Tapping into Your Million Dollar Drawer

Have you ever attended a conference that was motivating, inspirational and full of great ideas to help you grow your business? You couldn't wait to get back to the office to begin implementing what you just learned, could you?

Once back at the office you checked your voice mail and email messages, checked in with your team members, took care of pressing business, prepared for your upcoming meetings and finalized a financial plan.

All the while, the notes you took from the conference (all of those great ideas) are sitting on your credenza waiting for you to implement them.

One day goes by, then two, then a week, then another, and before you know it you are off to another training meeting. This time it's a due diligence meeting. Based on the agenda, you should garner some terrific ideas to help you grow your business.

Now, go back to paragraphs two and three and read them again, because once back from the due diligence meeting, the same thing is likely to happen.

Pretty soon you have quite a pile of information.

At some point you take the pile off of your credenza and put it in a drawer. You can't toss the pile. After all, it's full of great ideas to help you grow your business.

But now, you have to store it out of sight because it is causing you a great deal of guilt. All of that time and money spent at each conference has turned into a pile of good ideas staring you in the face each day, just sitting there waiting to be implemented.

One advisor dubbed his drawer the million dollar drawer. He said that if he implemented the good ideas buried in the drawer, he could easily increase his business by one million dollars.

Sound familiar?

After watching this scenario repeat itself year after year, advisor after advisor, I knew I needed to get to the bottom of this phenomenon.

Here's what I realized. When you first get into this business, your primary goals are twofold. Number one, learn about the products and strategies. Number two, market, market, market. And, do both as quickly as possible!

No one bothers to ask you where you see the future of your business headed. Nor do they place any importance on this notion. "Just get as many clients as you can, learn as much as you can and at some point in the future, you can work out those details. Your business planning session will address this. Wait until then." That's probably what your training manager told you.

But what happens? You get caught up in running the business and you don't take the time to determine what you really want.

If you attend a training session full of great ideas, taught by someone who has experienced success by implementing them, how can you not be successful too? After all, the guy or gal at the front of the room isn't any smarter than you. They don't have any more years of experience than you do. They aren't even better looking than you are. If they can be successful, so can you, right?

But, year after year you fail to realize the success that you want and we both know you are capable of.

What you don't realize is that even though they make it sound really easy, and it is for them, the secret to their success is not just in their tips. What they have done is taken the time to determine what they need to implement and, more importantly, why. They know what it is that is going to help them reach their goals (and not just the numeric goals).

"Why can't I decide what to implement? I just spent the day listening to this successful advisor. What am I doing wrong?"

Well, you probably are getting in your own way. Does this conversation sound familiar?

"I just learned all of these great tips and techniques. Which ones do I implement? Do I implement all of them or just a few? Things aren't so bad the way they are. Maybe it's just easier to leave things alone. Maybe I will review the notes with my team and see what they think. Maybe I will use business planning as my triggering event to make some changes."

What happens? You never get around to it. You get caught up in running the business.

How many of you out there reading this understand what I'm talking about? Is that you I see out there nodding your head up and down?

So, if I were you, I would be wondering, what's so different about this program? Am I going to come back to the office with a pile of great ideas, place it on my credenza and get caught up in running the business?

Ultimately, the answer to that question lies with you. My goal, and the reason for developing this program, is to make certain that doesn't happen, at least not on my watch.

What we are going to do is start at the beginning with the end in mind. We will work through a thoughtful process for building your business from the ground up or, as I like to say, from the inside out.

We will start with what is most important to you. We will determine:

- Who you want to work with
- Who is your ideal client
- What menu of services you want to provide
- What an appropriate fee schedule should look like
- What an articulate value proposition should sound like - one that comes straight from your heart, not from your head, or worse yet, a copy of someone else's
- How to create a client service and client segmentation model that reflects who you are

Before you finish this program you will have a marketing plan that is tailor made to the person you are, playing to your interests and strengths.

Along the way, we will discuss and determine the practice structure that will support what you are trying to achieve. This includes the team members required and skills necessary to support your efforts.

We will create a business plan that you can live and breathe, not something you throw together so you can cross it off of your list.

I will ask you to consider implementing a community service program which can make a significant difference in the lives of others and in turn enhance your business's core values, not to mention, the bottom line.

In addition, we will create an emergency preparedness plan because you don't want to go through all of this work just to have it disappear due to poor planning.

If this sounds like a lot of work, you are right. But it is working on the right things, in the right order, to build your business on a solid foundation.

And the good news is I will be with you every step of the way. You will not be working through this alone.

I am not going to share great ideas with you and expect you to implement them on your own. That's how the piles happen. I'm not a drive-by consultant. Together, we will work through every step one at a time. We won't move to the next step until the prior step is complete and you are satisfied with the outcome.

If this sounds good to you and you are ready to make the commitment, let's get started.

What's the first step, you ask. That's easy. Just give me a call or send me an email and let me know that you are interested in learning more about this program. Together, we will determine if the program is right for you, and if now is the right time for you to begin.

I can be reached at www.SimplyOrganized.com or Teresa@SimplyOrganized.com.

If you prefer to reach me by telephone, please contact me at either 925-680-7549 (office) or
510-381-8046 (mobile).

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What do you want to happen?

Step 1: Mission, Vision, Value Proposition

- Values
- Mission and Vision
- Purpose Statement
- Value Proposition

Step 2: Client Service Philosophy, Segmentation, Client Experience

- Client Service Philosophy
- Ideal Client Profile
- Menu of Services
- Fee Schedule - Pricing Model
- Investment Philosophy
- Client Segmentation
- Prospect to New Client On-boarding - I got a referral, now what?
- Meeting Prep and Follow up
- Unresponsive Clients
- Model Week

Step 3: Marketing

- Referrals and Networking
- Centers of Influence
- Small Business Owners
- Charitable and Civic Organizations
- Client Advisory Board
- Wholesaler Relationships
- DRIP Marketing
- Client Contact Model - Gifts and Thank yous
- Web Presence

How do you want to accomplish it?

Step 1: People Focus

- Practice Structure
- Team Member Values
- Team Member Recruiting, Training, Skill Building, Rewarding

Step 2: Practice Focus

- Technology Evaluation
- Practice Protection - Financial Liability, Legal, Compliance, Employer Responsibilities
- Emergency Preparedness

Step 3: Business Plan

- Practice X-ray
- Business Plan
- Marketing Plan
- Community Service Plan (elective)