



Master Marketing Plan For Financial Advisors

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Part 1:

Guide To Building Your Marketing Plan

As Dwight Eisenhower said plans are nothing, planning is everything. this is a guidebook to help you initiate marketing planning for your financial advisor practice. To give your business the best chance of success a clear marketing plan should help guide you through the planning process and keep you on track to help you reach your goals.

Where do I start? How to use this marketing guidebook.

First open up the prospecting questionnaire and answer each question as it relates to your practice. This will provide some thought provoking strategies blind spot and opportunities for you to address and look at when building your marketing plan this should take 20 or 30 minutes to complete. Once you have completed the prospecting questionnaire then go through the 88 marketing strategies checklist. This checklist is designed to help you think about all the things you want to add into your plan for the calendar year. Now go through any other notes, strategies guide books, workbooks or materials you have in developing your marketing plan and we're going to now put it on paper in the eight sentence marketing plan workbook.

Next is you are going to build an 8 sentence marketing plan. This simplified yet complex workbook will help you identify plan and implement your key strategies to help you grow your business. We would suggest that you review this marketing plan every Monday morning. This is not a once and done activity this is a weekly measurable activity that you will add edit change and improve on and the only success that is badgered is your implementation and your results that is why we suggest working on it every Monday morning most marketing plans and business plans are a one and done project but the eight sentence marketing plan is something to work on every single week.

It will remind you of your specific purpose your competitive advantages who your ideal clients are who your niche is what strategies you need to implement including communication who were trying to acquire and are we on tracked to reaching our goals on a regular basis measured weekly. Once you get into this weekly habit you will now need to plan 2hours per week over 40 weeks a total of 80 hours per year working on your business. In these 80 hours is the opportunity to implement and grow your business. What you put into your eight sentence marketing plan is what you will focus on. How you build a tracking schedule is up to you how you measured your results whether it be revenue assets new clients will vary but reviewing the marketing plan every Monday morning will help you focus on the right activities each and every week to help you grow your business.

Developing your marketing plan – included guides

- Prospecting questionnaire
- 88 marketing strategies checklist
- 8 sentence marketing plan
- 12 month marketing activity checklist

Step 1 - Complete prospecting questionnaire (30 minutes)

Step 2 - Complete 88 strategy marketing checklist (30 minutes)

Step 3 - Complete 8 sentence marketing plan (1 hour)

Step 4 - Complete 12 month marketing activity calendar / plan / implementation schedule (12 months)

Step 5 – Accountability and tracking results – review every Monday morning –plan to work on your business 1-2 hours per week to implement marketing strategies.

Goal - Have you build a Measurable marketing plan and measure it on a weekly basis.

Building good habits will help you grow your business . Our goal at APM is to have every member of APM develop an 8-sentence marketing plan they can focus on and measure their growth.

Outcomes - Having a plan in writing and a schedule to follow gives advisors greater probability of success in reaching their goals, and good habits along the way.

Payoff - Acquiring ideal clients, building an ideal business and life, and managing capacity

Part 2:

Exclusive Prospecting Checklist



Prepared by :

Grant Hicks CIM Prospecting Strategy Checklist

Written by :

Grant Hicks, CIM Co-author of "Guerrilla Marketing For Financial Advisors, innovating financial professionals through Practice Management"

Morgan James Publishing NY

1. What is the ideal revenue you want to personally earn from an ideal client \$_____ eg \$5,000
\$10,000 \$20,000 \$50,000+
2. How many ideal clients can you manage in a calendar year ? # _____
3. What is your ideal lifestyle # _____ weeks off / or days off per year?
4. Ideal business today # _____ x \$ _____ = \$ _____ annual recurring revenue
5. Are you currently targeting people who pay that much to their current financial professional? Yes ____ No ____
would like to work on ____ If the answer is no, or would like to work on, do you have a proven process to get there?
Yes ____ No ____ would like to work on ____
6. How many ideal clients would you like to manage in 3 years ? _____



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

Example \$20,000+ revenue x 50 ideal clients = 1 Million ideal revenue total.

Each year add 5-10 new ideal clients with higher revenue! Find the right number of ideal clients, and add more value by becoming more valuable to them. Business value If applicable. \$_____ ideal revenue x _____ = \$_____

For example 50 ideal clients x \$20,000 each = 1 Mil x 3 = 3 mil business value.

Which activities were effective in bringing in ideal clients with ideal revenue \$10,000-20,000 + revenue in the last year?

____ social media

____ referrals

____ favourable introductions at events

____ client events you attended

____ client events you put on

____ COI's

____ direct marketing – advertising -mail – email

____ None of the above Events / strategic networking

8. How can you become more valuable to them? How can you increase the value delivered?



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How are you going to find more valuable prospects? Do you have these current processes established in finding and acquiring more ideal clients? Do you have a target market you work in?

Yes ___ No ___ would like to work on _____. If yes, what market(s) do you target?

_____ Wealthy retirees

_____ Professionals

_____ Successful entrepreneurs

_____ Corner office executives

_____ other / wealthy farmers / families

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

Yes ___ No ___ would like to work on _____

Centers of influence referrals -COI Magic 6 process?

Yes ___ No ___ would like to work on _____

Events / strategic networking process?

Yes ___ No ___ would like to work on _____

Client board of directors/feedback process?

Yes ___ No ___ would like to work on _____

Technology processes including social media or inbound marketing?

Yes ___ No ___ would like to work on _____

Other ideal client acquisition processes such as: Mailing/advertising/media – radio tv

print/calling/none_____

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

Referrals_____

COI's_____

Events_____

networking_____

social media_____



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Ideal client acquisition

_____ number of ideal clients acquired in last 12 months

_____ Number of ideal clients now

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

Favourable introduction checklist / referrals Do you have an ideal client profile?

Yes ___ No ___ would like to work on _____

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

\$_____ today \$_____ in 3 years

Does your team know your ideal client profile?

Yes ___ No ___ would like to work on _____

Do your ideal clients know your ideal client profile?

Yes ___ No ___ Would like to work on _____

Do your COI's know your ideal client profile?

Yes ___ No ___ would like to work on _____

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

Yes ___ No ___ would like to work on _____

I have a proven process for ideal client introductions

Yes ___ No ___ would like to work on _____

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

Yes ___ No ___ would like to work on _____

Do you have weekly scheduled call times for ideal prospects?

Yes ___ No ___ would like to work on _____



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

Yes ___ No ___ would like to work on ___

Do you have a process to acquire new ideal clients?

Yes ___ No ___ would like to work on ___

Do you discuss events with clients and COI's?

Yes ___ No ___ would like to work on ___

Do you sponsor clients charities or events?

Yes ___ No ___ would like to work on ___

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

Yes ___ No ___ would like to work on ___

Technology Do you use social media (with compliance approval)

Yes ___ No ___ would like to work on ___

Do you have a website with calls to action?

Yes ___ No ___ would like to work on ___



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Do you have a website with new content updated regularly?

Yes ___ No ___ would like to work on ___

Do you have a website with inbound marketing set up?

Yes ___ No ___ would like to work on ___

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

Yes ___ No ___ would like to work on ___

Current website

___ Website works great

___ Mobile ready

___ Needs updating

List the following tools you have on your website

___ Do you use video

___ Blog

___ Vlog- video log

___ White papers / research

___ Calculators

___ Ideal Case studies / client stories

___ Value promise

___ Brochure / downloadable

___ Inbound marketing – lead capture



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Social media

Do you engage with clients on social media?

Yes ____ No ____ would like to work on ____

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

Yes ____ No ____ would like to work on ____

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

____ twitter

____ Linked in

____ Facebook

____ other

How often do you post on social media

____ daily

____ a few times a week

____ monthly

____ not enough

Does your team use social media? Does your team engage in favourable introductions?

____ how many last 12 months?



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Do you have a content marketing strategy?

Yes ____ No ____ would like to work on ____

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

Yes ____ No ____ would like to work on ____

Does your team have favourable introduction targets?

Yes ____ No ____ would like to work on ____

Social media use for clients

What do you use social media for in your business?

____ content marketing and becoming an expert in a certain area

____ client communication

____ engaging new ideal prospects

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

Yes ____ No ____ would like to work on ____

Business Model

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

Yes ____ No ____ would like to work on ____

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

Yes ____ No ____ would like



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

Yes ____ No ____ would like to work on ____

Who are your fusion marketing partners?

____ COI's

____ Firms that do marketing together

____ Associations

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

____ Community marketing

____ other potential fusion marketing partners? _____

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

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

____ Yes, I am 100% confident

____ Yes, but it will need minor adjustments

____ I want to work on this

____ I need clarity on my business model.

Part 3:

88 Marketing Strategies Checklist

**Your marketing arsenal can be much more potent than it is right now, and it wont even
require much of an investment.**

Ask the average business owner what marketing is and you will be told that it's advertising. Guerrillas know that this is nonsense. Advertising is only one weapon of marketing. How many weapons are most business owners aware of? Maybe five or ten. How many do they use? Possibly three. But guerrillas are aware of a lot of guerrilla marketing weapons and make use of about 40 of them. More than half of the weapons are free!

MINI- MEDIA

1. Marketing Plan

Yes___ No___

2. Marketing Calendar

Yes___ No___

3.Identity

Yes___ No___

4. Business Cards

Yes___ No___

5. Stationary

Yes___ No___

6. Personal Letters

Yes___ No___

7. Telephone Marketing and Scripts

Yes___ No___

8. Toll-Free Number

Yes___ No___

9. Website

Yes___ No___

10. Postcards

Yes___ No___

11. Social Media

Yes___ No___

12. Content Marketing

Yes___ No___

13. Banners - eg: Sports Event Sponsorship

Yes___ No___

14. Value Promise

Yes___ No___

15. Letters of Recommendation

Yes___ No___

16. Attendance at Client Events

Yes___ No___

MAXI - MEDIA

17. Advertising

Yes___ No___

18. Direct Mail

Yes___ No___

19. Newspaper Ads

Yes___ No___

20. Radio Spots

Yes___ No___

21. Magazine Ads

Yes___ No___

E - MEDIA

22. Linked in

Yes___ No___

23. Linked in Groups

Yes___ No___

24. List - Building

Yes___ No___

25. Personalized Email

Yes___ No___

26. Email Signature Mktg.

Yes___ No___

27. Videos

Yes___ No___

28. Domain Name

Yes___ No___

29. Website CRM and Landing Pages

Yes___ No___

30. Free Guide(s) Offers

Yes___ No___

31. Auto - Responders

Yes___ No___

32. Search Engine Ranking (Alexa)

Yes___ No___

33. Electronic Brochures

Yes___ No___

34. RSS Feeds

Yes___ No___

35. Blogs

Yes___ No___

36. Podcasting

Yes___ No___

37. Publish Own E - Zine

Yes___ No___

38. Ads in Other E - Zines

Yes___ No___

39. Write Ebooks

Yes___ No___

40. Provide Content - Other Sites

Yes___ No___

41. Produce Webinars

Yes___ No___

42. Reciprocal Webinars

Yes___ No___

INFO - MEDIA

43. Knowledge of Your market

Yes___ No___

44. Specific Customer Data

Yes___ No___

45. Case Studies

Yes___ No___

46. Yes___ No___

47. Public Service Announcements/Press Release

Yes___ No___

48. Newsletter

Yes___ No___

49. A Speech - Speaker at Clubs

Yes___ No___

50. Free Consultations/Free Info

Yes___ No___

51. Free Seminars/Workshops

Yes___ No___

52. Publish Article

53. Publish Column

Yes___ No___

54. Author a Book

Yes___ No___

HUMAN - MEDIA

55. Yourself

Yes___ No___

56. Your Employees and Reps

Yes___ No___

57. Designated Guerrilla

Yes___ No___

58. Target Audiences

Yes___ No___

59. Your Own Circle of Influence

Yes___ No___

60. Networking

Yes___ No___

61. Affiliate marketing

Yes___ No___

62. Media Contacts

Yes___ No___

63. eMail List Customers

Yes___ No___

64. Core Story - Solution to Problem

Yes___ No___

65. Call to Action

Yes___ No___



NON- MEDIA

66. Benefits List

Yes___ No___

67. Competitive Advantages

Yes___ No___

68. Gifts - Client Appreciation

Yes___ No___

69. Fusion Marketing

Yes___ No___

70. Community Involvement

Yes___ No___

71. Club and Assn Memberships

Yes___ No___

72. Reprints and Blowups

Yes___ No___

COMPANY ATTRIBUTES

73. Proper View of Marketing

Yes___ No___

74. Brand Name Awareness/Positioning

Yes___ No___

75. Name

Yes___ No___

76. Meme/Slogan

Yes___ No___

77. Writing Ability/Copywriting Ability

Yes___ No___

78. Hours of operation

Yes___ No___

79. Reputation

Yes___ No___

80. Quality/Service

Yes___ No___

81. Referral Program

Yes___ No___

82. Spying

Yes___ No___

83. Testimonials

Yes___ No___

84. Adopt Noble Cause

Yes___ No___

COMPANY ATTITUDES

85. Easy To Do Business With/Honest Interest in People

Yes___ No___

86. Telephone Demeanor

Yes___ No___

87. Competitiveness

Yes___ No___

88. Passion & Enthusiasm

Yes___ No___

Part 4:

8 Sentence Marketing Plan

Review every Monday morning

1. Specific purpose of my marketing is to:
2. The competitive advantage we want to stress is:
3. Our ideal client is:
4. Our niche market is:
5. Marketing Strategies we will implement and when: (includes 10 touch communication for ideal clients and prospects)
6. Our ideal client acquisition target is:
7. Our budget will be ____% of projected gross revenue
8. Our implementation schedule / calendar is for 12 months:

• 1. specific purpose of my marketing is to:

• 2. The competitive advantage we want to stress is :

• 3. Our ideal client is: Age 55-75 Financial delegator already paying \$_____ Net worth of _____ Segment – Wealthy retiree- professional or successful entrepreneur Ideal revenue: \$_____

• 4. Our niche market is:

- 5. Marketing Strategies we will implement and when: (includes 10 touch communication for ideal clients and prospects)

-
-
-
-

Our 10-touch communication plan will include each year:

____ meetings
 ____ Calls / online meetings
 ____ events / webinars
 ____ client appreciation
 ____ calls / non -investment communication
 ____ special emails / newsletters
 ____ annual feedback meeting / board of directors
 ____ other
 ____ Total number of communications to ideal clients

- 6. Our ideal client acquisition target is : ____ new ideal clients in the next 12 months generating \$ _____ revenue each for a total target of \$ _____ new revenue

- 7. Our budget will be ____% of projected gross revenue will invest ____ (example 3-5% of income) back into growing my business in the next 12 months. This gives us a budget of \$ _____ for the next 12 months.

- 8. Our implementation schedule / calendar is for 12 months: see calendar monthly activities

Part 5:

Marketing Planning Calendar

Growth Goals This Year:

Growth Goal Revenue:	
Growth Goal Clients	

Date	Marketing Activity	Person Responsible	Est. Time	Budget	# Of Clients or Prospects	Projected New Clients
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January

Total:						

February

Total:						

March

Total:						

Quarterly Spread

Growth Goal Revenue:		Revenue Outcome:	
Growth Goal Clients:		Clients Outcome:	

April

Total:						

May

Total:						

June

Total:						

Quarterly Spread

Growth Goal Revenue:		Revenue Outcome:	
Growth Goal Clients:		Clients Outcome:	

July

Total:						

August

Total:						

September

Total:						

Quarterly Spread

Growth Goal Revenue:		Revenue Outcome:	
Growth Goal Clients:		Clients Outcome:	

October

Total:						

November

Total:						

December

Total:						

Yearly Outcome

Yearly Growth Goal Revenue:		Yearly Revenue Outcome:	
Yearly Growth Goal Clients:		Yearly Clients Outcome:	



Enthusiastically
yours, Grant Hicks,
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