

# Strategies for creating the Business of Your Dreams.

01

**THE FOLLOWING BUSINESS STRATEGIES HAVE BEEN TIME TESTED TO ASSIST ADVISERS IN CREATING THE BUSINESS OF THEIR DREAMS. REVIEW EACH ONE AND TICK WHAT YOU WOULD LIKE TO IMPLEMENT INTO YOUR BUSINESS.**

## INCOME & PROFIT STRATEGIES

- Create an income and expenses budget for your business
- Meet with your accountant 3 to 4 times per year to make sure you are on track
- Create a product specific marketing campaign for your top 100 clients
- If 100 clients is too many, select your top 10 clients and the top 10 clients with potential to grow

## ROLES YOU PLAY STRATEGIES

- Complete the Sticky Note Activity—I can facilitate this activity with you and your people
- Create role descriptions for everyone in your office
- Identify the 3 to 4 roles that only you can do—the high payoff activities
- Delegate or outsource every other task that is not a high payoff activity to someone else

## NUMBER OF CLIENT STRATEGIES

- Identify how many clients you really need
- Classify your clients into A; B; C and D to distribute to someone else
- Create a Client Communication Strategy for your A clients for you to remain top of mind
- Set a monthly new client goal and a growth goal for existing clients

## NUMBER OF STAFF OR OFFICES STRATEGIES

- Identify what type of people you need so that you can be achieving your potential
- Find someone who can visit your clients to complete the paperwork for you
- Do you need an office in your Centres of Influence office? Could you office-share?
- Use part-time people to do set tasks in your business

## NUMBER OF DAYS OFF P.A. STRATEGIES

- Block off all your holiday breaks and family commitments at the start of the year
- Identify times during the year for some mini-breaks to recharge your batteries
- Allocate during the year days when you are going to work on your business not just in it all the time
- Identify the number of days that you are going to work each week

## NUMBER OF HOURS YOU WORK WEEKLY STRATEGIES

- Find implementers to assist you in the implementation of projects and ideas from days like today
- Compress your time by setting stronger deadlines and prioritising your tasks
- Use technology like auto responders on email or SMS to confirm appointments
- Use someone to make appointments with your existing clients

**Don't say you don't have enough time. You have exactly the same number of hours per day as Mother Teresa, Leonardo Da Vinci, Steve Jobs, Sir Richard Branson and Albert Einstein.**



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## AVERAGE SALE STRATEGIES

- Create a fee for service schedule for all the services you provide to your client
- Have a different product focus each quarter as the additional offering in your SOAs
- Identify your average fee or commission and set a goal to increase by 10% to 20%
- Create 4 different client marketing strategies for the year ahead

## YOUR POINT OF DIFFERENCE STRATEGIES

- Ask your top 10 clients why they like dealing with you or why they choose you over other Advisers
- Include the common comments on your website; SOAs and business brochure
- Create a one page description of all the things you do for clients in the process of servicing them
- Pick 1 point of difference factor that you are going to master—convenience; speed; service; quality; or price and then promote it

## FEELING BETTER STRATEGIES

- Make sure you have your personal goals identified ... finance; family; fitness and fun
- Identify 3 activities that recharge your batteries
- Make sure you do one of the activities that energises you, once a week
- Identify what is your purpose for being in business apart from making lots of money ... you need to find your bigger purpose

## BUSINESS CULTURE STRATEGIES

- Identify the type of culture you want in your business ... relaxed; professional; friendly; unique ... what is it for you?
- Have regular team meetings to discuss issues and challenges
- Have an annual business retreat with your people where they are working on your business, not just in it all the time
- Get your people involved in creating systems and solving problems in business

## SERVICE PRODUCT OFFERING STRATEGIES

- Identify other products that you could offer your clients
- Are there any other service providers ... finance brokers; financial planners; mortgage brokers; accountants that you could promote to your clients
- Decide on the products that you have the greatest expertise in and promote only them
- Decide on your business model ... big & broad; small & broad; big & boutique; small & boutique

## MARKET SPACE STRATEGIES

- Look at your top 100 clients and identify some common characteristics
- Identify the niche markets you want to deal with in the next 12 months
- Create a profile of a perfect client in that niche market ... age; role; income; industry; etc
- Create a referral marketing campaign with your existing clients who have the profile of niche client

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**Passion is the vehicle that transports you to your goal.**

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