

Company Name

Registered Representative

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.

I am a well-recognized Registered Representative with a reputable nationwide company known for its well established brand. I am known for my honesty, integrity, and timely financial advice. I am a million-dollar producer and regularly attend my company's annual Top Producer conference.

I am highly regarded for the classes I teach at my community college and have developed a well known class that offers CE credits to Estate Planning Attorneys and CPA's from whom I receive the majority of my referrals.

I offer a full range of financial products and services to help clients reach their financial goals.

My Ideal Day: Get up early and exercise. Drop my children off at school. Go to the office. Answer email and phone messages. Meet with one client. Take one client to lunch at my favorite ribs restaurant. Meet with another client. Pick up my children at 3pm. Return home. Go for a walk with my wife and children. Drink a glass of wine and prepare a nice meal.

STEP 2

Mission Statement

Mission

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

My mission is to enrich the lives of my clients, colleagues and communities through sound financial advice, integrity and a commitment to service beyond expectation.

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.

Verbal 30 Second Commercial describing benefits I provide to my three niche markets (one commercial for each market)

Website: I have a one page biography on my company's website that allows me to adequately position myself as an expert advisor

Business Card: company business card

Personal Brand: create my own brand with the way I dress – distinctive tie, matching handkerchief, business card case, brief case, professional name badge, custom telephone greeting

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?

- Conduct Market Research
- Target Markets by 12/2012
- Make 25 contacts per day
- Attend 5-10 events per week
- Engage in 100 face to face contacts per week
- Send 5 Thank You Notes per day
- Practice "Asking for the Business"
- Hone Time Management skills by planning each week and planning each day
- Read two hours of industry & investment related materials daily
- Develop a pipeline of 150 prospects
- Production 2012 \$240,000; 2013 \$280,000; 2014 \$360,000

STEP 5 Strategies

Strategies

How will you build this company over time?

- Immerse myself in my community by volunteering, contributing, and being visible
- Target three niche markets: 1. Attorneys 2. Divorced or Widowed Women 3. Small business owners with 401k plans
- Solicit referrals to Divorce Attorneys, CPA's, Estate Planning Attorneys
- Create a Daily Success Ritual
- Create written Referral Strategy with Follow Up Plan
- Be an expert through industry reading and knowledge enhancement

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.

- **Direct Mail List to 250 Small Businesses:** *monthly* postcards – mail to the same list once *monthly* for six months on a rotating basis – follow up with a phone call – meet in person at their office
- **Verbal Brochure:** speak my verbal brochure regarding my niche markets at all networking events
- **MeetUp Groups:** attend three meetup groups weekly
- **Networking:** Chamber of Commerce, Rotary, and BNI
- **Volunteer:** serve on several boards and attend *monthly* meetings
- **Three Case Studies:** be able to recite my three case studies and how I have helped clients
- **Create a Mastermind Group:** fill a group with potential strategic partners – *twice monthly*
- **Public Speaking:** teach investing classes at local community college *monthly*
- **Birthday Club Luncheons:** Host luncheons for "A" clients. Invite their ten best friends - *as needed*