THE PERSONAL NEWSLETTER

CONFIDENCE • FOCUS • FREEDOM

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THE PERSONAL COACH

customized one-on-one business coaching for financial advisors

Fall 2011 Issue
If you would prefer an eNewsletter email sue@thepersonalcoach.ca

Tips and ideas for your business.

TOP 10 BRANDING TIPS

1 Have a Strong Business Foundation

Before implementing a marketing strategy, the processes and procedures that make up your business foundation must be clearly defined and in place. Without this foundation, your company can not deliver the promise communicated.

2 Be Strategic First, then Tactical

When financial advisors have a new client, do they start selling product without knowing the client's needs? Of course not – they learn about the client's lifestyle, goals and financial situation to develop the best plan of action. The same applies to marketing – be strategic and plan before taking action.

3 Hire a Marketing Firm that Knows your Industry

It can be overwhelming to develop the ideal branding strategy for your company. Hiring a marketing firm may be your best solution. However, make sure whomever you hire understands your business. Don't waste your time educating the marketing firm - they should be educating you.

4 Beware of the Retail Approach

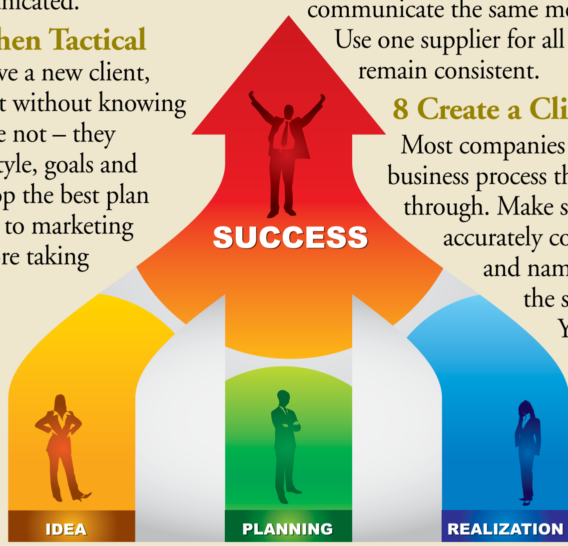
Retail marketing can be effective in some cases, however keep in mind your business is different, it's a relationship business. Most advisors experience disappointing results with a retail approach because they aren't targeting the right people.

5 Focus on the Right Clients

Determine the characteristics of your best clients and focus your marketing and branding efforts on clients and prospects that fit this profile. (For example, demographics, emotions and psychographics)

6. Add More of the Right Clients

All your marketing materials should support your client acquisition strategy. Develop a proactive strategy to find new clients. A sound referral process is crucial.



7 Avoid Using Several Advertising Suppliers

Do you have a website, brochure, stationery? How many suppliers do you use to design your materials? All your touch points need to communicate the same message and emotion. Use one supplier for all materials to remain consistent.

8 Create a Client Experience

Most companies have a step by step business process they take their clients through. Make sure your branding accurately communicates this process and name your process to reflect the same branding message. Your clients and prospects will feel confident in your ability to meet their needs.

9 Make the Competition Irrelevant

With a solid brand strategy you won't need to worry about your competition. You should still keep track of their movements but remain focused on your plan.

10 Take Action

Your marketing plan is the full mix of benefits upon which your brand is positioned. Keep it close by to avoid falling back into old routines. Branding puts your plan into action and connects you to your ideal clients.

In today's market, decisions are based 80% on emotion and 20% on rational. This being said it's essential to foster an emotional relationship with your clients with a people-focused marketing plan.

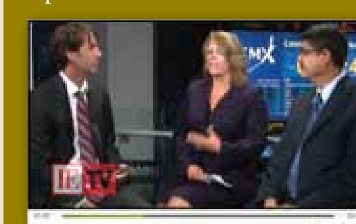
For more information on our MasterPoint™ Brand Strategy Program call The Personal Coach today or email Fortunato Restagno directly at: fort@thepersonalcoach.ca

ANNOUNCING OUR 10 YEAR ANNIVERSARY

The Personal Coach team is thrilled to announce that 2012 marks our 10th Year Anniversary.

VIDEOS

Check out our Investment Executive videos featuring Kim Poulin and April Levitt.



www.investmentexecutive.com/multimedia
Then search their names!

PROFILING YOUR BEST CLIENTS AND PROSPECTS

Profiling your ideal clients and prospects can have a significant impact on your financial services business as well as your life.

Over the years we have seen clients focus on this key concept and reap the rewards over and over again!

Financial advisors, new or established often feel overloaded, overwhelmed and stressed. On one side of the spectrum, new advisors can feel a lack of confidence in their knowledge and skill set. On the other hand, established advisors can feel burnt out from the pressures of servicing their large client base and at the same time feel bored with no new challenges. They aren't running their business, their business is running them.

"Diffusion is the number one enemy of productivity", states Wayne Cotton, founder of Cotton Systems and a real proponent in developing an Ideal Client Profile.

What is the impact of Profiling Your Ideal Client?

- Improved focus • Reduced stress
- Effective problem solving & capture more opportunities
- Higher productivity which results in more income
- Increased enjoyment
- Less boredom
- Increased Confidence • Consistent results

Defining Your Ideal Client Profile

The Steps: Make a list (10-15) of your Best Clients with the following qualities:

- Enjoyable to work with
- Great exchange of energy between both of you
- You feel a connection with them
- They appreciate the work you do
- They recognize the value you offer
- You look forward to meeting with them
- You consider them an advocate

List the demographic and psychographic characteristics of these clients:

- Age • Marital Status • Occupation
- Children - ages • Household Income
- Hobbies • Interests
- Personality • Values
- Why do you enjoy the relationship?
- What do you have in common?
- Other?

Now review the clients you listed and determine which clients share similar characteristics. Are there any that don't "fit"? If so, remove them from the list.

They aren't running their business, their business is running them.

Focus on those clients with similarities. What are the common problems and opportunities they experience? Now that these similarities are clear, create a description of your Ideal Client Profile. Write it down!

Proactively focus on your ideal clients within your client base and you'll be on the road to confidence, focus and freedom.

Need help? Ask your personal coach for guidance to customize a referral process for you.

ARE YOU READY FOR COACHING?

Visit our website homepage under Resources and listen to some of our successful clients talk about the value of coaching and how it has significantly impacted their business.

Creating a Powerful Intro Talk

"Hi my name is Fortunato. I'm a Brand Specialist with The Personal Coach."

How does that sound?

What about, *"Hi, my name is Fortunato. I'm a Brand Specialist with The Personal Coach. We provide customized one-on-one business coaching for financial advisors."*

Any better? Or what about this, *"Hi, my name is Fortunato. I'm a Branding Specialist with The Personal Coach. We provide customized one-on-one business coaching for financial advisors. We help advisors with confidence, focus and freedom."*

I have described what I do, who I work for and what value I provide but have I grabbed your attention? Do you want to learn more?

When creating an effective introduction talk, put yourself in the shoes of the listener.

Continued on Page 3

DEVELOPING PROFESSIONAL CENTRES OF INFLUENCE

Advisors who have built a successful business have mainly done so through new client acquisitions. One of my responsibilities as a Personal Coach is to help advisors focus on obtaining new clients and developing professional centres of influence. (COI) This article will outline how our coaches help clients build COI, in particular with Chartered Accountants. (CAs)

When developing COI, it is crucial to understand the Chartered Accountant's value system and way of thinking:

1. Most importantly, CAs are focused on **client retention.** Any strategies focused on keeping clients will get the CA's attention.
2. CAs view themselves as **the business advisor to their clients.**
3. CAs, like financial advisors are interested in **increasing their revenues,** which is measured in fees.
4. When building a strategic alliance, CAs are looking for someone who is **objective and client oriented,** not someone who simply sells products to their clients.
5. CAs must **build trust** with a financial advisor.
6. CAs are interested in **creative thinking and new ideas**
7. CAs are interested in building a strategic alliance with a professional financial advisor who is **knowledgeable and has credentials (i.e. CLU, CFP).**

Building trust with a CA will not happen overnight. It will take several meetings before they will provide you with introductions or referrals.

Sending a card for a special occasion like a birthday will give you more exposure and help further develop the relationship.

Meetings should be focused on introducing new information to the CA (i.e. after company conferences), to provide value to the CA and their clients. At The Personal Coach we help our clients build their contact management system with CAs, encouraging them to keep in contact on a regular basis.

It will take several meetings before they will provide you with introductions or referrals.

We also encourage our clients to get to know the CA. Learning about their interests and inviting them to social events will help build a strong trusting relationship. Also sending a card for a special occasion like a birthday will give you more exposure and help further develop the relationship.

Finally, we recommend when developing COI, you start with the CAs of your clients. It is easier to develop a relationship if you already have a common client.

We at The Personal Coach have developed an entire program around the development of CAs and if you would like a copy please contact Kelly Weichel at: kelly@thepersonalcoach.ca

Unless you have been trained in the science of marketing and brand communication, it can be difficult to spark interest in your audience.

The key is to connect on an emotional level with your ideal client. Determine the obstacles they are faced with and provide value by focusing on a solution to these problems. Think hard about what your client's life goals are, and include in your introduction how you can help them achieve these goals.

"Hi, my name is Fortunato. I work with a team that helps clients double their revenue within two years and gives them access to more work freedom."

This leaves your listener wanting more.

To learn more about perfecting your introduction talk, contact Fortunato Restagno at: fort@thepersonalcoach.ca

YOU'RE HIRED!

It is 4pm on a Friday and your trusted assistant just presented their resignation letter. Or maybe you have decided to expand your

team and are determining your next steps. These are both situations that financial advisors dread - finding and attracting the right hire.

What Next?

First of all, it's imperative to do a full assessment of the position, outlining duties and core competencies. (i.e. hours, salary, expectations) You can

Continued on Page 4

WELCOME KELLY WEICHEL!

Please welcome Kelly Weichel to our Personal Coach team!

Kelly is working closely with our team to support marketing, branding and our client and public communications. She is also working closely with Fortunato Restagno, our Branding Specialist, to manage marketing and print projects for our clients.

To learn more about Kelly and her background, please visit her profile on our web-site at: www.thepersonalcoach.ca

PIECE OF MIND by Fortunato Restagno

I'm sorry but Mr. Evans is in a business coaching session working on building sales.

PRODUCTIVITY TIP: POST CLIENT MEETING NOTES

More than ever before, advisors are recording information from client meetings and phone calls in their Client Relationship Management System.

Compliance requires it! But why stop there? Why not share those notes with your client so they are on the same page as you? We call these "post client meeting notes".

During your meeting you have most likely discussed a number of topics, a few which require action by the coach or client. Will writing these actions down and sharing them with the client, prove to be productive and efficient? You bet it will.

E-mail: confidence@thepersonalcoach.ca for a template letter of a post client meeting note.

Personal Phrase of the Day

"The person who goes farthest is generally the one who is willing to do and dare. The sure-thing boat never gets far from shore."
Dale Carnegie

ask other employees for input. Also, outline personality traits that would fit best with the team. The Personal Coach Team just hired a Marketing Specialist and while experience and background is crucial, it was also important that we found someone who would fit into the culture as well. As the saying goes, "always hire for attitude and train for skill!"

Now that you have outlined your ideal candidate, where do you find this person? Word of mouth is the best way to look for candidates. Let colleagues, clients and friends know you are looking for someone and outline the ideal candidate. You can also post the job description online or in the newspaper. An advisor in a small town recently posted an ad for a new assistant, not expecting to get much from it. A woman who was considering moving back to town ended up seeing it, applying and has fit in great!

You may be competing with large companies for the top employees. If you can't compete on base salary, use other benefits to make your office attractive to potential hires. A fun team environment, flexible hours, and opportunity to learn and grow are all key factors in attracting talented staff.

The Personal Coach team has extensive experience in hiring. Contact Kelly Weichel at: kelly@thepersonalcoach.ca for more information.

Drop in to our website for more tips, articles and information on our services.

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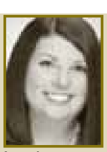
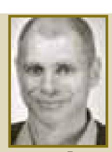
Art Schooley, CLU, CH.F.C.
Coach - Central Canada



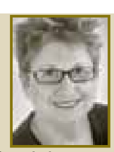
Juli Leith, B.A., FLMI, CLU
Coach - Central Canada

Kim Poulin, B.A., CLU, CH.F.C.
Coach - Quebec & Eastern Canada

April-Lynn Levitt, B. Comm, CFP
Coach - Western Canada



Fortunato Restagno
Brand Specialist



Sue Johnson, B.A.
Operations Manager

Kelly Weichel, B.B.A.
Marketing Specialist

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Tel: 519-576-2262 Email: confidence@thepersonalcoach.ca

Celebrating our 10th Anniversary

THE PERSONAL COACH

IT'S OUR 10TH YEAR ANNIVERSARY!

This is only the beginning!

The Personal Coach Team is thrilled to announce that 2012 marks our 10th Year Anniversary. We would like to take this opportunity to thank all of our wonderful clients and friends who have made this milestone a reality. We look forward to a bright future full of growth and opportunity.

Thank You!

from The Personal Coach Team

Encouraging Confidence, Focus & Freedom

View client comments on the next page!

Here is what some of our valued clients wanted to say

The direction and focus provided by Juli over the last 6 years has helped increase our revenues by 400%. We are well positioned for future growth and thanks to Juli "we are prepared" to thrive in a continually changing and challenging market place. Congratulations to Juli and The Personal Coach!

Peter Pearson, *TPC Client for 6 years*
Pearson Financial Services Ltd., Squamish, BC

I attribute most of my success since I bought out my father in 1999 to the coaching and insight provided by Art Schooley. Before Art, the business ran me. Now, I run my business. In pursuit of this objective, he developed a customized plan, asked the right questions and was unwavering in holding me accountable to the things that I said were important. For any financial advisor considering taking their business to the next level, whatever that level may be, consider Art Schooley as your personal coach.

Barry Fowler, *First Client with TPC*
Fowler Financial, Windsor, ON

We've been working with Juli Leith and The Personal Coach for over a year now and our experience to-date has been nothing short of fabulous.Her infectious personality and positive attitude can be felt the minute you meet her. She takes the time to really understand the needs of our practice and tailors her recommendations to us. There's nothing cookie-cutter about her approach and we've seen the results. Our production and productivity are up significantly and we attribute that to her advice and guidance. The investment we made in our business when we hired Juli has certainly paid off and we look forward to continued growth in our practice in the years to come.

Angel Georgijev-Lowe, *TPC Client for 1.5 years*
Georgijev Financial Group, London, ON

Congratulations to Art and all the coaches and staff at The Personal Coach on attainment of your first 10 years of successful operation. I enjoyed my past client relationship with April Lynn-Levitt and credit her coaching skills for our recent success in transitioning our sales agency into a professional fee for service financial planning firm. The Personal Coach helped make my business plan come alive.

Randall Reynolds, *TPC Client for 2 Years*
FAB Planning, *a division of FAB Financial Advisors Brokerage Group Inc.*, Vancouver, ON

Hello TPC Team, Happy birthday and wish you all continued success. My father always preached, 'together, we're better'. That philosophy certainly applies to our relationship! The McHugh Group has achieved significant and continued success over the last many years thanks in part to Kim. TPC and it's great people played a very important role and we thank you dearly for your contribution. We are very much looking forward to the next 10 years with you.

Corey McHugh, *TPC Client for 5 years*
The McHugh Group, Pointe-Claire, QC

Congratulations to everyone at The Personal Coach. Celebrating your 10th anniversary is a testament to the value of your services and the quality of your people. We look forward to continuing to benefit from your experience and expertise for the years to come.

Mich Landry, *TPC MasterPoint Branding Client for 1 Year*
Independent Accountants' Investment Counsel, Listowel, ON

As someone who has worked in the industry for over 25 years, running his own practice for the last 10, it is amazing what you can learn when you have someone that can help open your eyes to a bigger and better future. It is obvious to me what has made you successful, and will continue to make you successful for many more years to come!

Jim Kilgour, *TPC Client for 3 years*
Advanced Benefits, Waterloo, ON

Congratulations on a great 10 years. It's been a pleasure working with Juli. I love her professionalism. I'm seeing great results in a relatively short period of time. I'm excited for the future.

Nino Ardizzi, *TPC Client for 1.5 Years*
Dundee Wealth Management, Toronto, ON

Kim is a very talented coach, she made a great analysis at assessing my practice, gave me precise recommendations and action plan that is compatible with my business values as well as my client approach. Her insights moved my business forward , working with her was a great investment

Claude Kayal, *TPC Client for 8 years*
Kayal & Associates, Montreal QC

Art's success over the past 10 years doesn't surprise me. His qualifications as a business trainer were well established over many years at a large Canadian financial services company before he started his own successful firm.

Jim Rogers, *Industry Associate*
Rogers Financial Group, Vancouver, BC

Congratulations to "The Personal Coach Team" on your 10 year Anniversary. Thank you for giving me the tools to master my craft as an advisor. Working with April has given me the confidence and direction to achieve the goals in my practice. All the Best in your next 10 years!!!!

Kelvin Krips, *TPC Client for 2 years*
Integrated Benefits, Red Deer, AB