



## Objective

Acquiring Ideal Clients the natural way, and as fast as you want to, without using any traditional sales methods or tactics or scripts.

## Action Items:

Read "[Mark's Story](#)." Since we recommend you only accept coaching and advice from people who have actually succeeded implementing what they're teaching, Mark McKenna Little is the Financial Advisor who was the first to create and implement the specific strategies and systems outlined in this course. So read a bit more background on [Mark's Story](#) if you'd like to confirm that his business situation is close enough to yours and is relevant for you.

## Insights from this lesson

The Fastest Way to Add Ideal Clients

- ❖ The Relationship File™ Process: The proven way to add Ideal Clients fast.
  - This proven system utilizes replicatable methods which have been implemented by Financial Advisors since 2002.
  - This is the only replicatable method we've found where a Financial Advisor has consistently added more than 2 Ideal Clients, on average, over a continuous period (more than 2 consecutive years).
- ❖ Mark's story (background):
  - THE PAIN: At first my firm forced me to make 100s of cold calls & tons of scripts (hated it)
  - PAIN RELIEF: My goal was to meet, qualify, & acquire Ideal Clients faster but without using any traditional sales approach (no pitch, angle, scripts, or preconceived notions about people)
- ❖ ***I developed 2 simple repeatable strategies*** to acquire clients in a way clients prefer, just as fast or faster than using sales methods.
  - **Strategy 1: INTERNAL REFERABILITY.**
    - [Definition] Internal Referability: Building a business that consistently exceeds clients' expectations so that clients want to introduce you to everyone they know. If you want more referrals you need to be more referable.
    - Motivation is, "What if my schedule was continually filled with meetings with unsolicited client referrals from existing clients?"
    - Skill Development Required: Focus on clients by consistently exceeding their expectations... no matter how many clients you currently have. This is the key strategy.
  - **Strategy 2: EXTERNAL REFERABILITY (This Course).**
    - [Definition] External Referability: Momentum based method of being engaged in your community doing activities you enjoy, effortlessly meeting lots of people, some of whom will become Ideal Clients.
    - Build reputation in the community. Become known as...
      - Skilled
      - Competent
      - Worthy of Trust



- ❖ Results depend directly upon how much time per week is allocated to being face-to-face with people, developing relationships out of the office.
  - No special skills required, so anyone can do this with a little discipline & planning, **but** this method relies on lots of activity
  - Willingness to invest time acquiring clients
  - Solid work ethic (no effort = no results)
  - Problem: It's easier NOT to leave the office.
    - So, need motivation to get outside the office
    - Need way to increasingly meet more of the RIGHT people.
- ❖ My Challenges (What this process was designed to fix)
  - LIMITING BELIEF: "Aren't traditional sales methods more effective and faster at acquiring Ideal Clients than anything else?" (I was wrong about this)
  - LIMITING BELIEF: Didn't believe my clients were willing or able to introduce me to enough new people (I was wrong about this)
  - I hated cold calling (approaching strangers without any prior introduction by someone else)
  - I hated Scripts
  - I hated aimless small talk & chit chat (but enjoyed interesting conversations with interesting people)
  - I received occasional client referrals, but not near enough to rely on to meet my business growth goals.
- ❖ The way potential clients prefer to meet Financial Advisors
  - 1. Learn about advisor from their well-served existing clients,
  - 2. or from their personal experience and observation of the advisor's impressive reputation and interacting with them in other venues.
- ❖ The Process of meeting strangers. The only proven way to quickly develop relationships with strangers in a natural and non-manipulative: *one-on-one interactions with an individual over a period of time.*
  - There's historical precedence across 6,000 years of recorded civilization.
  - This natural method even crosses cultures.
  - The Natural Relationship Development Process:
    - 1. Meet someone
    - 2. If we like them, we meet with them again.
    - 3. If we REALLY get along, we develop a regular routine of interacting
    - 4. If we can help them we'll do it (personally or professionally)
  - Lather, rinse, repeat: 1 of 3 natural results from every interaction
    - Become friends and a personal relationship develops
    - See a fit for a business relationship and propose sitting down to "talk business"
    - Determine neither is going to happen & move on (meet more new people) while always leaving a stellar reputation in your wake... it's a machine we're developing here.



- ❖ RICK BARRERA's Course Introduction
  - In this course there will be critical distinctions required for success: they will make or break your success.
    - Non-ideal Clients Bad: Understand how Non-ideal Clients damage your business. But, survival clients are OK as long as you're determined to reduce and ultimately eliminate them on a schedule over time.
    - Ideal Clients Good: Your goal is to identify and acquire Ideal Clients.
      - Be crystal clear about your Ideal Client Profile.
      - Learn how to find and then serve Ideal Clients.
    - Develop Higher Standards: Must understand what "serving Ideal Clients at a high-level" really means.
      - Must learn how to consistently exceed Ideal Clients' expectations.
      - Must become indispensable to Ideal Clients.
      - The payoff is consistently receiving unsolicited client referrals, and on an increasing basis (A Client Acquisition Machine).
      - If you want more referrals you need to be more referable
    - Authenticity is essential: Get out of the office and increase your reputation in the community.
      - This process **won't** work if
        - ◆ This process seems like a chore to you, or
        - ◆ You seem desperate
      - This process **will** work if
        - ◆ You go out into your community with a "servant's heart"
        - ◆ You believe it's your role to serve your community
        - ◆ If you're a nice person
  - Implement precisely as laid out in this course.
    - Everything is shared. Nothing is withheld. The entire formula is here in this course.
    - Take notes and make the decision to take action every week (every day).
    - If you get up every day with a servant's heart you will make more money than you ever thought possible.