

Company Name

Capital Investment Management

Date 2012

STEP 1

Company Vision

Vision

What will this company look like after 5 -10 years? What will this company be known for? Use the present tense.

Capital Investment Management is a 200 million assets under management Fee-Only Registered Investment Advisory firm helping HNW families and business owners protect their wealth. William Jaffey, the firm's principle, has no more than 80 clients and spends his time meeting with affluent prospects & clients.

The firm is well managed and has: job descriptions, written procedures, weekly office meetings, timely financial reports, world-class website and brand, written Ideal Client Profiles, a well-managed referral program, a Marketing Plan and Marketing Calendar.

William Jaffey is well known as a speaker, writer, and radio show host. He works four days per week and takes six weeks of vacation annually either travelling the world or resting comfortably at his lakeside vacation home on 12 acres in the mountains.

STEP 2

Mission Statement

Mission

What is the purpose of this business? Use no more than 1-2 sentences.

We provide the finest service in 401k investment management to plan sponsors and wealth management to high net worth families. Our fiduciary standards require that we place the needs of our clients first - We work in your best interests to help you manage your wealth.

STEP 3

Branding

Branding

How will this business differentiate itself in the Market Place? List your strategy to tie your brand and colors into your business cards, tagline, website, blog, and marketing materials.

Brand: Expertise in 401k plans and Wealth Management with two custom stand alone websites

Colors: Various shades of blue to represent wisdom, integrity, truth, peace, authority, and confidence

Tagline: Achieve Goals. Build Wealth. Reduce Risk.

Twitter account: 401kGuy

Custom Pitch Book: give to HNW Ideal Clients and COI's – showcase experience & credentials of the firm

STEP 4 Creating Meaningful Goals

Meaningful Goals

Create goals that are meaningful to you. Add target dates. How are you going to measure your success?

- Two to three 401k plans relationships per year with between \$5M and \$50 million in assets
- 20 new individual clients w/ \$250K in assets = 2012
- 25 new individual clients w/ \$300K in assets = 2013
- 30 new individual clients w/ \$350K in assets = 2014
- Gross Revenue \$500,000 2012; \$650K 2013; \$850K in 2014
- 75 prospects in my pipeline in 2012
- Call 5 clients daily; call 15 prospects daily
- Create two meaningful COI relationships in 2012
- Book 5-10 appointments weekly (clients, prospects, COI)

STEP 5 Strategies

Strategies

How will you build this company over time?

- *Target three niche markets:* 1. Wealthy 401k plan participants 2. 401k plan sponsors with between \$5M and \$50M in assets 3. Wealthy business owning families who sponsor 401k plans, in business five years or more who need help with investing business profits and Succession Planning
- Penetrate the Intel 401k participant market by being an expert in the plan design and distribution options & through Search Engine Optimization (SEO)
- Position as an expert in wealth management and 401k investments through speaking and writing
- Develop strong Centers of Influence relationships with CPA's and Estate Planning Attorneys
- Create written Referral Strategy with Follow Up Plan

STEP 6 Marketing Activities

Marketing Activities

Your marketing activities are the actions used to build your business and achieve your Meaningful Goals. Include: Internet Marketing, Referral Marketing, Advertising, Promotions, Publicity, & Customer Contact. Make sure to include Target Dates.

- **401k Website:** stand alone website for Intel 401k participants with three videos talking about how I can help: 1. Retired? 2. Thinking about retiring? 3. Want to know your options? – Get leads: Create a “Free Consultation” page link to access participants
- **Speaking:** small groups of Intel participants *monthly*
- **Wealth Management Website:** content driven website with opt-in mail list
- **Monthly Newsletter:** delivered via email to clients and prospects
- **Magazine Column:** Ask the 401k Guy *monthly*
- **Twitter:** profile name – 401k Guy
- **Radio Show:** Ask the 401k Guy *weekly* Tuesdays at 1pm
- **Wine Event:** hold an intimate wine tasting at my house *every other month*. Invite two Ideal Client couples and ask them to bring guests.
- **Press Release:** *monthly* releases about Intel website, events, magazine column, & seminars
- **Article Writing:** write 2 articles per month, post one on my website and one on ezinearticles.com to create links back to my site and increase search engine results