG MOODY ([10:25](#)):

Hmm.

STEPHEN OLIVER ([10:26](#)):

Well, to me even listing it on the list, missed the point to what the book was, right? It's one thing for me to think, I'm going to write the best-ever book on retirement planning. And then, put it on Amazon, or I'm going to go to a publisher and get it published-

GREG MOODY ([10:45](#)):

Right.

STEPHEN OLIVER ([10:45](#)):

And everybody's going to, well-

GREG MOODY ([10:46](#)):

Right.

STEPHEN OLIVER ([10:46](#)):

That's not what we're talking about is-

GREG MOODY ([10:48](#)):

And hope that you get a bunch of sales.

STEPHEN OLIVER ([10:50](#)):

Yeah.

GREG MOODY ([10:50](#)):

And you're going to sell 10 million copies of the book.

STEPHEN OLIVER ([10:52](#)):

Yeah. Well, best seller on non-fiction is 5,000.

GREG MOODY ([10:56](#)):

Right.

STEPHEN OLIVER ([10:57](#)):

And on a dry topic like this, where there's a few of them. There's a few people like Dave Ramsey, or Ourisman, but they have a TV show.

GREG MOODY ([11:05](#)):

Right.

STEPHEN OLIVER ([11:05](#)):

Right? So, their TV show is driving traffic. Which by the way, you can do too, but that's a different topic. But, the book is as a business card and as a lead magnet and as a pass along, right? And all those are different. But, if I have a new client that comes in, a new perspective client, and one of the first things I

do, is I give them my book, or give them three books, or maybe I give them three reports, a book, and a package with all of our press coverage. Well, all of a sudden that puts me in a different category, than just the average person who has alphabet soup behind their name of they do this, right? Is, it builds that level of credibility. But, what we use books for a lot, is a Facebook ad, and here's your free book on this subject. And then, when they raise their hand for the free book on this subject, they get educated at a higher level and they get contacted, to make an appointment, or they get nurtured forever, right? And then, go ahead.

GREG MOODY ([12:05](#)):

Well, in specifically about being the expert, I think when people are referring to a book not working, they're thinking about, "Did I sell a lot of books?" Or, Having it, sitting on my calendar, did somebody come in, because I gave the book away?" You're supposed to be the expert and literally, you're the guy-

STEPHEN OLIVER ([12:26](#)):

Who wrote the book.

GREG MOODY ([12:27](#)):

That wrote the book on the topic-

STEPHEN OLIVER ([12:31](#)):

And by the way, they don't go Amazon and figure it out that there's a hundred others on the same path.

GREG MOODY ([12:35](#)):

Exactly. Exactly, yeah. Nobody's doing that. But, then you are the expert, that makes you the expert. I mean, the phrase, "They wrote the book on it..."

STEPHEN OLIVER ([12:45](#)):

Yeah.

GREG MOODY ([12:45](#)):

Is a common phrase. So, this puts you in a different category than anybody else. In addition to the multitude of ways you can use the book.

STEPHEN OLIVER ([12:54](#)):

Yeah.

GREG MOODY ([12:55](#)):

Yeah.

STEPHEN OLIVER ([12:58](#)):

And again, a different topic. But, as a referral strategy, one out of many systems, to generate referrals, is having pass along tools, right? And one of the best ones is a book. And so, it could be, a big, thick general book, which is the less effective way.

GREG MOODY ([13:17](#)):

Mm-hmm (affirmative).

STEPHEN OLIVER ([13:18](#)):

Or, it could be a smaller, thinner, easy-to-put-together, specific topical. And in fact, you could have a series of 30 page books, or 40 page books on separate, specific topics. Financial planning, estate planning, How to not run out of money in retirement, one thing, or another. But then, if each of your clients had say five, that they can pass along to their friends. See, your current clients are... Well, by the way, your current employees are almost always bad at the elevator pitch. It's-

GREG MOODY ([13:49](#)):

Yeah.

STEPHEN OLIVER ([13:50](#)):

Presenting what you do and your clients are even worse. In fact, they probably are more likely screw up the sale, than they- [crosstalk 00:13:57].

GREG MOODY ([13:56](#)):

Yeah. I mean, imagine how many... Well, you all probably already know, if you've asked your clients to tell their friends about you, or given them your business cards. You get every once in a while a referral. I mean we're-

STEPHEN OLIVER ([14:11](#)):

Well, and it feels desperate. Yeah.

GREG MOODY ([14:14](#)):

Sorry. Yeah, but it feels... I mean, yeah, it sounds desperate if you ask them for one thing. Giving them your book and saying, "Here's a book, you can give to your friends, if you like it." That's an authority, sharing something with them. Rather than, "Hey, would you please tell your friends about me?" That comes from desperation, it's a completely different point of view. But, the other piece of it, is telling your clients to go pitch you, is just not effective, they're going to suck at it.

STEPHEN OLIVER ([14:46](#)):

Yeah.

GREG MOODY ([14:46](#)):

They're not going to be good at it, at all. And as Steve's saying, that even your employees suck at it.

STEPHEN OLIVER ([14:52](#)):

Yeah.

GREG MOODY ([14:52](#)):

For any of you who have a staff and you're telling your staff to go out and beat the streets, or tell their friends. If you're wondering why they're not bringing all their friends in, even their parents, or

somebody that might actually have some money. Why aren't those people coming in to be clients of yours? Well, because they're not very good at-

STEPHEN OLIVER ([15:11](#)):

Yeah.

GREG MOODY ([15:11](#)):

At selling you. But, if you gave them your book and said, "Give them a copy of this." And inside of it, it has some information on how to contact you, that's completely different.

STEPHEN OLIVER ([15:23](#)):

Yeah, yeah. What you always wanted in... A word I was looking for, is positioning. And there is a great book. When I was first opening my own businesses, one of the first marketing books I read, was called Positioning: The Battle For Your Mind. And an example they used, was IBM releasing the PC. If, this is how dated it is. But, the concept is exactly right. And what they talked about, is they didn't try to say, "This is compared to this and this and this and this and this, this is this." And whoever it was back then, Commodore this and so-

GREG MOODY ([16:04](#)):

Mm-hmm (affirmative).

STEPHEN OLIVER ([16:04](#)):

Right? Is, it was basically, this is the solution to your small business needs. This is the solution to... Right? Is, they didn't try to compare it with anybody else, it was just the solution, right? And they were positioning themselves as, "Now, this is the thing. And all that other stuff, was hobbyist crap, until this came along." And you want to be thinking about positioning all the time. Somebody was asking about, why wasn't I out, talking to people at some event. I said, "Well, it's bad positioning. We want them coming to us, not we're out chasing them."

GREG MOODY ([16:40](#)):

Mm-hmm (affirmative).

STEPHEN OLIVER ([16:41](#)):

Right?

GREG MOODY ([16:41](#)):

Yeah.

STEPHEN OLIVER ([16:42](#)):

And that's what you want, is you want to always look like one, that you're really busy. Two, that you're very selective. Three, that you have a very high quality of clientele. And four, that you're the go-to expert in either a particular niche, or on a particular topic, or whatever it might be. And then, you want to make sure everything that you do to surround that, whether it's you wrote special reports on different topics, you wrote a book, or multiple books on specific topics, whether you're the go-to expert

on TV, radio, newspaper. But, you want to put all these pieces together so that you have that third party endorsement as well, of being the credible expert.

GREG MOODY ([17:35](#)):

Yeah. And this isn't to say that we don't want you to be active in going out and getting clients.

STEPHEN OLIVER ([17:41](#)):

No, no.

GREG MOODY ([17:41](#)):

But, if you're really active at getting clients, then they're going to feel like they're coming to you.

STEPHEN OLIVER ([17:47](#)):

Yeah, yeah.

GREG MOODY ([17:48](#)):

So, it's ironically the better... Excuse me. The better I am at for example, giving my book to my clients, and then having them give the book to their friends, or maybe, it's a client that I've had for a long time and their 60 and they're giving them to their 45 year old. Well, hopefully not older, 45, but 40 year old kids, that might be ready to put some of their money in investments. That's an active thing I'm doing, but then they'd come to me. So, you've got to be active, so active that then the clients are coming to you.

STEPHEN OLIVER ([18:30](#)):

Right.

GREG MOODY ([18:31](#)):

So, we're not saying we want to do things, and then just sit back and wait for clients to come in at all. This is an active thing, so that we're positioned in the right place, so that they feel like they're coming to us.

STEPHEN OLIVER ([18:43](#)):

Yeah. Well, and- [crosstalk 00:18:45].

GREG MOODY ([18:45](#)):

I'm sorry, one more thing I want to mention on the book that I want to-

STEPHEN OLIVER ([18:48](#)):

Yeah.

GREG MOODY ([18:48](#)):

Not forget. For anybody listening, don't get scared about, "Oh, I'm not a writer." If you decide you want to be an expert by doing a book, or really any of these things, what we would want to help you with, is how to get it ghost written. Unless, you've got a book already in the can, we'd want to help you with

getting it ghost written. So, we get something done quickly, that would be on your topic. And that's very, very easy to do and really cost effective.

STEPHEN OLIVER ([19:14](#)):

Yeah. Well, for example, if you have an hour presentation you do, well, we can go transcribe that and transcribe it pretty well. And then, hand it to a writer who can take the spoken word and turn it into something that's readable, because they're all different-

GREG MOODY ([19:31](#)):

Yup.

STEPHEN OLIVER ([19:31](#)):

Right? And if you had 10 topics that you wanted it to cover, is we could do an interview for 30 minutes, or an hour on each topic. And then, that gets transcribed, and then that could be handed off to somebody to clean it up.

GREG MOODY ([19:45](#)):

Mm-hmm (affirmative).

STEPHEN OLIVER ([19:45](#)):

Right? So, the methodology for putting this stuff together is much simpler.

GREG MOODY ([19:50](#)):

It's a lot easier than you think-

STEPHEN OLIVER ([19:51](#)):

Yeah. Well, we were talking to somebody about this and they gave us back the outline for what they wanted to do. And it was their Magnum opus of their life story, right?

GREG MOODY ([20:00](#)):

Yeah.

STEPHEN OLIVER ([20:01](#)):

And it's like, "No, no, what we want is, we wanted something topic-specific, that can be used as a business card." And then, we want something topic-specific, could be the same thing, that we can use as a reason to raise their hand, right?

GREG MOODY ([20:15](#)):

Right. For your clients-

STEPHEN OLIVER ([20:16](#)):

Yeah.

GREG MOODY ([20:16](#)):

For your target clients.

STEPHEN OLIVER ([20:18](#)):

Yeah, yeah. So, here's a LinkedIn ad, here's a free book on. Here's, Solving The C-suite Dilemma For Retirement Planning. It's not right, whatever it might be. I saw something very bright, I think this was Dan Kaprow, and they did Retirement Planning For Pilots. Well, perfect, right? I mean, yeah. You're not going to sell a Jillian Amodio on Amazon. But, if you went and did a live meeting at United Airlines, open to their pilots and you did a live meeting for Southwest-

GREG MOODY ([20:54](#)):

Or, to Pilots Association. [crosstalk 00:20:56].

STEPHEN OLIVER ([20:56](#)):

Yeah, yeah, exactly. You became part of the association, you did their magazine, their newsletter. I mean, there's different ways you can utilize it-

GREG MOODY ([21:05](#)):

Right.

STEPHEN OLIVER ([21:05](#)):

Right? But, it was brilliant. It was absolutely brilliant. But, that's the way you want to think about it, is how does it tie into a niche you want to do? And by the way... God, what's his name? He's a Dan Kennedy fulfillment guy. Patel, I think. Brilliantly, he had a marketing book. But, same book, five of them, different titles and different cover on each one of them, all the content, with the exception of the introduction, was all the same.

GREG MOODY ([21:39](#)):

Mm-hmm (affirmative).

STEPHEN OLIVER ([21:39](#)):

Right? So, on that pilot thing, it could be, Perfect Retirement Planning For Pilots, and then it could be Perfect Retirement Planning For Firefighters. Then, it could be Perfect Retirement Planning For Police Officers. Then, it could be Perfect Retirement Planning, right? It could be Perfect Planning For Proctor & Gamble Employees, Vonage employees, Microsoft, whatever it could be.

GREG MOODY ([22:02](#)):

Sure.

STEPHEN OLIVER ([22:03](#)):

Same content, with maybe a chapter different, or maybe an introduction different.

GREG MOODY ([22:08](#)):

Yeah, or there might be minor differences-

STEPHEN OLIVER ([22:11](#)):

Yeah.

GREG MOODY ([22:11](#)):

Throughout the book. There's a lot of ways to approach this, depending on who you want to be the expert for. I'm wondering if we should... This is a good [inaudible 00:22:18] for podcasts.

STEPHEN OLIVER ([22:18](#)):

Oh yeah, yeah. Yeah, and you'll appreciate this. We had somebody who, I forget how they phrased it, but they were upset that they'd gotten an email, or a postcard. I forget which it was. And they said, "No, no, this is unethical. This is interruption marketing, not permission marketing. And it should always be permission marketing." Well, number one, they didn't understand the difference between permission marketing, which was Seth Godin, is they didn't understand permission, versus interruption. But, number two, is almost all marketing that historically has been done, would be interruption marketing. You're watching the Super Bowl and the Frito's ad, or the 7UP ad, or Sprite, or Budweiser, whatever it is, ad comes on, right? That's interruption marketing. I'm not watching the Super Bowl... Well, maybe nowadays people- [crosstalk 00:23:13].

GREG MOODY ([23:13](#)):

Yeah, yeah.

STEPHEN OLIVER ([23:13](#)):

Like I do, but-

GREG MOODY ([23:14](#)):

But, you shouldn't be watching. Normally, people are watching them for the game.

STEPHEN OLIVER ([23:17](#)):

Yeah.

GREG MOODY ([23:17](#)):

Except for you.

STEPHEN OLIVER ([23:18](#)):

Yeah, exactly. Or, they're on Facebook for the cat videos, or the political argument.

GREG MOODY ([23:22](#)):

Right, right.

STEPHEN OLIVER ([23:23](#)):

They're not there to see you're ad. So, almost all new prospects in most media, come to you first, because it's interruption marketing, right? And then, they're-

GREG MOODY ([23:33](#)):

They're watching for a different purpose.

STEPHEN OLIVER ([23:36](#)):

Right.

GREG MOODY ([23:36](#)):

But, then they see your ad.

STEPHEN OLIVER ([23:37](#)):

Yeah, yeah. Which is again, why I like Facebook, versus pay per click, because in Facebook you're getting into them before they've had the thought. And in pay per per click, you're competing with everybody else who does the same thing, right? You can make the argument the other direction as well. But, almost all leads come from interruption marketing. And then, you follow up with permission marketing, because they've raised their hand and said... See, podcasting, that's where I was going with that, is different, right? Because, with a podcast, a YouTube channel, all the different iterations of this now, is they're out, looking for information on the subject. And then, they find you, right? Or, they've raised their hand from something else, looking for information. And part of your drip, follow-up education can be feeding them out your podcast, and feeding them out your video.

STEPHEN OLIVER ([24:26](#)):

So, see it, it goes both ways, right? But, one way to build, and I forget his name now, I would say. Somebody whose podcast I was listening to, who does marketing stuff, but he's in San Diego and he created the San Diego Investment Plan. I forget the name, but a podcast aimed at people in San Diego, right? Well, it's brilliant, right? So, if somebody's looking for local stuff, they're likely to find him, and then all of his stuff. That was what we did with the infomercials. Everything we went out, was watch our TV show on Saturday morning.

GREG MOODY ([25:00](#)):

Right.

STEPHEN OLIVER ([25:01](#)):

Which again, brings us to being a radio host, or a TV host.

GREG MOODY ([25:05](#)):

Right. But, with podcast, just so everybody's clear on what podcasts are, or not. When we talk to people about it, they get confused. It's not just audio. It can be video and audio.

STEPHEN OLIVER ([25:15](#)):

Yeah.

GREG MOODY ([25:15](#)):

So, and podcast has grown exponentially. People listen to them in their car, they're listening to them on their tablet. They're listening to them, watching them, or listening to them on their tablet. Hopefully, not why watching them in their car. Watching them on their computer screen. So, this is very easy to do. I mean, if you're using Zoom now, you can hit like a lot of people, pretty much everybody. Or, your

phone, you can just hit record and you can record audio and/ or video. You don't have to have a fancy setup. Although, you can have a fancy setup and have a fancy background and do all things. It's very, very easy to do-

STEPHEN OLIVER ([25:51](#)):

Yeah.

GREG MOODY ([25:51](#)):

And speak on topics that again, already, you're be the expert. If you've written a book, you can just talk about your book, or the topics in your book. Or, vice versa. If you want to write a book, you can start talking about topics-

STEPHEN OLIVER ([26:05](#)):

Do podcast-

GREG MOODY ([26:06](#)):

Yeah.

STEPHEN OLIVER ([26:07](#)):

Transcribe them [crosstalk 00:26:07].

GREG MOODY ([26:08](#)):

Exactly. And then, they turn to your book. And then, this can get fed back into your online content. This can be content that you talk about.

STEPHEN OLIVER ([26:15](#)):

Transcript becomes blog posts-

GREG MOODY ([26:17](#)):

Blog posts and everything. So, all this stuff can work together. Plus, if you've got content that turns into well, public relations, which could be press releases, all other stuff, but it could be stuff that you're going to talk to the radio station, or TV station, or the newspaper, you being a podcaster can help you get connected here. So, this can be very valuable in a lot of different ways.

STEPHEN OLIVER ([26:45](#)):

And honestly, having a YouTube channel and podcasts, I don't differentiate them very much, it's basically the same thing, right?

GREG MOODY ([26:52](#)):

Yeah, you feed this in, you feed this video into YouTube.

STEPHEN OLIVER ([26:56](#)):

Yeah.

GREG MOODY ([26:57](#)):

These are different things though. They're they're not differentiated, but you do your podcast typically, it's real important to understand this should be... We're going to do podcasts, a separate topic.

STEPHEN OLIVER ([27:07](#)):

Yeah.

GREG MOODY ([27:08](#)):

But, this should be on your website, so that it pushes onto all the other platforms. And then, you'd also feed your video to YouTube.

STEPHEN OLIVER ([27:15](#)):

Well, and I heard it described as the number one search engine, if I'm going to go buy something. Detergent, whatever, is Amazon. The number one search engine for, I want to go research something is Google. And the number one search engine, if I want to go be entertained as YouTube. We were just talking about the Young Frankenstein Bluebirds-

GREG MOODY ([27:33](#)):

Right, right, right.

STEPHEN OLIVER ([27:35](#)):

That's on YouTube. But, staying on the topic of podcast, there's what now, 25 or 30 different directories.

GREG MOODY ([27:45](#)):

Mm-hmm (affirmative).

STEPHEN OLIVER ([27:48](#)):

The 800 pound gorillas are Spotify, Apple, Google, and-

GREG MOODY ([27:52](#)):

Amazon is a big one too.

STEPHEN OLIVER ([27:53](#)):

Amazon, yeah. But, oh, what happens, is somebody goes and searches for a topic and various podcasts come up and you got to figure out, making sure you position the title and everything, so you show up in the search results. But, it's a way to build an audience. And the thing I find about podcasts, it's a strange phenomenon to me now. But, I have met a number of people who I became familiar with first, through listening to their podcast. And it's really interesting, because you build affinity with their personality, you build affinity with who they are. It's almost like when you meet them, you already like them, or I guess it could be the opposite, you don't. But, in this case, it was people who I liked their podcast. And then, I met them after I had listened to their podcast. And when I met them, it was already like, I already knew them, right?

GREG MOODY ([28:44](#)):

Well, the difference between you and somebody else who has a podcast, I mean, we have a podcast that we do for advisors-

STEPHEN OLIVER ([28:52](#)):

Yeah.

GREG MOODY ([28:53](#)):

And other niches that we work with. And you're totally differentiated between you and the other guys who don't.

STEPHEN OLIVER ([28:59](#)):

Yeah.

GREG MOODY ([29:00](#)):

It's like, you've got your own TV show almost, at this point. So, you hear the big names and this isn't so that you make money with a podcast-

STEPHEN OLIVER ([29:10](#)):

No, no, you're not going to be selling advertising on podcasts-

GREG MOODY ([29:12](#)):

Right. And the same with a book, this isn't so you sell books and be a best seller. If that somehow happened, good for you. But, that's not your objective here. Your objective is to be the expert.

STEPHEN OLIVER ([29:22](#)):

Yeah.

GREG MOODY ([29:22](#)):

What are some other things that we want to make sure we cover, because we're right on time here.

STEPHEN OLIVER ([29:27](#)):

Yeah.

GREG MOODY ([29:28](#)):

These are really four big things about being an expert. I think we may want to just really quick... We're going to do events in another-

STEPHEN OLIVER ([29:36](#)):

Yeah. Oh, what we were talking about before, is doing other people's events.

GREG MOODY ([29:41](#)):

Yeah.

STEPHEN OLIVER ([29:41](#)):

Right?

GREG MOODY ([29:42](#)):

Yeah. So-

STEPHEN OLIVER ([29:42](#)):

Being a featured speaker.

GREG MOODY ([29:43](#)):

Yeah, but using the halo effect.

STEPHEN OLIVER ([29:45](#)):

Yeah.

GREG MOODY ([29:45](#)):

So, if I'm a... The pilot one is a good example.

STEPHEN OLIVER ([29:48](#)):

Right.

GREG MOODY ([29:48](#)):

So, if I get invited to American Airlines-

STEPHEN OLIVER ([29:52](#)):

Annual training and annual convention- [crosstalk 00:29:54].

GREG MOODY ([29:53](#)):

Yeah. And I'm the expert at whatever the topic is, a retirement plan. Well, that makes me the expert-

STEPHEN OLIVER ([30:01](#)):

Hell, yeah.

GREG MOODY ([30:01](#)):

I mean, I'm a big expert. So, whoever they're working with, whatever advisor they're working with on whatever they're doing, if they get my information, or guess what? Maybe, they get their book, or they get a link to my podcast, or they get a link to my website, so they can see the content that helps them out with their retirement planning. Maybe, that's free. They get a free copy of my book. Wow-

STEPHEN OLIVER ([30:23](#)):

Well, and truth be told the advantage of going to other people's events and/ or hosting your own, is that most people, when they see you up on stage, on a microphone, the number one fear in the United States-

GREG MOODY ([30:34](#)):

Become the Expert - Advisor Wealth Mastery

Speaking in public.

STEPHEN OLIVER ([30:35](#)):

Yeah, speaking in public's not dying-

GREG MOODY ([30:37](#)):

Death is number four. Yeah.

STEPHEN OLIVER ([30:39](#)):

Yeah, is speaking in public. So, just the fact that you're up there and halfway confident and halfway articulate. All of a sudden, they put you on a pedestal, right?

GREG MOODY ([30:48](#)):

Absolutely, yeah.

STEPHEN OLIVER ([30:50](#)):

So, it's a marvelous way. Again, like I was describing podcasts, where all of a sudden, they put you a notch above. To summarize it, because we're at our timeline here, is be constantly thinking about ways that one, you can position yourself as being... Yeah. I mean, nobody ever went to the guru at the bottom of the mountain, right?

GREG MOODY ([31:12](#)):

Yup.

STEPHEN OLIVER ([31:13](#)):

You want to be the guru at the top of the mountain, which the perception should be, you're a little bit unattainable. It's a little hard to get to you, you're really busy. And again, I don't mean that in a rude way, but all of the things that you put in the way that you handle people... I mean, I'll give you a stupid example, but if I have my receptionist talking to a client on the phone, I don't want her to say, "Oh yeah, he's available anytime. Tuesday, Wednesday, Thursday, let me know." Oh no, it's, "Well, oh my goodness. He's really busy this week, because he's speaking at such and such, and he's got a couple of TV interviews. But, I could squeeze you in, we had a cancellation on Thursday morning."

GREG MOODY ([31:57](#)):

Even if you are totally free.

STEPHEN OLIVER ([31:59](#)):

Yeah, yeah. Yeah.

GREG MOODY ([32:00](#)):

[crosstalk 00:32:00] Even if you're starting your practice out-

STEPHEN OLIVER ([32:01](#)):

Calendar's empty.

GREG MOODY ([32:02](#)):

And you're totally free, it needs to sound like you're not.

STEPHEN OLIVER ([32:05](#)):

Yeah. Dan Kennedy had a story about Nido Qubein and when he had nothing going on, he would publish his calendar and there were all these big slots of everything he was doing. But, of course it didn't really exist. He just wanted to show people that, "Well, if I'm going to speak for you, I'm available on this time, or this time." Right? "If we're going to have a meeting, I could squeeze you in on this time." You want to be the expert that, you're booked for 24 months in advance, but I can squeeze you in, right?

GREG MOODY ([32:35](#)):

Yeah.

STEPHEN OLIVER ([32:36](#)):

That's the way you want the perception. But, this other stuff is, having the book, positions yourself as an expert and gives you tools for other purposes. Having the special reports that you've put out, having the reel of all the TV shows you've shown up on. And by the way, it's pretty easy to get a bunch of them, because once you become their expert...

GREG MOODY ([32:59](#)):

Yeah.

STEPHEN OLIVER ([33:00](#)):

But, the radio shows you've been on. You know what I mean? They can all be posted on your website. It could be a package, you give people. But, all of a sudden you start building this level of authority that adds more and more and more credibility to what you're saying. And the Influence: Science and Practice, is a great book, if you haven't read it.

GREG MOODY ([33:20](#)):

Yeah, everybody needs that book.

STEPHEN OLIVER ([33:22](#)):

You and I have studied it.

GREG MOODY ([33:23](#)):

Yeah.

STEPHEN OLIVER ([33:23](#)):

But, there's a great story about, a personal trainer. A physical therapist, and they'd be referred by a doctor. And in one case, they'd come in and they're just in the room. And they do their plan. In the other case, they had all their certifications, their awards, their diplomas, their certifications. And it was in the room where they brought the patient and the patient would get a little bit of sense of the authority of the person. The level of compliance on the plan, I forget what the number was, it was at 300%

improvement in the compliance. Because, they went from viewing this as the teenage personal trainer down at 24 hour fitness-

GREG MOODY ([34:04](#)):

Right.

STEPHEN OLIVER ([34:05](#)):

To, "This is a medical professional, who's really teaching me how to do what it is." That's what you do. All of the positioning in your office, the position in what they're seeing, the material you're giving, all should position yourself as that expert.

GREG MOODY ([34:16](#)):

Yeah. And this is so important when you're dealing with people's money.

STEPHEN OLIVER ([34:19](#)):

Yeah.

GREG MOODY ([34:20](#)):

And you want to be differentiated from, not just the average person, not just from a guy on a phone, at Charles Schwab, but from everybody else in the industry and be specialized, this is also being specialized enough in exactly what they need and who they are. Even, if you're specialized in many areas.

STEPHEN OLIVER ([34:42](#)):

Yeah.

GREG MOODY ([34:42](#)):

That you're going to be the guy, the guy at the top of the mountain.

STEPHEN OLIVER ([34:45](#)):

Right. Well, and on that note, we better call it a day. We'll go hit some related topics, as we go here. But, any questions at all, we're always happy to answer your questions. But, hopefully, that gives you some thoughts to think about there.

GREG MOODY ([34:59](#)):

All right.