



PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Advisor PACT **Monthly SessionTM**

June 15, 2021

Hosted by Mark Little

How much benefit do you want from **today's** session?



**Are you ready to be here
and **no place else?****

- Max Dixon

To have the best experience today, for the next 60-minutes...

- ✓ Turn everything off. **No distractions** or Interruptions.
- ✓ Completely turn off your **emails**
- ✓ Close all **browsers**
- ✓ Turn off your **Phone** and all **Notification alerts**
- ✓ Multi-tasking **isn't** a thing (focus is the thing)

Have You Considered...

Something discussed today could easily be a **breakthrough?**

...a **game-changer for your business?**

You might miss it... **if you're not focused.**



Question

My team and I do so much work behind the scenes that our clients never see or appreciate. How do I get my clients to acknowledge and value all that we do, much of which they don't see?

**If a tree falls in a forest and
no one is around to hear it,
does it make a sound?**

Financial Advisor Equivalent:
**If you're doing things your
client doesn't know about or
care about, is it a
base-service worth providing?**

Better question:

What services are so important to my clients that they're willing to pay substantially more to receive it?

The Mark of Mastery

For Financial Advisors

5 Steps for Excelling By Eliminating

Step 1

Redesign Your Schedule

Step 2

Accept The Law of The Crucial Few™

Step 3

Create an Irresistable Service

Step 4

Be More Referable - The Network Effect

Step 5

Become The Only Game in Town

Step 1

Redesign Your Schedule

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Redesign Your Schedule

Forget Time Management,
Focus on **What Matters Most**

Step 1

Redesign Your Schedule

- ✓ **ELIMINATE:** Do **NOT** start your day with anything electronic (Start with reflection. A blank page & a pen)
- ✓ **ELIMINATE:** Do **NOT** do anything that doesn't absolutely positively have to be done by you (Delegate, Delay, Dump).
- ✓ **ELIMINATE:** Do **NOT** spend most of your time in your office (More than 50% should be face-to-face or on-the-phone with Ideal Clients or Potential Ideal Clients)

Step 2

Accept The Law Of The Crucial Few™

Step 2

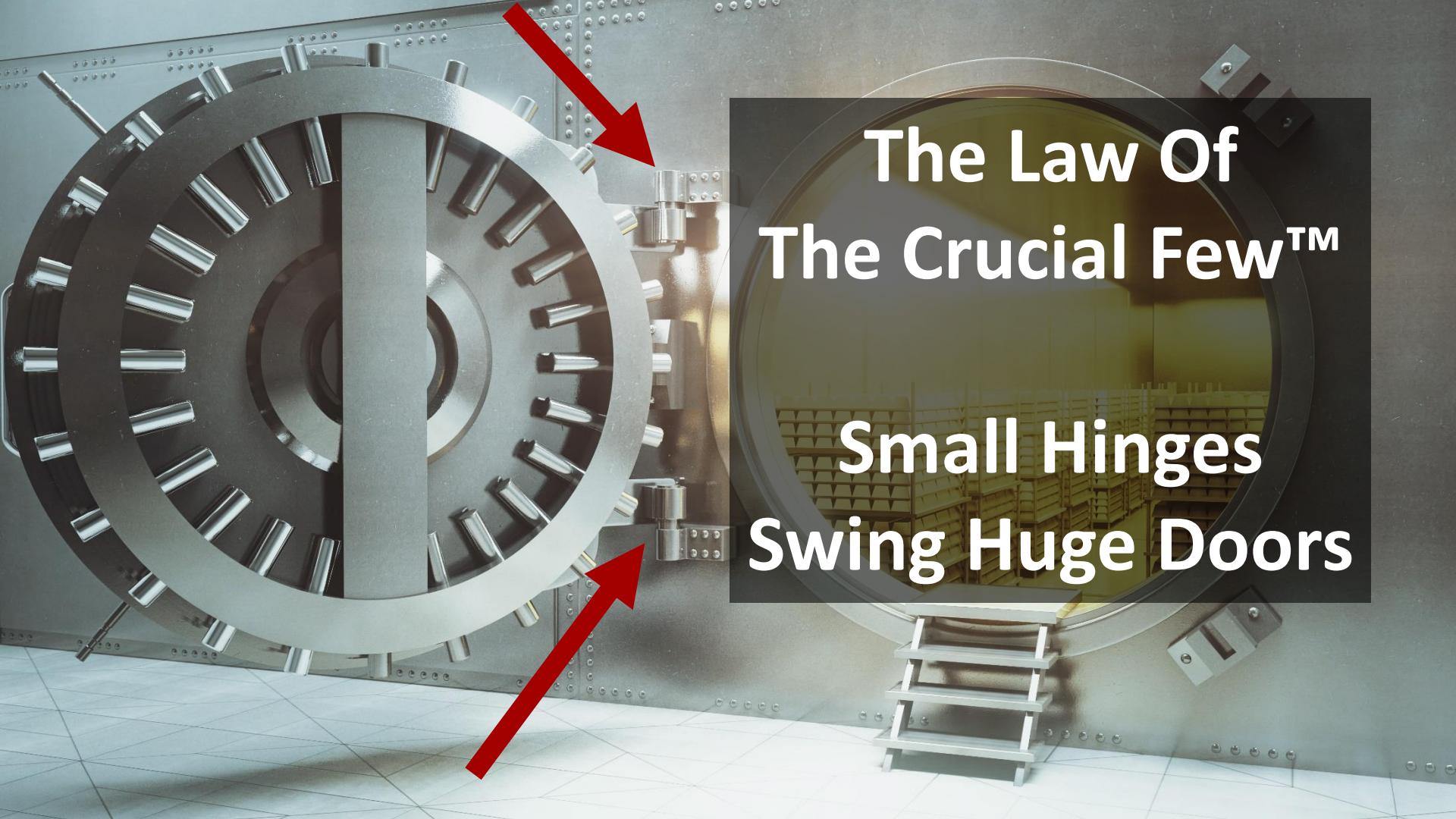
Accept The Law Of The Crucial Few™

Invest **at least** 1-hour a day doing
activities that earn you **\$10,000+ per hour**

Step 2

Accept The Law Of The Crucial Few™

Also known as Pareto's Principle or
The 80/20 Rule
The Most Important Law In Business



The Law Of The Crucial Few™

Small Hinges Swing Huge Doors

Step 2

The Crucial Few™

- ✓ **TRUE:** A small number of clients possess the vast majority of income & assets,
- ✓ **TRUE:** A small number of services are valued most by your clients.
- ✓ **TRUE:** A small number of clients drive the vast majority of your problems, hassles, time-suck.
- ✓ **TRUE:** A small number of hours last year were attributable to the majority of your income
- ✓ **TRUE:** If 80/20, then 20% of your clients are able, willing, (happy), to pay you 4X what they're paying you now. ...do the math, it's money on the table!

Step 2

The Crucial Few™

Think about the single largest client you acquired over the last 12-months (or largest piece of business you acquired)

How many total hours of your time did that require?

Step 2

The Crucial Few™

What are \$10,000 per hour activities?

Step 2

The Crucial Few™

Example: Top client (or largest piece of business) = \$45,000

Time invested:

face-to-face or on-the-phone before hired: 3 hours

Preparation prior to meetings: 1 ½ hours

$\$45,000 \div 4\frac{1}{2} \text{ hours} = \$10,000 \text{ per hour}$

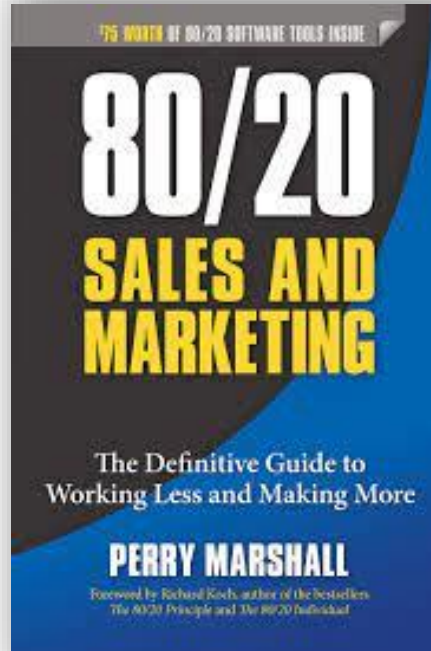
Work up to it ...1 minute a day, 10 minutes a day, etc

Only do The Crucial Few™ things that matter most ...that only YOU can do

\$10 per hour	\$100 per hour	\$1,000 per hour	\$10,000 per hour
Talking to Non-ideal Clients	Outsourcing simple tasks	Speaking with a Potential Ideal Client	Improving your value to Ideal Clients (exceeding their expectations)
Cold Calling or any online marketing activities	Solving a problem for a client or a Potential Client	Serving an Ideal Client	Identifying & creating new Deliverables Checkpoints™
Sorting, organizing, or finding things	Documenting processes to improve consistency	Delegating complex tasks	Making something easier for an Ideal Client (taking something off their plate & delegating it)
Creating client reports	Answering phones (speaking with clients & Potential Clients)	Reviewing / improving client reports created by other staff	Acquiring members of your team

Step 2

The Crucial Few™



Step 3

Create an Irresistable Service

Step 3

Create an Irresistible Service

Create an **irresistible** service that's a **joy** to
use by **subtracting** complexity
and adding simplicity

Step 3

Create an Irresistable Service

- ✓ **The Crucial Few™:** 80% of what your client loves about you and your services are attributable to 20% of what you're doing for them.
- ✓ **Thought Exercise:** Therefore which 80% of what you're currently doing could you eliminate and your clients would barely notice?

Step 3

Create an Irresistable Service

- ✓ **The Most Important Exercise:**What would make your Ideal Clients' financial affairs effortless from their perspective?
- ✓ What things are most Financial Advisors too lazy or too blind to see that clients would pay incredible amounts to GET OFF THEIR PLATE?
- ✓ 4X your current fees ...11X your current fees? More?
- ✓ (You're only seeking 30 - 100 Ideal Clients, not 1,000)

Step 4

Be More Referable - The Network Effect

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Be More Referable - The Network Effect

For a client to provide you at least **12 referrals per year**, you need to be **more referable**.

Client referrals are the best, and most direct, measure of client satisfaction

Step 4

Be More Referable - The Network Effect

- ✓ **OverPromise OverDeliver:** Transform mundane client deliverables into an extraordinary client experience (from sending an email to your office, to arriving at your office for a routine meeting)
- ✓ **Unsolicited client referrals:** Do everything in a way that clients can't resist telling others about how you did it.
- ✓ **We Before Me:** Rick Barrera has persuaded me this is the most important attribute in every team member.

Step 4

Be More Referable - The Network Effect

- ✓ **The Team Goal:** Our goal is to consistently exceed every Ideal Client's expectations as measured by an increasing annual client referral rate (the goal is 12 referrals per client per year ...4 per meeting)
- ✓ **The tipping point:** With this mindset there will quickly come a point where you have ample client referrals to exceed your revenue and growth goals.

Step 4

Be More Referable - The Network Effect

"We become what we think about most of the time." -Earl Nightingale

Most of your time, do you think about
how to exceed your clients' expectations?

Step 5

Become The Only Game in Town

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Become The Only Game in Town

Ideal Clients **cannot compare you** and your fees to other Financial Advisors when you're the only game in town.

You'll be in a category of 1.

Step 5

Become The Only Game in Town

- ✓ **Simplify:** Eliminate everything that clients find complex or time-consuming or tedious.
- ✓ **Empathize:** Do-It-For-You (DFY) service. Find a way to "get done" everything your clients dislike doing for themselves (stop sending them home with exercises to complete).
- ✓ **Subtract & eliminate:** Study what clients love & hate about other Financial Advisors' services. Eliminate EVERYTHING they dislike. Everything!

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How I 4X'd my annual business
revenue in less than 36 months, twice
in my career
...this is an on-going process which
you can continue over & over & over

The Mark of Mastery

For Financial Advisors

5 Steps for Excelling By Eliminating

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Advisor PACT™ Monthly

"Contact Us" link
is found on
every page in
our system



Send a voice message to Mark McKenna Little

What's your issue today?
If you could ask just 1 question, what would it
be? Your Biggest Struggle?

Is your microphone ready?



Start recording

1 Record - 2 Listen - 3 Send

Mark McKenna Little

Mark McKenna Little | Founder/Creator | The Mark of Mastery™ For Financial Advisors

www.TheMarkOfMastery.com

<https://themarkofmastery.com/>

advisorpact.me/question



The Ideal Advisor Profile for The Advisor P.A.C.T. Monthly Program™

This program is best suited for a financial advisor who,

- ✓ Likes the idea of doing a "whole lot more" for a "whole lot fewer" Ideal Clients who pay significantly higher compensation for the unprecedented level of services provided.
- ✓ Is committed to implementing Truly Comprehensive Financial Services™ at some point in the future, and as quickly as possible.
- ✓ Recognizes the wisdom of delivering Comprehensive Financial Services through a skilled team of Subject Matter Experts (Tax, financial planning, tax, estate planning, & insurance)... rather than serving as a one-man-band.
- ✓ Is willing to make the effort to implement this new business model to fill the gap in the marketplace created by financial advisors, and a financial services industry, unable or unwilling to provide Ideal Clients the Comprehensive Financial Services they desire.