

# LIMITLESS Coaching Call Transcript

AUGUST 9<sup>TH</sup>, 2021  
LIMITLESS COACHING CALL  
POWERING UP YOUR PRODUCTIVITY

175

00:18:28.380 --> 00:18:36.480

Stephanie Bogan: Alright, so today's limitless coaching call is about powering up your productivity, we have the July productivity retreat where we talked about.

176

00:18:36.810 --> 00:18:47.280

Stephanie Bogan: Really amping your people, your process platforms building that bionic business and your entourage team, how do you leverage your time and talent.

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00:18:47.700 --> 00:18:58.860

Stephanie Bogan: To the utmost so that you can add value to your clients add value to your practice your business and add value to your personal life, and when you crack that code that's how you build a really limitless business.

178

00:18:59.250 --> 00:19:06.210

Stephanie Bogan: So i've got coach been with me today, and we are going to really focus this call on conversations and.

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00:19:06.480 --> 00:19:15.930

Stephanie Bogan: i'm not even gonna call them hot seats today, I think I called them what I call them allison step up seats we're going to call them step up seats now so that you feel better, more empowered as you step into them.

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00:19:16.440 --> 00:19:21.930

Stephanie Bogan: So Ben and I are here we've got our coach hats and our accountability muscles ready to go.

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00:19:22.560 --> 00:19:28.530

Stephanie Bogan: But before we do that, I want to ask you to spend just a couple of minutes helping us be accountable, as you know.

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00:19:28.920 --> 00:19:35.670

Stephanie Bogan: One of my favorite sayings is that feedback is your friend, because all the feedback is valuable feedback, because it makes you better.

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00:19:36.360 --> 00:19:50.370

Stephanie Bogan: So I know a lot of you have been on the website, this year we made some changes to it this year and I want to ask the basic questions of does it work criteria number one and two, does it feel good so allison put together a very quick poll.



184

00:19:51.570 --> 00:20:03.210

Stephanie Bogan: And i'm going to ask you to just take a minute and answer these questions, so that we can get a Bead on how well those changes worked and or what changes or things we might need to look at as we look at 2022 and beyond.

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00:20:05.610 --> 00:20:08.010

Limitless Adviser: Radio launch the poll, it should be popping up here.

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00:20:17.220 --> 00:20:18.930

Stephanie Bogan: I won't answer, because that would be cheating.

187

00:20:25.980 --> 00:20:28.320

Stephanie Bogan: could tell you a bad funny jokes but I don't want to distract you.

188

00:20:49.590 --> 00:20:51.150

Stephanie Bogan: About 30 more seconds.

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00:20:55.500 --> 00:20:58.950

Stephanie Bogan: You look like you're paying good attention, I appreciate that gonna get some good feedback.

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00:21:00.660 --> 00:21:12.660

Stephanie Bogan: And that last question is if you're interested in being on the Advisory Board, we will start with some website feedback, but it will expand to include other things, so if you are interested in being on our Member Advisory Board, please do let us know.

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00:21:13.890 --> 00:21:22.560

Stephanie Bogan: I was going to call it a member optimization board so that we could call you the mom I think we might still do that you want to join the month, so you josh like again let's join the mom.

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00:21:23.490 --> 00:21:25.530

Stephanie Bogan: All right, allison let's go ahead and close the poll, we can.

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00:21:25.530 --> 00:21:27.840

Stephanie Bogan: Take no more of my poorly trained humor.

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00:21:33.120 --> 00:21:34.470

Limitless Adviser: All right, okay.

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00:21:35.340 --> 00:21:37.350



Stephanie Bogan: Okay, great we will share those results.

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00:21:37.350 --> 00:21:39.180

Stephanie Bogan: with you in the inbox insights and we have a.

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00:21:39.210 --> 00:21:41.070

Stephanie Bogan: chance to review them, so thank you for that.

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00:21:42.000 --> 00:21:51.570

Stephanie Bogan: It is slow Susan and we are trying to find out why that is, because no one, this is one of those cases where of all the three entities that touch it none of them seem to think that they're the ones.

199

00:21:52.110 --> 00:22:00.900

Stephanie Bogan: That make it slow, so we are working on that so that's very valid feedback I have that same frustration at times, sometimes it's not slow and that's what we're trying to figure out.

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00:22:01.680 --> 00:22:10.290

Stephanie Bogan: All right, okay so with that we're going to move past the website and i'm going to ask you all to drop in did we want to do slide over this allison or chat.

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00:22:12.510 --> 00:22:16.920

Limitless Adviser: A new slide oh alright or actually let's do let's do a chat just one, at a time.

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00:22:17.640 --> 00:22:31.080

Stephanie Bogan: But the question right so because I want to capture this and we will ultimately share it back with you on tribe, I would like each of you to answer the following question first what has been your biggest mindset shift this year.

203

00:22:32.910 --> 00:22:39.570

Stephanie Bogan: When you think about sort of the headspace with which you entered and where are you now sit and how you see and view things what's been your biggest shift.

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00:22:43.290 --> 00:22:43.950

Benjamin Brandt: You gave.

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00:22:47.340 --> 00:23:05.550

Stephanie Bogan: To not hell learning to let go leverage saying no think bigger getting clear and ideal practice agency that's a good one, I love that word i'm worth what I charge clarity, providing value control over time, saying no get to 80% great all right, keep typing those in.

206

00:23:06.330 --> 00:23:07.380



Benjamin Brandt: Saying that was a great one.

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00:23:07.710 --> 00:23:17.280

Stephanie Bogan: thing, it was a great one what I once heard the saying is not mine and it said a moderately successful people say yes, really, really successful people say no.

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00:23:18.300 --> 00:23:22.080

Stephanie Bogan: And it's the it's the it's just another view of essential wisdom with.

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00:23:22.500 --> 00:23:30.810

Stephanie Bogan: Which is when the more successful you become, and I would argue, and I think Ben would support this idea, the more balanced you become, however.

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00:23:31.050 --> 00:23:38.580

Stephanie Bogan: you describe that it doesn't mean time, per se, because you might really be doubling down on growth, but really feeling good about the state and empowered about.

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00:23:39.030 --> 00:23:47.700

Stephanie Bogan: How you're showing up you know becomes a go to because you, you get so clear like Ben is so clear on I don't have time like.

212

00:23:48.030 --> 00:23:54.180

Stephanie Bogan: it's something has to come off the plate, in order for something to come on because i've got I call it equilibrium not balance.

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00:23:54.570 --> 00:24:02.640

Stephanie Bogan: Because with equilibrium with balance we have this idea that when something goes down, something has to go up right it's this idea that abundance in one area create scarcity another.

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00:24:02.940 --> 00:24:10.410

Stephanie Bogan: And that's not been my experience in life, there are times, where i'm with my family, a lot more, but the business isn't suffering and there's times when I with the business, a lot more.

215

00:24:10.830 --> 00:24:14.820

Stephanie Bogan: And my family's not suffering it's about how i'm showing up.

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00:24:15.300 --> 00:24:22.710

Stephanie Bogan: Right how we're balancing and using our time and is it serving the goals that we have in the needs of the stakeholders personal and professional.

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00:24:23.010 --> 00:24:31.140



Stephanie Bogan: So you will find that the better you get it, saying no the faster and better your success becomes because you're focusing.

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00:24:31.500 --> 00:24:37.590

Stephanie Bogan: Your limited and finite resources on those few things that are going to really drive you to the goal.

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00:24:38.190 --> 00:24:45.750

Stephanie Bogan: And that's what we're always challenging ourselves to do that's what coaching is about is really challenging our perspective, how we're thinking and behaving.

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00:24:46.080 --> 00:24:54.090

Stephanie Bogan: So that we're looking for all those sometimes exponential changes, but often just incremental improvements has been will say right, it was one thing, plus one thing just one thing more.

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00:24:55.140 --> 00:25:03.840

Benjamin Brandt: And if we want to be masters of our time we've got to say no to 90% of the stuff that comes across your desk that doesn't mean ignoring the text messages from your spouse, but it means.

222

00:25:04.110 --> 00:25:14.100

Benjamin Brandt: recognizing that I have these priorities and everything else has to make way for those priorities or i'll find myself 10% through 50 projects and I won't have the one thing, the one thing.

223

00:25:14.430 --> 00:25:18.600

Benjamin Brandt: But I recognize that's especially hard for financial advisors because we're in the service business.

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00:25:18.900 --> 00:25:30.540

Benjamin Brandt: And we tend to be oftentimes people pleaser so when a listener for my podcast emails me with a 47 questions and they'd like a response by tomorrow and they're not engaged with me in anything official.

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00:25:31.380 --> 00:25:42.420

Benjamin Brandt: I feel obligated to answer that question and spend a few hours on it, but because i've been coaching for i've been the recipient of coaching for years, I know that you know I don't owe them anything.

226

00:25:44.430 --> 00:25:55.680

Benjamin Brandt: thing I produce a weekly content I produce hundreds of episodes that can go back through the catalog and listen to those at no cost to them well for me, but I don't I shouldn't be saying no to almost everything that comes across my desk.

227

00:25:57.390 --> 00:26:06.600

Stephanie Bogan: My experience has been working with advisors and business leaders is that when we don't have a safety net, on the other side of the know.

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00:26:07.560 --> 00:26:15.510

Stephanie Bogan: We tend to stare into the void and say, yes, for lack of a good answer so when we talk about having those conversations ready and rehearsed.

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00:26:15.960 --> 00:26:26.250

Stephanie Bogan: It applies to this as well, having the ability to say thank you so much i'm so glad flattered for the invitation, right now, my time is focused on other priorities, but please keep me in mind for the future.

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00:26:27.450 --> 00:26:37.920

Stephanie Bogan: So much kind of nicely I just said no, like there's no comma there there's no dot dot dot it's a period, but how did I how did I get good at having that conversation.

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00:26:38.940 --> 00:26:39.210

Benjamin Brandt: I got.

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00:26:39.240 --> 00:26:47.760

Stephanie Bogan: tired of saying yes, because I didn't like making people feel bad so all the scripts that we're always doing is just create we're crafting a conversation.

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00:26:48.330 --> 00:26:59.250

Stephanie Bogan: that's honest and in integrity with who we are and what we want, or what we need, but we're doing it in a way that we feel good about because we're defining it in advance and then we're practicing it so that it's there on tap when we need it.

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00:27:00.090 --> 00:27:06.570

Stephanie Bogan: So, whether it's right someone that reaches out to your podcast and ask the question right Ben can have his pat template email.

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00:27:07.380 --> 00:27:15.390

Stephanie Bogan: It says Thank you so much for your interest we keep extensive archives, so that people who aren't ready for private you know coaching can, or you know personal wealth management can.

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00:27:15.600 --> 00:27:25.650

Stephanie Bogan: here's some of our most popular links boom boom boom he's basically just can help you that way there's this door over here, if you want to walk through it that's going to cost because that's fair.

237

00:27:25.980 --> 00:27:43.050

Stephanie Bogan: And here are a bunch of resources for you, if you really want to go the do it yourself route, but what i'm doing is i'm making you choose instead of sitting in a place of guilt and serving from a place of lack of clarity, which unfairnesses have no service to anyone.

238

00:27:45.180 --> 00:27:55.470

Stephanie Bogan: So that's The goal is, how can you serve or support remember that conversation so ask yourself,



where do you want or need to say no to create better alignment right.

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00:27:55.890 --> 00:28:03.210

Stephanie Bogan: Then knows when something's outside those lines his personal guardrails so he's got a really black and white lens to look through.

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00:28:04.140 --> 00:28:14.760

Stephanie Bogan: What can you do to bring more black and white to that Gray area where you feel the tension and the friction too much you know I have your five years had to stop running the PTA I loved it.

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00:28:15.780 --> 00:28:22.620

Stephanie Bogan: But I just couldn't do that and we're 20 hours and be with my family, I was like Oh, I took on too much right, so I had to give up something.

242

00:28:22.950 --> 00:28:33.090

Stephanie Bogan: That I enjoyed but I had to make choices and as entrepreneurs and founders and practice owners, I find that we love chasing all the possibilities, I know because I am a chief possibility officer.

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00:28:33.810 --> 00:28:41.550

Stephanie Bogan: The downside of that is you become super diffused and diluted it's really about choosing the select set.

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00:28:41.550 --> 00:28:54.810

Stephanie Bogan: of possibilities that best aligned with your goals personally and professionally and understanding that 90% of its gonna look great and you could do good at it gave Dan Cathy Michelle like euclid.

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00:28:55.500 --> 00:29:10.440

Stephanie Bogan: But on the other side of it you're not going to feel as effective as empowered your economics aren't going to be as tight as you like those are the those invisible compromises so let's just pause here and ask yourself what's one place, that I would like to say, know that I haven't.

246

00:29:14.190 --> 00:29:16.890

Stephanie Bogan: Let you drop that in the chat for accountability purposes.

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00:29:23.490 --> 00:29:28.020

Stephanie Bogan: Working on taking more time off not ideal clients prospective clients.

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00:29:28.320 --> 00:29:40.380

Benjamin Brandt: This is great, because in coaching or masterminds or whatever it is someone else always will have good insights into your problems or it's something that seems totally unsolvable to me could be.

249



00:29:40.770 --> 00:29:48.870

Benjamin Brandt: stephanie could have the answer the top of the top of her head because she's done it so many times, so what that's the beauty of of coaching and pods is that.

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00:29:49.620 --> 00:29:59.550

Benjamin Brandt: Someone else will always be able to look at your problem with with totally new insights just because they're able to see through the head trash because it's not their head right, so I love ideas like this that.

251

00:30:00.360 --> 00:30:00.960

Stephanie Bogan: Such as.

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00:30:01.680 --> 00:30:08.580

Stephanie Bogan: yeah to ben's point when you think about your mastermind pod you've got your projects and priorities, but, as you have those hot seats are those share times.

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00:30:08.940 --> 00:30:13.260

Stephanie Bogan: These are the things that I want to really encourage and remind you to bring to the table like hey.

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00:30:13.920 --> 00:30:23.940

Stephanie Bogan: I have more of my plate, which probably means that I should be saying notice something can we can we hot seat around you know what you'd like so you've got you've all now have one thing that you can bring to that meeting to say.

255

00:30:24.240 --> 00:30:30.690

Stephanie Bogan: here's something that i'd like to talk about to really elevate the experience that i'm happy because it's those incremental changes.

256

00:30:31.140 --> 00:30:41.190

Stephanie Bogan: That inform you to what's possible and empower you to make the next change in the next change and then, as you see them doing then your clarity get so solid that you're like nope I think that's great, but I can't do that.

257

00:30:42.480 --> 00:30:48.960

Benjamin Brandt: Sometimes I say no to really, really fun things like hey come speak at my event or can be a guest on my part, so something I would really love to.

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00:30:48.960 --> 00:30:52.290

Benjamin Brandt: Do but it's just not my priority right now yeah.

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00:30:52.680 --> 00:31:00.660

Stephanie Bogan: So I think that's a really important distinction success isn't just about saying no to the things that you don't like success becomes.



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00:31:01.320 --> 00:31:15.480

Stephanie Bogan: becomes about being so discerning about your time and how you're using it into what effect that you say yes to 80% of the things that you do like that you really have to get selective about wow I only get.

261

00:31:16.350 --> 00:31:27.360

Stephanie Bogan: Was it a with seth godin, I think, maybe was stuff left as Carl someone did a podcast we were like people are always asking you why don't I do this, why did I do this, he said, because my rule is my life is exactly the way that.

262

00:31:27.360 --> 00:31:33.150

Stephanie Bogan: I want it, they love what i'm doing so anytime a new opportunity comes up I look at the landscape and I go what would I give up and he's like.

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00:31:33.720 --> 00:31:40.470

Stephanie Bogan: Nothing has come along that's made me want to give something up so our job is to get clear what are those two or three buckets.

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00:31:40.800 --> 00:31:53.970

Stephanie Bogan: And how do we get so engaged and invested in our time and our capital and our resources that we get the momentum and the energy we want out of them so that we're building instead of slugging through it all right cathy's gonna say no to some more email daughter.

265

00:31:54.300 --> 00:31:58.170

Benjamin Brandt: i'm seeing a lot of the usual suspects your non ideal clients clients that aren't a good fit.

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00:31:59.730 --> 00:32:02.160

Benjamin Brandt: not ideal clients not ideal clients.

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00:32:03.780 --> 00:32:05.340

Benjamin Brandt: I think I think I could answer that.

268

00:32:07.080 --> 00:32:08.970

Benjamin Brandt: If that's if this is a good space to do so.

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00:32:09.150 --> 00:32:09.660

Stephanie Bogan: Go for it.

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00:32:11.130 --> 00:32:20.430

Benjamin Brandt: So if you spend any time on like the FDA forums, or the FDA Facebook, or the X, Y pn Facebook, you see one question come up all the time.



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00:32:21.870 --> 00:32:28.740

Benjamin Brandt: And that would be where do I find new clients right so there's no shortage of advisors on earth that want new clients.

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00:32:29.460 --> 00:32:38.580

Benjamin Brandt: Right, so when you think about yourself having a non ideal client that's a non ideal client for you, that doesn't mean they're not ideal to all of humanity or financial services as a profession right.

273

00:32:39.000 --> 00:32:41.550

Benjamin Brandt: So we just let three clients go last month.

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00:32:42.300 --> 00:32:50.430

Benjamin Brandt: we're on we stopped taking new clients we stopped taking additional clients, I have to be very careful i'm saying that and so we're on a one on one off policies to stay at households.

275

00:32:50.880 --> 00:32:55.860

Benjamin Brandt: So I have to look at all of my clients every year and say, am I, the perfect advisor to serve them.

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00:32:56.550 --> 00:33:08.340

Benjamin Brandt: i'm sure i'm doing a good enough job because they haven't fired me but that shouldn't be the standard that i'm holding myself to which means, I have to have really difficult conversations with people that have been clients for me for a really long time.

277

00:33:09.540 --> 00:33:18.630

Benjamin Brandt: If i'm really positive and sure and consistent about what my goals are at household is my capacity hundred million dollars my capacity it's what we turned it off.

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00:33:19.200 --> 00:33:25.080

Benjamin Brandt: So my options are either work more hours, which is not a good fit for me or deliver less value.

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00:33:25.590 --> 00:33:34.860

Benjamin Brandt: or stop taking on new clients or probably some combination right I don't want to deliver less value so have to look and say, am I, the absolute perfect advisor to service all their needs.

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00:33:35.160 --> 00:33:41.550

Benjamin Brandt: And, as your skills grow and as your business changes over time, there are going to be people that you're not an amazing fit for anymore.

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00:33:42.540 --> 00:33:45.420

Benjamin Brandt: So you know we can go back to my original point is.



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00:33:45.900 --> 00:33:53.880

Benjamin Brandt: younger advisors advisors, with different speciality, they would probably be a better fit so if you're not a perfect fit there is someone who is a better fit.

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00:33:54.210 --> 00:34:02.610

Benjamin Brandt: So, not only are you doing yourself a disservice, for your firm you're doing that climate disservice by keeping them when they're no longer an ideal client and you're also possibly.

284

00:34:02.940 --> 00:34:07.200

Benjamin Brandt: You know, keeping a client from this advisor that that is raising their hand and says, I will serve them.

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00:34:07.770 --> 00:34:17.310

Benjamin Brandt: To the best of my ability, because I need you know my new advisor whatever situation, I mean I need I need more clients, so it can be a triple win to to have those tough conversations.

286

00:34:18.120 --> 00:34:26.220

Benjamin Brandt: Give that client better service help this advisor out and for yourself up to find a client that you can deliver amazing value to that's in your expertise so.

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00:34:26.940 --> 00:34:34.500

Benjamin Brandt: Well it's easy to not have that conversation you're actually doing yourself long term much more harm than good, you should have those hard conversations.

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00:34:35.700 --> 00:34:38.580

Stephanie Bogan: And I think so one take that to heart.

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00:34:40.290 --> 00:34:48.270

Stephanie Bogan: Just if that is your issue just take everything that's been said to heart because he's literally been there, done it and he's now dealing with.

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00:34:48.570 --> 00:34:59.520

Stephanie Bogan: The high quality problem of what happens when you hit that first threshold of success and then you're making a bad choice that Michael kisses talks about in the article around capacity crossroads.

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00:34:59.850 --> 00:35:04.560

Stephanie Bogan: You will make a choice around whether you I call it groove or grow.

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00:35:05.250 --> 00:35:14.100

Stephanie Bogan: If you're going to groove and you followed her advice and you've kind of done the fundamentals you're going to have the practice that is what you want you're gonna have time and money and value and all that.



293

00:35:14.670 --> 00:35:26.040

Stephanie Bogan: If you want to grow, then you're going to be in that boat that Benson where you start to look at okay how am I going to grow, am I going to grow in terms of adding time back into my schedule that's there's no right or wrong.

294

00:35:26.460 --> 00:35:37.260

Stephanie Bogan: As a coach i'm not going to say you should work this or this I want you to know what's possible and help you make informed decisions right if I do this bit and one of our coaching calls literally said to me.

295

00:35:37.620 --> 00:35:49.770

Stephanie Bogan: If I do that, that one day means to client to those two points means one more day of meetings and his brain is just but that's the formula, he has created a direct line of sight between.

296

00:35:50.130 --> 00:35:58.590

Stephanie Bogan: If I do this, this is the value that I deliver or not, or the tax that i'm taking and he's conscious of it.

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00:35:59.010 --> 00:36:03.690

Stephanie Bogan: Because he's made it part of his right part of his thought model, which is what we're really teaching you to do.

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00:36:04.080 --> 00:36:11.190

Stephanie Bogan: If you're growing then that's where you want to build with the end in mind and get is clear on your client niche and get as upstream, as you can because.

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00:36:11.430 --> 00:36:16.170

Stephanie Bogan: it's not getting rid of 20% of his clients every year we're not talking about turning your client base.

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00:36:16.560 --> 00:36:22.980

Stephanie Bogan: we're talking about making changes over time, as you grow and they wrote an article about this because I get so much pushback.

301

00:36:23.580 --> 00:36:36.120

Stephanie Bogan: From people outside who were like you can't you know you can't like go profitable clients that's just not Nice and i'm like Okay, I totally understand that position, I do but find me another profession, where people don't get raises over time.

302

00:36:37.500 --> 00:36:47.820

Stephanie Bogan: right if you're a lawyer, with five years experience versus 10 years experience versus 20 years of experience right you're charging \$100 an hour or \$200 an hour or 1500 dollars an hour and 1800 dollars an hour.

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00:36:48.600 --> 00:36:58.320



Stephanie Bogan: And so, in our profession, based on the way that most advisors get paid that doesn't work because you're on right you're on an AU a model or a few models so you have to address it in.

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00:36:58.770 --> 00:37:09.810

Stephanie Bogan: The revenue size, the client account size or the fee, so you want to be as clear as possible about the practice, you want to build so that you are transitioning is few clients as possible over time.

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00:37:10.320 --> 00:37:17.910

Stephanie Bogan: And I am in no way advising and I want to make this really clear we're not talking about turning big chunks of your clients every year that's that's not the goal.

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00:37:18.420 --> 00:37:26.340

Stephanie Bogan: we're talking about selectively, making sure that you're still serving clients to your utmost because here's what I know you're all human.

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00:37:26.700 --> 00:37:37.830

Stephanie Bogan: And the second that you look at a set of clients and you realize that they're keeping you from your next level growth goal or your next level time off with your family goal, no matter how good a person or advisor you are.

308

00:37:38.400 --> 00:37:47.070

Stephanie Bogan: you're not going to feel 100% invested, and so, in the end to ben's point it's about who can I best serve right now, based on my capacity my skill my expertise.

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00:37:47.430 --> 00:37:54.630

Stephanie Bogan: The value that I can add and the person I can most deliver value to so you want to be clear when you build your client model.

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00:37:55.200 --> 00:37:59.370

Stephanie Bogan: Which we've talked a lot about and you want to be selective in terms of are you grooving it.

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00:37:59.790 --> 00:38:04.890

Stephanie Bogan: So you're just going to hang out there and service those clients are you going to grow it, in which case you're going to want a strategy.

312

00:38:05.340 --> 00:38:13.830

Stephanie Bogan: For saying no in either case, you need a strategy for saying no, no to new clients or right node a new clients or no to current clients who are transitioning out.

313

00:38:15.120 --> 00:38:16.860

Stephanie Bogan: Of all important forms of know.

314



00:38:18.150 --> 00:38:19.980

Benjamin Brandt: stephanie mentioned that it's not nice to.

315

00:38:20.670 --> 00:38:29.100

Benjamin Brandt: To transition clients, which I would probably agree with, but it's also nice not nice to keep a non ideal client just because they're profitable.

316

00:38:29.340 --> 00:38:41.130

Benjamin Brandt: And inhibit them with working with a perfect fit advisors every nice either, so we just have to have these tough conversations with ourselves with your accountability is hugely important and mastermind pods and whoever's holding you accountable.

317

00:38:41.940 --> 00:38:48.090

Benjamin Brandt: is incredibly important because it's really easy to do the easy thing sometimes it's hard to do the correct thing.

318

00:38:48.870 --> 00:38:53.580

Stephanie Bogan: yeah what is what is it one of the things I heard sometimes the right thing and the hard thing they're usually the same thing.

319

00:38:54.150 --> 00:38:55.440

Stephanie Bogan: And I think that's fair point.

320

00:38:56.010 --> 00:39:06.510

Stephanie Bogan: And you know i'm not saying it's not nice to transition clients I think it's very appropriate, as you know, I think, to ben's point it's not nice if you just use that as a careless strategy like oh i'm just gonna transition clients because i'm.

321

00:39:06.630 --> 00:39:10.020

Stephanie Bogan: Making what I want because I didn't think about it and i'm going to do this every year.

322

00:39:10.380 --> 00:39:20.130

Stephanie Bogan: that's why we want you to have that clarity around your model practice that number of plans you can serve, and then, as you get right as you start to hit your capacity threshold you'll make an intentional choice.

323

00:39:20.670 --> 00:39:30.090

Stephanie Bogan: I would recommend about whether you groove right we're going to hang out here and make it the best it can be then i'll wait until I it might be this way forever, I might say to grow in a few years, when the kids are older.

324

00:39:30.450 --> 00:39:33.210

Stephanie Bogan: Or if you're going to intentionally grow and then you start to think about.



325

00:39:33.690 --> 00:39:44.280

Stephanie Bogan: Right, how you leverage your capacity with your staff, a service advisors with client transitions with fee increases, etc, and you just keep doing that all the way up the food chain until you don't want to grab me.

326

00:39:45.540 --> 00:39:52.020

Benjamin Brandt: If it is a revenue issue you know if you have some clients that you know, are not a perfect fit anymore, or maybe they never were.

327

00:39:52.380 --> 00:40:01.590

Benjamin Brandt: But it's a bit of a revenue issue in that you know it's jeopardizing your ability to keep the lights on, you could do trenches you know where you identify 10 clients.

328

00:40:02.340 --> 00:40:08.730

Benjamin Brandt: And you have five trenches of two or 50 clients and 10 transfers or five whatever it is, they have like a one on one off policy so.

329

00:40:09.000 --> 00:40:17.730

Benjamin Brandt: If i've got \$10,000 worth of annual revenue that represents three clients that are no longer good fit I could wait for a \$10,000 revenue client and then dismiss those three in pieces.

330

00:40:18.030 --> 00:40:25.140

Benjamin Brandt: So that that's revenue neutral and you can kind of break this off in bite sized pieces of transitioning these clients to a better advice.

331

00:40:26.550 --> 00:40:29.850

Benjamin Brandt: What you find a better fit advisor obviously there's no better advisors.

332

00:40:30.840 --> 00:40:39.810

Stephanie Bogan: yeah and you can track your current growth rate and, for example, and you can typically what we look for is you can run a pretty quick spreadsheet that says, over the course if I did that.

333

00:40:40.050 --> 00:40:43.560

Stephanie Bogan: And I stayed revenue neutral right so for every dollar I dropped off.

334

00:40:43.830 --> 00:40:54.960

Stephanie Bogan: When I hit a certain you know 1000 2000 5000 I would write transition clients off the bottom you'll stay revenue neutral, for a period, but you can plot in your growth rate to see what period of time gets you back to neutral.

335

00:40:55.590 --> 00:41:01.770

Stephanie Bogan: right then you'll be you'll have regular deliver you'll be in a position to deliver deeper value and have better margins and then you can grow from there.



336

00:41:02.640 --> 00:41:06.990

Stephanie Bogan: Sometimes it's that slow down to speed up strategy, sometimes that's the way you get there.

337

00:41:07.620 --> 00:41:15.390

Benjamin Brandt: And with trenches like that you know you're generally replacing low revenue clients, you want to be revenue neutral so it's like three clients off when new client on.

338

00:41:15.750 --> 00:41:20.100

Benjamin Brandt: But that's not time neutral that's still freeing up meeting every client twice a year.

339

00:41:20.280 --> 00:41:30.120

Benjamin Brandt: You know you brought them in new client, which is two payments which let three go so you've gone five appointments annually to the better So even if its revenue neutral it's still time positive significantly.

340

00:41:31.440 --> 00:41:35.820

Stephanie Bogan: yeah and when you do large batches of transitions we have this spreadsheet you can track where.

341

00:41:36.330 --> 00:41:49.410

Stephanie Bogan: um and you can easily model excel like how many clients, would I added the current average rate, how many clients if I raised a theory did X, Y or Z what I how many what I lose and actually not be net revenue did not say that clearly.

342

00:41:49.770 --> 00:42:00.630

Stephanie Bogan: How many clients, could I lose out of that transition or fee raises, for example, and still be revenue neutral and to ben's point you still gain a ton of time, so often like and fee increases.

343

00:42:01.440 --> 00:42:08.490

Stephanie Bogan: Even if you lose 15 or 20% of the clients, which, at least in my book has not happened, usually it's one or two maybe.

344

00:42:09.330 --> 00:42:19.830

Stephanie Bogan: you're still going to be revenue neutral independence, but you get a lot of your time back that usually not what happens usually just end up getting better margin so that you can add deeper value to those clients with staffing and tech and things.

345

00:42:21.000 --> 00:42:22.080

Benjamin Brandt: Well, I feels.

346

00:42:23.280 --> 00:42:31.170

Benjamin Brandt: there's every three clients that you let go is probably an additional day that you can take off per



year, you know, three clients times two appointments six in a day is.

347

00:42:31.710 --> 00:42:42.480

Benjamin Brandt: You know we're seeing with advisors surging they're seeing five or six in the day is probably the average that's kind of where i'm at so three clients go on as an additional day out of the office per year, so the thing to think about.

348

00:42:44.340 --> 00:42:55.770

Stephanie Bogan: Right Ben there's a question in here when you transition the client do you recommend them to a specific advisory firm when you talk about that fit, how are you solving that or do you send them like to the CFP board or FPA in general.

349

00:42:56.370 --> 00:43:03.390

Benjamin Brandt: All the above, it really just depends on the clients unique situation are they local and you know that they want to local advisor then i've got one of those.

350

00:43:04.050 --> 00:43:11.610

Benjamin Brandt: Are they do, they have the capacity to maybe transition to a DIY investor, then they can stay at fidelity in the same portfolios, we just one link our account so.

351

00:43:12.030 --> 00:43:21.210

Benjamin Brandt: everybody's situation is a little bit different if I know that there's an advisor that I have in mind often someone to add limbless that I think is a good fit i'll make that introduction so.

352

00:43:22.800 --> 00:43:28.890

Benjamin Brandt: It was just the first year that we had delayed this difficult discussion for years, and so.

353

00:43:29.910 --> 00:43:41.940

Benjamin Brandt: When it all came to a head at once, it was 20% of our business of our households, we had to transition away so the longer you put off these difficult decisions, the more difficult decision is going to be, because just going to be that much bigger.

354

00:43:43.590 --> 00:43:50.130

Benjamin Brandt: yeah so don't don't turn loose unless you're growing it more than 20% per year don't transition 20% of your clients a year.

355

00:43:50.340 --> 00:43:55.770

Stephanie Bogan: yeah but you again, you want to make sure the transition works for you and your revenue model and your goals and all of that.

356

00:43:56.070 --> 00:44:01.140

Stephanie Bogan: But you can also start to plot out that transition, so you do it from an informed place which allows you to.



357

00:44:01.350 --> 00:44:10.410

Stephanie Bogan: Have the clarity that Ben has oh i'm doing this because there's a formula, and I know that formula works it's not just a random giving up clients are taking clients right it's about bringing.

358

00:44:10.770 --> 00:44:18.390

Stephanie Bogan: intention to the choices that you're making with the time in this example in terms of the clients that we serve so Brian and I think for all of you.

359

00:44:18.870 --> 00:44:28.500

Stephanie Bogan: Know different than the scripts it's when someone comes in and they're not a fit, what are the possible scenarios right there a DIY who do you refer them to hey you can go to.

360

00:44:28.980 --> 00:44:40.290

Stephanie Bogan: Did it at commune affiliating and go to vanguard hey you know what I sent him to the fpga or the CFP board, you can send them to someone down the road who does hourly financial planning with that, like just come up with that list and there's.

361

00:44:40.590 --> 00:44:53.040

Stephanie Bogan: always someone that you can refer them to, especially in the virtual world in which we now live it's about having a resource that is appropriate for them that you feel good about so that you can you can make that referral with comfort.

362

00:44:56.070 --> 00:45:03.390

Stephanie Bogan: Mike we are working on a resource on the website that identifies everyone's niche so that you can make those referrals we're actually working on.

363

00:45:03.780 --> 00:45:15.060

Stephanie Bogan: For next year program to actually help facilitate those referrals some of you have more business than you can handle some of you are, as you make those niche transitions like is a really great clients I would love to know we're going to some nice people.

364

00:45:15.510 --> 00:45:26.730

Stephanie Bogan: So we will continue, and I think that'll just be one of the perks that we continue to expand on but yes, we are, we are working on that, right now, just jump on tribe people have been jumping on tribe and and making referrals that way.

365

00:45:28.260 --> 00:45:39.600

Stephanie Bogan: yeah there's just there's a lot of expertise we had someone that had a client with 70 a tech client with \$70 million and they've not dealt with that before and we have someone who's literally their niche is working with tech founders so.

366

00:45:40.170 --> 00:45:46.200



Stephanie Bogan: Right ways to support each other and support clients kind of I think in this Community, we can have lots of the bases covered.

367

00:45:47.280 --> 00:45:57.630

Stephanie Bogan: Alright, so I want to pause here is really great conversation around rate, the biggest wins and how we create more of them, which is really what are the things we can do, which is one of the key things we can do.

368

00:45:58.020 --> 00:46:02.310

Stephanie Bogan: Is learn to say no, if you go back and look at the list of things that hold us back.

369

00:46:02.610 --> 00:46:11.040

Stephanie Bogan: Or the things that we need to say no to they're all about taking that agency that we talked about how do we get the clarity that I need, which is what been got.

370

00:46:11.520 --> 00:46:24.330

Stephanie Bogan: To understand the steps, I need to take to put in place the solutions, I need to get the result I want right the solutions, the steps might be to make sure that my clients are profitable.

371

00:46:24.690 --> 00:46:34.560

Stephanie Bogan: The solutions, I need to do that are right i'm going to run the client profitability analysis i'm going to set a new fee schedule or print it out and laminated like somebody said i'm going to write a script using the resources.

372

00:46:35.130 --> 00:46:37.710

Stephanie Bogan: Right, so you can go from problem down the solution.

373

00:46:38.100 --> 00:46:49.440

Stephanie Bogan: it's about getting the clarity on what the problem is, what is the real resistance point so that you can then get focused around the next steps and then ultimately get to work on it, so I want to ask each of you.

374

00:46:50.160 --> 00:47:01.350

Stephanie Bogan: to pause and ask yourself at this point how will I set boundaries around this know right because not saying no is a function of not having that line or boundary.

375

00:47:02.490 --> 00:47:09.900

Stephanie Bogan: Right, so I talked with clients who do a lot of speaking, for example, and they don't like saying no because right they don't want to be too big or too busy.

376

00:47:10.110 --> 00:47:18.630

Stephanie Bogan: So we put boundaries in place right filters on the website hey please tell us about your event someone on the staff, does the screening that's a forcing mechanism.

377



00:47:19.200 --> 00:47:30.330

Stephanie Bogan: Forcing mechanisms can be standards minimums are forcing mechanisms they can be systems right i'm going to put rate the online sales funnel that a prospect clicks when Ben goes like that's a filtering mechanism.

378

00:47:30.870 --> 00:47:38.010

Stephanie Bogan: they're just doing all that work on the front end so as you think about where you can create boundaries that's what ben's doing with that online.

379

00:47:38.550 --> 00:47:47.340

Stephanie Bogan: Core set of questions is he's putting boundaries in place, then they have to open the door and walk through and by doing that in an automated fashion, he creates scale just side note.

380

00:47:48.030 --> 00:47:57.450

Stephanie Bogan: So where in your practice, right now, based on what you know and the issue that you dropped in the chat where do you need to take agency and set a boundary.

381

00:47:59.340 --> 00:48:07.500

Stephanie Bogan: Is it right, how many times you'll check email a day and committing to that for 30 days is that, in terms of setting a standard is it a system.

382

00:48:08.160 --> 00:48:18.270

Stephanie Bogan: Right, I will have someone else take the phone calls first your screen, so that I can't say yes, when i'm not supposed to i'll have someone else do my scheduling so that I can't over schedule like where can you set a boundary.

383

00:48:18.990 --> 00:48:24.150

Stephanie Bogan: Where can you have a tough conversation that you haven't had where can you hold yourself accountable.

384

00:48:26.550 --> 00:48:33.390

Stephanie Bogan: clarifying the ideal client process on the website that's great Kathy blocking distraction so what's the boundary around that.

385

00:48:35.610 --> 00:48:41.100

Stephanie Bogan: I ben's got lots of hacks on tech and systems and they've got a list of like 40 of them on the website.

386

00:48:41.100 --> 00:48:41.700

somewhere.

387

00:48:42.780 --> 00:48:54.900

Stephanie Bogan: Right i've got a thing at Twitter APP on my phone I only get to be on Twitter 30 minutes a day, and then it goes off i'm like that's great that gives me a boundary it's part of my job, but that makes it way too easy to



have like the excuse of being on there for too long.

388

00:48:56.250 --> 00:49:06.600

Stephanie Bogan: Okay, so it's not about having perfect discipline it's about having right the smarts to put in place the systems, the strategies, the people, the process, the platforms to put those guardrails around ourselves.

389

00:49:07.020 --> 00:49:17.370

Stephanie Bogan: While we build those muscles into those muscles become the default habit I don't think Ben at this point struggles, with the idea of not taking on a new client I don't think he sits there and goes.

390

00:49:18.000 --> 00:49:27.210

Stephanie Bogan: Oh, my God I think it's like nope or here's my process for like the emotion is out of it because he's got the business piece in place and that sort of the.

391

00:49:27.450 --> 00:49:37.860

Stephanie Bogan: That survival conditioning isn't running the show anymore right strategy and using his smarts and solutions that work in his business or running the show so where, will you enforce some boundaries.

392

00:49:39.210 --> 00:49:44.880

Stephanie Bogan: Right scheduling request Liz is going to send Andrew is going to put some service levels in place with clients.

393

00:49:45.720 --> 00:49:54.300

Stephanie Bogan: or any emails and meetings Tuesdays and Thursdays only that's great what you're all going to find is that the boundaries are far easier to enforce.

394

00:49:54.900 --> 00:50:08.250

Stephanie Bogan: Then they feel most of the time when you stop looking at the big ambiguous blob is I like to call it the ether of it's not working, and you just pick a thing hey i'm going to take agency over my email i'm going to create a boundary.

395

00:50:08.700 --> 00:50:20.520

Stephanie Bogan: To focus myself and my time what's the one boundary I will check it twice a day for 30 days like just getting that level of clarity gives your brain that thing to latch on to that you can now if you follow the steps create accountability around.

396

00:50:21.090 --> 00:50:27.000

Stephanie Bogan: Your habit journaling success your through your pod the accountability piece is important because willpower will only last three days.

397

00:50:27.450 --> 00:50:38.940

Stephanie Bogan: it's never there when you need it so you've got to have that that's what I call the scaffolding that's what the success shifter that happens journal your pods are that's what keeps you coloring inside the lines long



enough for the new habits, to develop.

398

00:50:40.860 --> 00:50:45.180

Benjamin Brandt: and keep you accountable right if you say i'm going to take my email off my phone.

399

00:50:45.720 --> 00:50:51.840

Benjamin Brandt: that's great to type that in the chat and it feels good for for five seconds, but who is going to keep you accountable in your mastermind pod that.

400

00:50:52.200 --> 00:51:00.720

Benjamin Brandt: If you don't have email off your phone and a system in place to account for that by the time we're all together next month i'm going to X and they're gonna hold you accountable for that.

401

00:51:02.370 --> 00:51:12.870

Stephanie Bogan: Right, I know a lot of you have posted in accountability room for the summer sprint you are welcome to do that anytime you can log on right now and dropping something that you want to be accountable for i'm in there every week.

402

00:51:13.260 --> 00:51:19.230

Stephanie Bogan: coaches have been going in and out over the summer is there, as the workings over the summer, the coaches are in there.

403

00:51:19.710 --> 00:51:29.430

Stephanie Bogan: And so, your job is to make yourself accountable, that is, the one thing that I cannot do for you in this program can't use the tool like.

404

00:51:29.670 --> 00:51:37.170

Stephanie Bogan: I give you the path, I give you the partnership, I give you the people I can give you the space and give you all the mojo I can squeeze through the screen.

405

00:51:38.370 --> 00:51:43.170

Stephanie Bogan: Your job is to sit on the other side of it and pick pick up one thing each call.

406

00:51:44.040 --> 00:51:57.180

Stephanie Bogan: right that aligns with the bigger priority that you're working on some small little tip or trick or hack that you pick up one little bit of confidence nugget that you can put in the vault for that next know that your job is to pick up at least one thing.

407

00:51:59.160 --> 00:52:08.850

Stephanie Bogan: And I think you all generally are doing that, but that's I want to really hold you to that and now like what's the boundary that you're going to put in place between now and our next call and how to ben's point where you hold yourself accountable.



408

00:52:11.550 --> 00:52:17.670

Stephanie Bogan: All right, the good news is we're going to help you with that, because with that getting back to my PowerPoint here.

409

00:52:18.720 --> 00:52:24.630

Stephanie Bogan: You guys know how I love managing the technology it's pretty awesome right Okay, I think i'm doing pretty good so far.

410

00:52:25.560 --> 00:52:35.430

Stephanie Bogan: Right this, this is what i'd love to drop in the chat I would just love to know and the team wanted to know, and I would love for you to share with each other, what is your biggest lifestyle win this year.

411

00:52:37.230 --> 00:52:40.830

Stephanie Bogan: Like some part of your life that is personally better.

412

00:52:41.520 --> 00:52:43.500

Stephanie Bogan: The way you feel the way you act, the way you work.

413

00:52:43.560 --> 00:52:48.780

Stephanie Bogan: Something you're not doing anymore drop in the chat what your biggest lifestyle winners.

414

00:52:53.580 --> 00:53:01.350

Stephanie Bogan: that's awesome lost 10 pounds friday's off stop working weekends being able to disconnect miss it gets I get all excited just reading this.

415

00:53:01.350 --> 00:53:10.800

Stephanie Bogan: stuff taking the rest of August off way more time out of office reading every day and working out consistently for us family fun Friday I left for family fun Fridays are.

416

00:53:11.910 --> 00:53:12.450

Benjamin Brandt: Very fun.

417

00:53:12.840 --> 00:53:23.520

Stephanie Bogan: We had a dory fun people I love it all right, no Sunday work bike ride three four times a week that's awesome bought a house summer off don't know what to do with yourself that is a high quality problem.

418

00:53:24.690 --> 00:53:31.740

Stephanie Bogan: What are my friends, this weekend, said to me, she said I don't know how to sit still and he said, can I offer.

419



00:53:32.550 --> 00:53:39.300

Stephanie Bogan: perspective, and she said yeah I said it's not really about, not knowing how to sit still it's not knowing about how to sit with ourselves.

420

00:53:40.230 --> 00:53:46.710

Stephanie Bogan: know what to do with ourselves because we generally haven't spent a lot of time with ourselves, so we have this compulsion.

421

00:53:47.130 --> 00:54:00.060

Stephanie Bogan: to fall into those conditions habits and behaviors and sometimes it's just taking a pause and saying how do I want to use like now that I have time how am I going to choose to use it and you're just literally building like the walking muscles with your legs.

422

00:54:00.750 --> 00:54:08.910

Stephanie Bogan: And I don't know if any of you, you know, like you have that Saturday off and suddenly you're like oh I can't wait to get Saturday off and then the Saturday comes in you're like oh my God I don't know what to do with myself.

423

00:54:09.720 --> 00:54:19.290

Stephanie Bogan: Right, because without that plan, sometimes we get lost so it's about even bringing a path to how we use our personal time sometimes but it's great to see all that dinner with the family.

424

00:54:19.710 --> 00:54:22.710

Stephanie Bogan: started building a house taking the personal time I love it.

425

00:54:23.550 --> 00:54:34.110

Stephanie Bogan: Alright, so you should have some lifestyle when, at this point, if you do not please reach out to the coaching inbox and let me know personally, because there are 100,000 little tips or tricks that.

426

00:54:34.440 --> 00:54:40.500

Stephanie Bogan: That we should have gathered over time and I know i'm sure that that's true I would never build above the fence building rebuilding another House now Ben yeah.

427

00:54:41.190 --> 00:54:50.130

Stephanie Bogan: never ever I said I would never remodel and I bought a very nice well worn home in park city that really needs to be remodeled so never say never is the answer.

428

00:54:51.630 --> 00:55:00.510

Stephanie Bogan: All right, and last and final question, which is what is your biggest financial win this year well it's not the only reason that we work, it is certainly.

429

00:55:00.780 --> 00:55:12.360

Stephanie Bogan: A compelling motivator and it is part of the juice that drives the goals and dreams, so I want to



hear how you guys are doing just on the actual like economics and upside.

430

00:55:13.860 --> 00:55:21.570

Stephanie Bogan: Down getting clients a UN i've got emails from you guys best year ever you guys are all quite old son or you just got three options.

431

00:55:23.940 --> 00:55:34.140

Stephanie Bogan: All right, go ahead and drop some ideas and chat fee raise campaign monthly income goal hit josh were you on saying that you're already hit your goal and you for the year and you've got to come up with the bigger one.

432

00:55:35.880 --> 00:55:38.430

Stephanie Bogan: Somebody was on tribe this yesterday doing that or.

433

00:55:39.840 --> 00:55:40.200

Stephanie Bogan: yeah.

434

00:55:40.530 --> 00:55:43.080

Josh Ackerman: As a goal, the goal for the quarter.

435

00:55:43.500 --> 00:55:58.770

Stephanie Bogan: that's awesome yeah yeahs beat the growth goals 36,000 above my E buckle above plan UN awesome largest client 5.8 million excellent Chris close to pee deal closing the second one that's great Michael.

436

00:55:59.520 --> 00:56:03.810

Stephanie Bogan: 24% increase in new clients streamlining services to reduce turn is awesome pat.

437

00:56:04.740 --> 00:56:18.690

Stephanie Bogan: Alright, so we you know Walt little bit money is not the only mechanism, it is a powerful mechanism in business, so we want it it's one of the yardsticks that we use to measure it right are the changes that you're making starting to produce an experience outcome.

438

00:56:19.440 --> 00:56:25.710

Stephanie Bogan: Right how you're showing up at work how's that feeling, are you affecting the kind of change that you want and feeling good about the direction that you're going.

439

00:56:26.490 --> 00:56:32.340

Stephanie Bogan: Experience personally, is it showing up in your lifestyle and that's part of why we're here and then.

440

00:56:32.790 --> 00:56:40.110

Stephanie Bogan: Economically, if we do the right things in our business, we should add deeper value to clients and



right, we should see the economic gains that come from that.

441

00:56:40.410 --> 00:56:46.650

Stephanie Bogan: So we want to just really start to put in place that thought process of how is this really starting to get traction in my business.

442

00:56:47.040 --> 00:56:54.420

Stephanie Bogan: So that, as you move forward, you can continue to stay focused on the projects and priorities that has been, and I have been talking so much about.

443

00:56:54.720 --> 00:57:08.340

Stephanie Bogan: That you get really selective, because what you're doing is you're not showing up work every day and doing stuff you're curating an outcome literally every decision every choice every variable every email that you touch every piece of paper you choose to pick up.

444

00:57:08.910 --> 00:57:17.220

Stephanie Bogan: Is additive or dilute if there's no real neutral because neutral could be additive, and this is an opportunity cost in my book and it's just easier math.

445

00:57:18.690 --> 00:57:28.320

Stephanie Bogan: Right and that's what I really want you guys to start doing as we, as we hit the fall season is start to turn some of those Gray areas a little sharper and a little crisper with those boundaries.

446

00:57:29.100 --> 00:57:37.620

Stephanie Bogan: So that the momentum that I know you've got because the reports are all fantastic mastermind check ins are great right but it's about how do we take that momentum.

447

00:57:38.010 --> 00:57:50.310

Stephanie Bogan: And really turn it up and that does not mean add 10 more things that usually means focus more on the few things that are going to really feel your growth, either in time experience or actual economics.

448

00:57:51.480 --> 00:58:00.210

Stephanie Bogan: Alright, so everyone's doing really good this year, there are lots of accountability check ins on tribe, if you have not posted one feel free but I thought Ben and I.

449

00:58:00.810 --> 00:58:07.530

Stephanie Bogan: could do some check ins, with some that allison pulled and then after this we're going to drop into a couple of.

450

00:58:08.370 --> 00:58:19.140

Stephanie Bogan: sitting in the step up seat, I feel like that's more inviting than the hot seat, so if you have an issue that you would like to step up on and sit in the seat go ahead and drop a note in chat.



451

00:58:19.530 --> 00:58:26.400

Stephanie Bogan: about what your issue is, and we will make a point to see how many we've got me to a few of you out because we've got plenty of time today.

452

00:58:28.050 --> 00:58:31.740

Stephanie Bogan: All right, let's go back to our accountability one too many.

453

00:58:39.690 --> 00:58:40.620

Stephanie Bogan: All right, here we go.

454

00:58:41.940 --> 00:58:44.790

Stephanie Bogan: Alright, so let's do some check ins Dan are you there.

455

00:58:47.250 --> 00:58:53.670

Stephanie Bogan: I know you're there all right, you got a great testimony and you just want to tell us a little bit about your share their.

456

00:58:55.770 --> 00:58:58.500

Dan Costigan: uh you mean my accountability.

457

00:58:58.920 --> 00:58:59.520

Yes.

458

00:59:01.380 --> 00:59:23.160

Dan Costigan: Please oh yeah so I basically have been i'm a little bit earlier in the process of developing my firm model and so i'm sort of tugged in a couple of different directions, with the niche that i'm pursuing so I my original plan was to.

459

00:59:24.690 --> 00:59:30.750

Dan Costigan: create a niche within the cannabis industry so ideally entrepreneurs, but.

460

00:59:31.890 --> 00:59:39.690

Dan Costigan: Many of them are starving for capital for their businesses so personal wealth is not necessarily a huge need across the board there.

461

00:59:40.260 --> 00:59:52.350

Dan Costigan: So i've been exploring more established growing multi state operators, which is basically like the bigger cannabis companies across the US so i've been targeting.

462

00:59:54.120 --> 01:00:05.670



Dan Costigan: kind of mid level employees, where stock based compensation could be an issue that many are trying to deal with, and you know they're making steady income so 150 to 300 K year.

463

01:00:07.620 --> 01:00:14.490

Dan Costigan: But my challenges I don't have a ton of connections with some of these larger cannabis companies so.

464

01:00:15.150 --> 01:00:26.100

Dan Costigan: telling my story in a 300 character linkedin message or a brief email, if I can get my hands on some emails has been a little bit challenging.

465

01:00:26.850 --> 01:00:36.210

Dan Costigan: So, and I know we've talked about this previously where I need to kind of tell my story initially right off the BAT so it's kind of the chicken and the egg thing for me it's like well.

466

01:00:37.140 --> 01:00:46.500

Dan Costigan: i'm trying to gather the data, so I can refine my story, but then I have I kind of have to lead with my story in order to kind of build some connections with people.

467

01:00:46.950 --> 01:00:57.150

Dan Costigan: yeah so so kind of laying the foundation for for my niche and the corresponding service model has been a little bit of a challenge for me and, of course, like I mentioned.

468

01:00:57.720 --> 01:01:07.260

Dan Costigan: In another post there's some regular regulatory friction, as in as far as how an advisor conserve the cannabis space so.

469

01:01:07.470 --> 01:01:08.550

Dan Costigan: thanking capital.

470

01:01:09.390 --> 01:01:11.010

Stephanie Bogan: All issues in that space yeah.

471

01:01:11.160 --> 01:01:32.460

Dan Costigan: Yes, yes, but I hope to at the end of August, have all this figured out i've sort of been gathering data as the years kind of progress, but my my issue that i've realized my sort of wrote my speed bump here is distilling the information into a more actionable plan.

472

01:01:33.210 --> 01:01:40.770

Dan Costigan: And I think there is some head trash that goes into that and kind of giving myself excuses for not making decisions.

473



01:01:41.610 --> 01:01:51.660

Dan Costigan: With the data that I have or do I have enough data to make a decision, so a lot of a lot of stuff going on my head, and I think it just comes down to creating a deadline and.

474

01:01:53.040 --> 01:01:58.290

Dan Costigan: You know, having a plan at that deadline or having the expectation that i'll have a plan at the end of that deadline.

475

01:01:58.500 --> 01:02:05.160

Stephanie Bogan: yeah what you're really talking about is imposed progress, and I think ben's probably gone through versions of this in terms of.

476

01:02:05.490 --> 01:02:08.130

Stephanie Bogan: Like just picking things that you go okay i'm going to do it.

477

01:02:08.370 --> 01:02:19.050

Stephanie Bogan: here's what I can tell you around niches having done lots of transitions over the years and certainly and limitless is not everybody just hits the like the perfect one straight out of the gate some of you do and that's awesome.

478

01:02:19.500 --> 01:02:26.970

Stephanie Bogan: Some of you work on it a little bit and finally figure it out and some of you will literally try two or three or four niches because.

479

01:02:27.300 --> 01:02:32.760

Stephanie Bogan: You know you're not married to an optometrist or you don't always already have 80% and that's okay.

480

01:02:33.120 --> 01:02:42.540

Stephanie Bogan: The most important thing they're doing is you know generally kind of the you know what I talked about general audience right the cannabis industry right like anybody looks like retirees.

481

01:02:42.900 --> 01:02:49.080

Stephanie Bogan: Narrow audience, you know growers mcs right and then specialized would be rate.

482

01:02:49.710 --> 01:02:58.050

Stephanie Bogan: Mid career exact so you're you're going in that funnel but anything you do in that category in general is going to be learning right it's R amp D.

483

01:02:58.530 --> 01:03:08.880

Stephanie Bogan: pat Derby and I have been talking about this, we should probably do a tribe talk on it at some point is when you're doing content marketing online, which is essentially what you're doing when you're online marketing through social media and things of that nature.



484

01:03:09.690 --> 01:03:20.610

Stephanie Bogan: we're not really going to leave with a lot of the functional benefits, you know so pat might say something like you know we're not gonna leave a function, we might say something like hey have a bunch of extra cash and not know what to do with it.

485

01:03:21.150 --> 01:03:27.450

Stephanie Bogan: You know, or he might show himself working out and you might not show yourself doing the things that they're doing that might not be good.

486

01:03:28.230 --> 01:03:33.240

Stephanie Bogan: For your licenses, but in that case right examples of him working out would be really fun.

487

01:03:33.600 --> 01:03:45.510

Stephanie Bogan: The point is, is you want to decide how you want to show up in that space right as a thought leader in terms of networking and writing and speaking and bringing that into the space isn't more of an influencer strategy.

488

01:03:46.860 --> 01:03:58.770

Stephanie Bogan: But the idea is get out there and tell the story and then figure out what content clicks and Adams, a good person to talk about this because he's done that, right from a from white coats to optometrists to him.

489

01:03:59.160 --> 01:04:06.750

Stephanie Bogan: And so it's online strategy, but also Dan it's where can you build that thought leader credibility right, whereas what are they reading, what can you write.

490

01:04:07.080 --> 01:04:16.350

Stephanie Bogan: What associations and groups can you start contributing to you can do linkedin articles and anything generally that you can do to get started, is going to help you.

491

01:04:16.830 --> 01:04:23.040

Stephanie Bogan: Because you're just it's okay you're not 100% clear yet you're exploring the space, but it shouldn't stop you.

492

01:04:23.430 --> 01:04:31.410

Stephanie Bogan: From stepping into it and starting to tell the story because that's your best way to figure out what really moves the needle and what's going to kind of gravitate with you and your audience.

493

01:04:31.710 --> 01:04:40.980

Stephanie Bogan: Okay Okay, and anything you want to share from just a getting I know your niche was pretty straightforward but anything you want to share from taking action on it perspective.

494

01:04:44.520 --> 01:04:55.320



Benjamin Brandt: yeah I think you know the tighter the Niche, the more valuable it is long term figuring out if it's a sustainable niche or or you know there's enough market share that you could kind of gather to make it viable long term.

495

01:04:56.340 --> 01:05:02.070

Benjamin Brandt: For me, I think, creating content, I mean it is the way to do that, I say that because that's really kind of the only way I know how to do it.

496

01:05:03.090 --> 01:05:07.020

Benjamin Brandt: never, never met an advisor that's focused on that area, so I mean it could be a.

497

01:05:08.250 --> 01:05:10.560

Benjamin Brandt: Really viable underserved market.

498

01:05:13.890 --> 01:05:17.100

Benjamin Brandt: You know, so when I think content, I think, like YouTube podcast blog.

499

01:05:18.600 --> 01:05:25.890

Benjamin Brandt: But maybe maybe like a newsletter that could be shared internally will be better, so that you know their footprint or your footprint.

500

01:05:26.280 --> 01:05:31.860

Benjamin Brandt: You know, might not be out in the in the world, so that you can always pull that back if you decide that it's not a viable one.

501

01:05:32.340 --> 01:05:40.680

Benjamin Brandt: living in someone's email inbox might be a good thing to start test the waters deliver value and then you could pull it back if you decide i'm not going to deploy this fully.

502

01:05:41.670 --> 01:05:46.650

Stephanie Bogan: yeah and Dan we can talk offline but part of your R amp D, there are.

503

01:05:47.370 --> 01:05:56.190

Stephanie Bogan: you're just go hang out in cool beach towns in places like history you'll meet very successful cannabis entrepreneurs, they tend to have lots of free times and hang out in cool places.

504

01:05:56.850 --> 01:06:05.910

Stephanie Bogan: But i've got a couple of friends who are super successful in that space and they would know like what are the cut like there's conferences there's magazines there's vendors.

505

01:06:06.210 --> 01:06:18.570



Stephanie Bogan: One of them, does he doesn't do cannabis, he literally just as all the he he built boxes and bags but he's everywhere, and he so he Ki like people like that can tell you, so when I talk to you all about interviewing people.

506

01:06:19.020 --> 01:06:29.250

Stephanie Bogan: One if you read you have clients, that you can ask, and if you don't you reach out to your network right and those people will ultimately know people are you reached out to people on linkedin and a very credible way and say hey.

507

01:06:29.580 --> 01:06:41.340

Stephanie Bogan: i'm doing some very you know i'm happy to pay for an hour of your time I would love to interview Dan and I can charge you for my time, but my point is, you can always get access to that information if you write if you are just making yourself push forward.

508

01:06:41.730 --> 01:06:44.490

Stephanie Bogan: So i'm happy to make some introductions to you in terms of.

509

01:06:44.550 --> 01:06:51.990

Stephanie Bogan: If you want to find out where the conferences and events and what they read are i'm sure I have some people that could give you a little insight there excellent.

510

01:06:52.020 --> 01:07:01.350

Dan Costigan: Excellent yeah it's a little bit analogous to quiet, but a little bit till like the pre tech boom right where there's a lot of really good ideas there's enormous growth.

511

01:07:02.010 --> 01:07:14.340

Dan Costigan: But it's still earlier stages in the industry so that's where it's like it will be a big market for financial advisors, but it's not quite there yet so just trying to get ahead of the curve there.

512

01:07:14.520 --> 01:07:21.540

Stephanie Bogan: yeah the capital constraints are a challenge in that case they're all dealing with that and that's that's a point value right to be able to choose.

513

01:07:22.740 --> 01:07:25.260

Stephanie Bogan: Alright, so does that help us a lot yeah.

514

01:07:26.130 --> 01:07:26.730

Dan Costigan: Thanks guys.

515

01:07:27.000 --> 01:07:30.390

Stephanie Bogan: Alright, so your what's your next best step, how you hold yourself accountable.

516



01:07:31.680 --> 01:07:33.450

Dan Costigan: we'll talk to you first about.

517

01:07:34.470 --> 01:07:35.940

Dan Costigan: about those connections, but.

518

01:07:37.230 --> 01:07:49.890

Dan Costigan: I think, taking it, you know twice a week and asking myself, you know how much progress i've made what is i'm good at taking notes, when I talk to people, and when I build connections, but i'm not good at.

519

01:07:51.180 --> 01:07:51.480

Dan Costigan: You know.

520

01:07:52.020 --> 01:07:57.120

Dan Costigan: figuring out what those what the data is telling me the conversations are telling me so.

521

01:07:58.470 --> 01:08:11.550

Dan Costigan: I think, being more deliberate every two three days to kind of understand where i'm at and the progress i've made and understand how that's getting me closer to my goal of defining my niche.

522

01:08:12.060 --> 01:08:16.740

Stephanie Bogan: yeah and truly just practicing telling your story like really challenge yourself, where you know.

523

01:08:17.310 --> 01:08:21.420

Stephanie Bogan: When you think about linkedin and social media where can you post comments are righteous.

524

01:08:21.690 --> 01:08:27.420

Stephanie Bogan: That aren't necessary in any way selling your service but they're just demonstrating that you have a voice on.

525

01:08:27.690 --> 01:08:36.150

Stephanie Bogan: topics in that space right there's a woman, I think, her name is mackenzie Smith, I don't know how she ended up in my feet she's a health and fitness person she's all about mindset.

526

01:08:36.510 --> 01:08:46.530

Stephanie Bogan: I really digger she'll say something and then i'll say something to that and all right i'll put my spin on it like hey when I coach blah blah blah, not because I want her clients to be my clients they're not.

527

01:08:47.010 --> 01:09:00.060

Stephanie Bogan: But it's just how i'm demonstrating my voice in the marketplace right, so you can do that as a starting point and we can you and pat and I and some others if you guys want to talk about like how you can



actually build a plan around that we can do a tribe talk on it.

528

01:09:01.140 --> 01:09:01.590

Dan Costigan: perfect.

529

01:09:02.490 --> 01:09:04.320

Stephanie Bogan: Great let's see.

530

01:09:07.110 --> 01:09:07.800

Stephanie Bogan: Are you there.

531

01:09:09.030 --> 01:09:10.140

Stephanie Bogan: Miss and schubert.

532

01:09:13.440 --> 01:09:17.190

Stephanie Bogan: can't tell hold on how about Clinton, are you there.

533

01:09:18.930 --> 01:09:19.650

Clinton Miller: i'm here.

534

01:09:19.800 --> 01:09:22.920

Stephanie Bogan: Are you I know you're there as the studying going.

535

01:09:24.000 --> 01:09:24.960

Clinton Miller: it's going OK.

536

01:09:26.580 --> 01:09:30.960

Clinton Miller: I spent about four hours yesterday study sorry.

537

01:09:32.010 --> 01:09:33.180

Stephanie Bogan: you're feeling good you're on track.

538

01:09:34.350 --> 01:09:38.880

Clinton Miller: No, I don't feel like i'm on track, but doing all I can and i'm looking for.

539

01:09:38.910 --> 01:09:39.210

Clinton Miller: What it.

540



01:09:39.450 --> 01:09:40.620

Stephanie Bogan: Is you feeling off track.

541

01:09:42.240 --> 01:09:51.660

Clinton Miller: um it's just i'm on the tax planning section and it's just taking me a lot longer and it's a lot harder than I anticipated right.

542

01:09:51.810 --> 01:09:53.580

Stephanie Bogan: anyone else here experienced that.

543

01:09:57.060 --> 01:09:57.960

Stephanie Bogan: But they're all nodding.

544

01:09:58.050 --> 01:10:02.400

Stephanie Bogan: Everyone pain i'm really going for claim you're not the only one that feels.

545

01:10:03.000 --> 01:10:08.940

Stephanie Bogan: Smart when you get to that section I had planned said week I thought it was really smart, then I got to this part is like holy cow.

546

01:10:09.720 --> 01:10:12.600

Stephanie Bogan: I had to do it like three times like you're really smart a promise.

547

01:10:13.650 --> 01:10:14.400

Josh Ackerman: It stephanie.

548

01:10:14.730 --> 01:10:15.300

Stephanie Bogan: Yes, sir.

549

01:10:15.690 --> 01:10:23.580

Josh Ackerman: i'm for Clinton i'm teaching two classes for the University of Kentucky in their CSP Program.

550

01:10:24.600 --> 01:10:27.600

Josh Ackerman: And I will tell you it all comes down to taxes.

551

01:10:29.040 --> 01:10:33.180

Josh Ackerman: Every module that you do has a big section that's tax.

552

01:10:34.050 --> 01:10:41.910



Josh Ackerman: And taxes is horrible I don't disagree my mom's a CPA I can say that, with full faith and confidence but.

553

01:10:42.780 --> 01:10:54.180

Josh Ackerman: It all comes back to taxes and there's kind of no way around it, but if you get stuck i'm reach out and if I can't explain it in a way that works.

554

01:10:55.170 --> 01:11:07.920

Josh Ackerman: The Director of my program has been teaching, accounting for 34 years and she's pretty good at it and we'll just because sometimes he just needs a different explanation of the same topic.

555

01:11:09.810 --> 01:11:14.880

Stephanie Bogan: Well that's awesome josh Clinton your tribe Member just step up into the news happy to help, which is really cool.

556

01:11:15.720 --> 01:11:19.020

Stephanie Bogan: Absolutely josh when I have trotsky's you get one man.

557

01:11:20.610 --> 01:11:29.940

Stephanie Bogan: We were talking about them we're talking about I guess I should plot swag because it's so much cooler than chat dating myself here we're talking about swag this morning, all the fun stuff yes swag.

558

01:11:31.170 --> 01:11:35.730

Stephanie Bogan: All right, who else do we want to check in on Ben are you there, Mr similarly.

559

01:11:38.610 --> 01:11:40.530

Ann Shubert: I found my unmute button, if you.

560

01:11:40.530 --> 01:11:42.300

Ben Simerly: Already go oh sorry.

561

01:11:42.420 --> 01:11:45.210

Stephanie Bogan: Go ahead man stories and why don't we start with you and then.

562

01:11:46.320 --> 01:11:47.490

Stephanie Bogan: And then been with me.

563

01:11:47.850 --> 01:11:49.500

Ann Shubert: I just couldn't find the window.

564



01:11:50.850 --> 01:11:51.360

Ann Shubert: You.

565

01:11:51.810 --> 01:11:51.990

know.

566

01:11:53.940 --> 01:12:08.250

Ann Shubert: yeah so my overall goal with the schedule was was really to get be able to get things done and the things that I said right, this is what I need to get done let's get that done and.

567

01:12:08.940 --> 01:12:17.880

Ann Shubert: I have found that while the model sticking to a specific schedule is hard I don't have staff I don't have anybody it's just me.

568

01:12:18.960 --> 01:12:28.920

Ann Shubert: And so it's it's hard, but I have found success in actually sort of flipping the problem around and solving it from the standpoint of just.

569

01:12:29.730 --> 01:12:41.790

Ann Shubert: Keeping more aware of what matters right and just rather than saying okay i'm not going to get distracted or i'm going to make sure I do this here that they're just simply saying stop.

570

01:12:42.570 --> 01:12:53.310

Ann Shubert: Stop stop thinking about all the details go to what's important and so i'm actually finding on getting more able to avoid.

571

01:12:54.630 --> 01:13:02.310

Ann Shubert: running down rabbit holes because i'm just simply putting things right in front of my face this do this do this today yeah.

572

01:13:03.510 --> 01:13:13.410

Ann Shubert: bless on the to do list a few things boxes and that seems to be working so i've sort of evolved my success sprint.

573

01:13:15.150 --> 01:13:17.550

Ann Shubert: But but it's helping so.

574

01:13:18.180 --> 01:13:26.310

Stephanie Bogan: Well Ben I don't know if you want to share and Ben is exceptional at managing his time because as we've talked about like he's really he equates everything to.

575



01:13:26.790 --> 01:13:32.700

Stephanie Bogan: How many days were half days will, I have to work in the office because because I mean and I'm not trying to make it like.

576

01:13:33.000 --> 01:13:40.230

Stephanie Bogan: Institutionally, so institutionally efficient that we don't care about the clients or the experience I think you guys really get that's not the case.

577

01:13:40.680 --> 01:13:53.250

Stephanie Bogan: What I am saying is if you're going to invest an hour of your life in working let's make it meaningful life let's just make it meaningful and, yes, for some of you, there are things.

578

01:13:53.730 --> 01:14:01.050

Stephanie Bogan: For me and for you and, like there are things that right we don't have the perfect team built out and our job is to constantly be checking that out.

579

01:14:01.470 --> 01:14:09.390

Stephanie Bogan: When you're on your own the biggest thing that you can do in my experience, aside from right hiring a part time virtual staff as and, as you can.

580

01:14:09.720 --> 01:14:12.690

Stephanie Bogan: is blocking your time as your assistant and it's hard.

581

01:14:12.930 --> 01:14:24.150

Stephanie Bogan: Because you've got the phone and you've got email and you've got the paperwork, you want to do and you've got X, but if you can block that time as right, these are the two hours a day, I am my assistant, and that is when I will do my scheduling and my admin and my paperwork.

582

01:14:24.450 --> 01:14:37.920

Stephanie Bogan: Where my four hours or my two full days a week, that I don't take client calls right, whatever that may be, and then those are the days you know what the capacity of that is but the step, the first trick is understanding how much of that work you're actually doing.

583

01:14:38.850 --> 01:14:39.330

Ann Shubert: yeah and.

584

01:14:40.230 --> 01:14:41.520

Stephanie Bogan: it's really hard to tell.

585

01:14:42.030 --> 01:14:53.400

Ann Shubert: I have been keeping I have the you know the paper right here on the line, your time and energy and I've been writing down, and I am trying to hire a virtual assistant if it's just hard.



586

01:14:54.270 --> 01:14:55.470

Ann Shubert: But he slammed but.

587

01:14:55.500 --> 01:14:59.400

Ann Shubert: everybody's right and I had been blocking up okay here's a group of things.

588

01:14:59.610 --> 01:15:12.420

Ann Shubert: that need doing I need to send documents out to people or I need to update a bunch of things and then finding that helps because then there's a sense, not of doing right a million little things but.

589

01:15:12.420 --> 01:15:13.800

Ann Shubert: I can say okay i'm going to get.

590

01:15:13.860 --> 01:15:25.560

Ann Shubert: All of this stuff done and a block this week, so that that is helping i've been doing that to where the block happens is still the challenge the exactly when but.

591

01:15:25.590 --> 01:15:27.720

Ann Shubert: I feel like at least i'm moving towards.

592

01:15:27.750 --> 01:15:29.310

Ann Shubert: getting more things.

593

01:15:29.310 --> 01:15:33.120

Stephanie Bogan: done what keeps you from being in charge of where the box goes.

594

01:15:34.470 --> 01:15:44.370

Ann Shubert: Just the fact that my life changes with animals and dogs and calls from my mother something, who I have to answer because she's.

595

01:15:44.430 --> 01:15:44.760

Stephanie Bogan: yeah.

596

01:15:44.940 --> 01:15:45.210

You know.

597

01:15:46.380 --> 01:15:48.720

Stephanie Bogan: Your meetings like you're organizing that so it's just your.

598



01:15:48.720 --> 01:16:00.120

Ann Shubert: Pro yeah no it's just it my life simply I have animals that you know and then there's a vet sudden vet visit or a sudden something so yeah no it's not clients actually know.

599

01:16:00.540 --> 01:16:05.160

Stephanie Bogan: yeah I don't know what your model schedule looks like I think our lives might be very similar between.

600

01:16:05.160 --> 01:16:06.810

Stephanie Bogan: kids and dogs and I think.

601

01:16:06.960 --> 01:16:18.600

Stephanie Bogan: I tried to do with my time and I'd love to like organize all of that perfectly and no one ever changed anything on me, but that doesn't usually happen, so I blocked my time so that I have called days days that I do all my calls.

602

01:16:19.020 --> 01:16:27.270

Stephanie Bogan: And then, three days of the week are largely my work days, so that if I want to move that block from 10 to two because something came up, not a problem.

603

01:16:28.080 --> 01:16:34.020

Stephanie Bogan: When we intersperse calls and work blocks it's a lot harder to control that so I don't know if you're doing that, but even if you did.

604

01:16:34.290 --> 01:16:44.640

Stephanie Bogan: Like morning calls and afternoons of work that gives you a little bit more flexibility so you're looking you're looking for your my system that's perfect for me isn't the perfect system for you, but that's.

605

01:16:45.090 --> 01:16:58.620

Stephanie Bogan: that's what you're in and I don't know if you're using the journal or kind of the top six model which is great, if you are really clear on the things you have to get done each day and you write them down at the beginning of the day, those tend to be the things that you get done.

606

01:16:59.190 --> 01:17:08.730

Ann Shubert: And that is my I have a tendency to write to do lists that have more than six things on them, and so that is one of the things that I've simply started doing and just saying.

607

01:17:09.300 --> 01:17:18.030

Ann Shubert: Forget it, you know you won't get all this done so yeah so that's one of the elements not I didn't do it out of a system, but I just did it out of okay focus right.

608

01:17:18.690 --> 01:17:19.290

Stephanie Bogan: yeah there's a.



609

01:17:19.320 --> 01:17:33.900

Stephanie Bogan: really important distinction between the get to do lists right to get to it list of things to do, and the today to do list and we tend to merge them into that long task list.

610

01:17:34.410 --> 01:17:44.520

Stephanie Bogan: Of all the things that we could do today, and then we're not clear in that list which, if you're not time blocking your calendar makes it really hard to know is that two hours or 40 hours like it's harder to manage that.

611

01:17:44.850 --> 01:17:55.470

Stephanie Bogan: yeah, but I want you each each day when you look at your task list your calendar or your notepad or whatever you're using I want you to be abundantly clear one don't lie to yourself you're not going to do it all.

612

01:17:56.850 --> 01:18:07.650

Stephanie Bogan: Unless you have blocked it out with a reasonable amount of time, and you can see that, on your calendar, the way that I do like we know when i'm overflow because it's literally sitting in an extra block on my calendar like oh look that doesn't fit.

613

01:18:08.250 --> 01:18:18.030

Stephanie Bogan: Between those five hours okay we've got to solve for that, but when you just have a giant task list you can't know that, which means you absolutely have to know what you need to get done on a daily basis.

614

01:18:18.570 --> 01:18:31.620

Stephanie Bogan: there's versions of this that started back in you know the early Carnegie books Carson does it right it's the I think the I did the research on it, the original I believe was in thinking grow rich and the original is the top six list.

615

01:18:32.550 --> 01:18:39.750

Stephanie Bogan: Okay, everybody knows what the top three are, but the top six keeps you this is not elegant at all, it keeps you from screwing off.

616

01:18:40.470 --> 01:18:48.420

Stephanie Bogan: Because once you get the biggies you're like oh what could I do and there's this long list you go to your email, and you do this and next thing you know, an hour and a half of your day went by.

617

01:18:49.470 --> 01:18:58.800

Stephanie Bogan: If you've got six things on the list you know what the big three are and then you genuinely know right the next level of things, the stuff that I kind of need to get to today.

618

01:18:59.280 --> 01:19:17.340

Stephanie Bogan: What do I really need to do, and then everything else is truly a it's on the to get to list, ideally, it has a WHO what know by when so that you can see that, clearly, so that you and your assistant can organize those for you, so that you're only focused on this top six each day.



619

01:19:18.510 --> 01:19:24.690

Stephanie Bogan: But if we're honest with ourselves we're not doing more than that, unless you're planning it like timing has worked blocks, I have worked blocks.

620

01:19:25.020 --> 01:19:34.500

Stephanie Bogan: he's calling ketchup blocks, where it's like put all that stuff that just grows somewhere okay once a month i'm just going to do this okay put it there Thank you so much, so she's got a place that she puts that.

621

01:19:35.100 --> 01:19:36.540

Ann Shubert: you're gonna yeah.

622

01:19:36.570 --> 01:19:46.800

Stephanie Bogan: You need a container for everything that's that's the habit, so when we when we you know Ben talks a lot about this in the productivity lesson like what he really broke down is.

623

01:19:47.310 --> 01:20:01.950

Stephanie Bogan: The conditioned habit of great the dope I mean on the phone dang makes you go here or the default is i'll check my email or i'll do something that isn't truly additive to my top six list, which should be related to your priorities.

624

01:20:02.310 --> 01:20:09.480

Stephanie Bogan: which should be related to your great everything should be moving in the same direction, so, then you want to talk a little bit about how you got the discipline around that.

625

01:20:11.190 --> 01:20:17.010

Benjamin Brandt: yeah So what are those things that work, so I stopped doing it, but get a desk timer.

626

01:20:18.330 --> 01:20:28.200

Benjamin Brandt: You know if I have a list of 12 things to do, and I have all week to do those 12 things right national it's going to take me the entire week to do those 12 things.

627

01:20:28.560 --> 01:20:34.410

Benjamin Brandt: If I have my handy dandy desk timer and I can go through those 12 things and say i've got two hours today to work on this list.

628

01:20:34.710 --> 01:20:43.830

Benjamin Brandt: But go through each of those lessons i'm going to allocate five minutes of this 15 minutes of this 10 minutes this 30 minutes to this and then i'm just hitting sand on whatever it is, when i'm done.

629

01:20:44.280 --> 01:20:48.690



Benjamin Brandt: I think activities will give whatever space will suck all the air out of whatever space you give them.

630

01:20:49.530 --> 01:20:58.530

Benjamin Brandt: So, and a 12 item list is daunting right that, though i'll find something to stay busy with to not have to tackle that really long list so.

631

01:20:59.130 --> 01:21:06.660

Benjamin Brandt: say no to a lot of things track everything I tracked every in 30 minute increments I track all the time i'm in the office over the office to about three hours today.

632

01:21:07.050 --> 01:21:11.190

Benjamin Brandt: Because i'm tracking towards a bigger goal right i'm tracking my cost effective does my dollar per hour.

633

01:21:12.000 --> 01:21:15.270

Benjamin Brandt: Because that helps gives me insight into saying no to things are saying yes to things.

634

01:21:16.140 --> 01:21:27.840

Benjamin Brandt: So I would say track things know where you're going know what goals you're trying to accomplish i'm trying to take over 100 days out of the Office, this year, two thirds of the way they're spending i've got more more work to do, but to assign it.

635

01:21:28.950 --> 01:21:31.170

Benjamin Brandt: A time value to those items.

636

01:21:33.330 --> 01:21:36.570

Stephanie Bogan: done is trade, the time that he used to waste.

637

01:21:36.600 --> 01:21:45.270

Stephanie Bogan: For a doing better stuff for clients some of that, personally, and some of that more efficiently, because he had the space as a business owner to then make those changes.

638

01:21:45.600 --> 01:21:50.310

Stephanie Bogan: And then obviously he's applied some of that in his personal life, and so our job is really.

639

01:21:50.850 --> 01:21:58.800

Stephanie Bogan: it's that agency piece that we're talking about and just understand, time is the hardest thing that everyone deals with it is the hardest thing for me.

640

01:21:59.100 --> 01:22:08.520

Stephanie Bogan: it's the hardest thing for everyone, because the world the deck is stacked against you technology



companies know how your brain works you're hardwired to love that dopa mean.

641

01:22:08.790 --> 01:22:16.740

Stephanie Bogan: What I want you to get attached to lose your big why you've got to want that more you have got to want, then once that time with his family enough to go.

642

01:22:17.250 --> 01:22:26.460

Stephanie Bogan: i'm going to stop wasting my time so here's the exercise that i'm going to give all of you that will super clue you in to how much time that you're wasting your day are you ready.

643

01:22:26.700 --> 01:22:35.430

Stephanie Bogan: Your job is every day write down your top six you got your habit journal piece of paper whiteboard I don't care if the end of the day.

644

01:22:36.150 --> 01:22:42.150

Stephanie Bogan: Your job is to do the following one look at the top six list and ask yourself if you got them all done.

645

01:22:42.840 --> 01:22:51.660

Stephanie Bogan: to sit for a moment and ask yourself if you wasted any time that day relative to getting those things done, and your brain.

646

01:22:51.930 --> 01:23:01.830

Stephanie Bogan: Will I do this and i'm like I spend extra time and email, I was on this for longer, I did like your brain is just like oh my God I just I can add up two hours of my day.

647

01:23:02.490 --> 01:23:05.730

Stephanie Bogan: That I could have spent on this list, and if I gotten this list done.

648

01:23:06.030 --> 01:23:14.460

Stephanie Bogan: I feel good because I got some stuff done and then tomorrow i'd get to the next list, instead of being in this spin cycle of feeling like i'm living under a task list tsunami.

649

01:23:14.850 --> 01:23:25.440

Stephanie Bogan: So this exercise will create a radical level of uncomfortable accountability around how much time you waste, but get clear on what you want to do with your time, each day that your top six.

650

01:23:25.920 --> 01:23:40.290

Stephanie Bogan: then ask yourself at the end of the day, what did I do with my time, what did I was it all around these top six or did I what did I waste, and you will have a very clear view of where your time is or isn't going and how that's helping you or hindering you.

651



01:23:40.800 --> 01:23:49.140

Ann Shubert: And I had one quick comment, I want to add one more thing to time wasted, and this is actually one of my biggest problems doing too much.

652

01:23:49.710 --> 01:24:08.310

Ann Shubert: When it's done done and we talked about all that too, but that had I become very, very aware of trying to run the model schedule and trying to block things off that I do too much, and so I that is helpful feedback, I can fit more if I do less.

653

01:24:08.490 --> 01:24:19.920

Ann Shubert: yeah was was something I really started to embrace, to the point that i'm even writing my client notes now I write used to write my notes in full grammar and English sentences.

654

01:24:20.280 --> 01:24:28.020

Ann Shubert: And i'm now trying to make myself write my notes shorthand and it's hard, but just something like that that will make.

655

01:24:28.560 --> 01:24:40.350

Ann Shubert: Writing notes take a little less time so that's an awareness from the model schedule, so we don't just waste from distraction, sometimes we waste because we do more than is necessary.

656

01:24:40.470 --> 01:24:47.820

Benjamin Brandt: A great point and maybe you could be delegating more right there's Apps like mobile assistant, where you can talk to your notes, you should be able to talk through an hour meeting in two or three minutes.

657

01:24:48.060 --> 01:24:54.240

Benjamin Brandt: And shorthand and some have someone else transcribed that and have them put it in your CRM rather than you do that, that could save you.

658

01:24:54.720 --> 01:25:06.330

Benjamin Brandt: Five minutes 1015 minutes per appointment, but, but what I want to comment on is is the reason that we have a to do list is because we are trying to take charge of our day are returned to proactively say this is what i'm going to i'm going to use my time.

659

01:25:06.780 --> 01:25:13.320

Benjamin Brandt: But what happens is, we find ourselves reacting throughout the day, especially we don't have office death, the phone rings email.

660

01:25:13.710 --> 01:25:21.540

Benjamin Brandt: Your mom your past whatever it is, so we need to try to to delegate as much as we possibly can, and remove those distractions or else we'll just react through.

661

01:25:21.810 --> 01:25:35.580



Benjamin Brandt: The day will won't accomplish anything we're busy, we will productive and the list is to try to keep us productive right so assign a specific time item to each of those lists things in your lesson you're going to be done, whenever you're done you've got a little \$8 Amazon desk timer.

662

01:25:36.600 --> 01:25:44.580

Benjamin Brandt: But then think about what is preventing me from being reactive it's answering the phone it's answering email can deprecate both of those or you can block off time.

663

01:25:45.300 --> 01:25:54.690

Benjamin Brandt: Ruby receptionist can answer your phone for reflect \$200 a month, it costs almost nothing in the Grand scheme of things and then send the critters to doggie daycare or something like that.

664

01:25:55.950 --> 01:26:05.370

Benjamin Brandt: you've got to figure out what is interrupting you, because what we risk here is if we don't we're going to find yourself next week next year next decade in the exact same.

665

01:26:05.910 --> 01:26:11.310

Benjamin Brandt: position situation we were in and will be 10 years older or whatever it is, so I mean there are real.

666

01:26:12.060 --> 01:26:26.910

Benjamin Brandt: Real things at stake here, and if we don't do what we say we set up to do we've got a limited time so I would just be aware that you're reacting too much we got to put things in place to be proactive and focused and dedicated and squeeze every minute out of every out.

667

01:26:27.600 --> 01:26:32.700

Stephanie Bogan: that's going to be ben's new famous limitless quote because it's true there's real stuff at stake here.

668

01:26:33.330 --> 01:26:38.220

Stephanie Bogan: If I came to an office word ben's office where josh his office and I said.

669

01:26:38.550 --> 01:26:48.210

Stephanie Bogan: here's your issue we're going to get agreement about the outcome that you want the steps that you're going to take what the standards are you're going to take the client you're not going to take whatever it is you manage your time this way, etc.

670

01:26:48.990 --> 01:26:53.460

Stephanie Bogan: i'm going to put \$200,000 on your conference room table and, at the end of the year.

671

01:26:53.490 --> 01:27:00.120

Stephanie Bogan: As long as you follow the rules, you get to \$200,000, what are the odds that you all would follow the rules.

672



01:27:01.740 --> 01:27:10.770

Stephanie Bogan: Like high, but really, really high and then, if I said you hey and you're allowed to break the rules it's not a problem, I just want you to know that every time you do.

673

01:27:11.220 --> 01:27:23.310

Stephanie Bogan: i'm going to come in and i'm going to take \$10,000 off the tape because there's a cost to that decision and I need to take that kind of take that tax, you would only do that a couple of times before, what happened.

674

01:27:24.330 --> 01:27:24.780

Ann Shubert: yeah.

675

01:27:25.230 --> 01:27:32.520

Stephanie Bogan: That relationship that I mentioned earlier that Ben has in his mind the formula is his relationship with time.

676

01:27:33.120 --> 01:27:39.750

Stephanie Bogan: Because he's really clear that a plus B has to equal see there's no fuzzy math there's real stuff at stake here.

677

01:27:40.110 --> 01:27:50.370

Stephanie Bogan: Then it's clear on what the real stuff is he's broken it down in terms of time and days, he you do not have to get to the point where you track everything you do for five minutes that's what he needed to do.

678

01:27:50.760 --> 01:28:03.720

Stephanie Bogan: What is so powerful about men's mindset is he's bringing this, I think you talked about sort of this athlete or performance like athletes don't like wing it they train right they hold themselves to standards they get better and that's what Ben is continuously doing.

679

01:28:04.950 --> 01:28:13.440

Stephanie Bogan: each of you is your job is to find right the the place in the space that's comfortable to you, but it is absolutely to create that level of accountability.

680

01:28:14.940 --> 01:28:18.120

Stephanie Bogan: Because we either make excuses or we make results that's it.

681

01:28:20.280 --> 01:28:25.380

Stephanie Bogan: So, and you are totally on the right track right, you are getting agency you're aware of it.

682

01:28:25.950 --> 01:28:31.920

Stephanie Bogan: you're you're you're in that figuring it out like I didn't pop off with the perfect model schedule once and I was done.



683

01:28:32.400 --> 01:28:41.520

Stephanie Bogan: and schedules are the thing that you're we changed mine every year every quarter because that's the piece of your life that is constantly in flux it's about how you want to manage that time.

684

01:28:41.910 --> 01:28:51.390

Stephanie Bogan: and making sure that you have agency over what rooms you're putting in your House right this much time at home, this much time at work this much time at marketing at work this much time in client meetings at work.

685

01:28:52.080 --> 01:29:04.740

Stephanie Bogan: And that you have processes systems standards in place for making sure that things that go in the rooms belong in the rooms, the right clients, the right team, the right services to andy's point if you're doing too much doesn't matter how you manage your time.

686

01:29:06.000 --> 01:29:06.360

Stephanie Bogan: you're so.

687

01:29:06.780 --> 01:29:10.920

Benjamin Brandt: Much, but the end of the month, you can have that va hired by the end of the month.

688

01:29:12.060 --> 01:29:17.250

Benjamin Brandt: and your your your accountability group your your pod will decide what your punishment will be if you don't.

689

01:29:18.570 --> 01:29:19.140

Stephanie Bogan: Your tasks.

690

01:29:19.440 --> 01:29:23.070

Ann Shubert: That they got to make total office pick me on, even though they refuse to.

691

01:29:24.000 --> 01:29:28.440

Ann Shubert: And, and if it won't respond and yeah i'm trying.

692

01:29:28.830 --> 01:29:32.670

Stephanie Bogan: yeah well we'll see, I have you tried up well with.

693

01:29:34.620 --> 01:29:36.450

Benjamin Brandt: A female executive coaches yeah.

694

01:29:37.620 --> 01:29:43.890



Stephanie Bogan: I think they have a waiting list you have we've we've reached out to all of them, everybody in the world is decided that virtual assistants are really awesome.

695

01:29:45.480 --> 01:29:45.810

Ann Shubert: So.

696

01:29:46.740 --> 01:29:57.210

Stephanie Bogan: keep working on that, but I think depends point like what is a step, you are waiting on the assistant, I know, but like is there anything you can do to expedite that or what is your next step on tightening up the schedule.

697

01:29:57.690 --> 01:30:07.110

Benjamin Brandt: I think waiting as an excuse there's 8 billion people in this world we use a great reason to say I don't have to do that now, if the stakes are high enough, you will figure it out.

698

01:30:07.770 --> 01:30:18.630

Ann Shubert: Well, and that that was actually became my next step, I ideally would like a virtual assistant who's financial advisor trained, but I, there is the possibility of bringing somebody on.

699

01:30:19.230 --> 01:30:25.380

Ann Shubert: From the local Business School you and em and getting an intern somebody would be trainable.

700

01:30:26.280 --> 01:30:38.730

Ann Shubert: And just getting or getting someone who's a virtual assistant, but not in the financial world and and they're going to have to have i'm gonna have to vet them harder to make sure they have the skills to learn what I want them to learn.

701

01:30:39.390 --> 01:30:46.860

Ann Shubert: and be more clear about you know that job I won't just say yes i'm another financial advisor just like all the other ones you work with.

702

01:30:46.950 --> 01:30:56.760

Stephanie Bogan: But they might have I have someone a client service person with quite a bit of experience she's in California, but I think she might be open to working virtually if you want to talk to her.

703

01:30:57.060 --> 01:31:01.590

Ann Shubert: Sure absolutely i'm have been trying this for a little while.

704

01:31:01.950 --> 01:31:08.970

Stephanie Bogan: Will you answer you just drop an email into the coaching inbox asking Leona to put you in touch with her, and I will.

705



01:31:10.260 --> 01:31:11.010

Stephanie Bogan: make the connection.

706

01:31:12.390 --> 01:31:13.620

Benjamin Brandt: end of the month is your deadline.

707

01:31:14.790 --> 01:31:16.020

Benjamin Brandt: This has to be done and we're gonna wait.

708

01:31:16.080 --> 01:31:19.680

Stephanie Bogan: For them to come in and throw the hammer down on you guys i'm being Nice.

709

01:31:21.150 --> 01:31:33.060

Stephanie Bogan: Right, making excuses and making results so and it's got a next step it's really about always holding yourself accountable to am I, where I want to be, am I, making the progress, what is that next step that I can take.

710

01:31:33.510 --> 01:31:39.210

Stephanie Bogan: To make sure that I get there alright, so I think that leaves us back at and we're back to the official.

711

01:31:40.620 --> 01:31:43.920

Stephanie Bogan: Oh wait no Ben we're going to go back to bed you there been.

712

01:31:45.840 --> 01:31:46.380

Ben Simerly: I am hear.

713

01:31:47.190 --> 01:31:47.400

Stephanie Bogan: me.

714

01:31:47.910 --> 01:31:53.190

Ben Simerly: Yes, we can, yes, so my challenges for the month tour not.

715

01:31:54.450 --> 01:31:58.110

Ben Simerly: Working out what great actually that is going very well.

716

01:31:59.220 --> 01:32:07.740

Ben Simerly: But there are a couple of days, I had to go do it, you know, like 10pm or something is I failed to do it during the day, but I got it on one way or the other, and God for 24 hour gym.

717

01:32:09.180 --> 01:32:16.080



Ben Simerly: and actually this past Saturday I actually got kicked out of the gym at 615 because I closed, it was like no i'm getting.

718

01:32:19.530 --> 01:32:22.410

Ben Simerly: Better but you know, but I got it in.

719

01:32:23.550 --> 01:32:30.150

Ben Simerly: And then the other side of it, the prospecting side kind of ironic we've turned it into something very different from what I expected I ended up putting in.

720

01:32:30.690 --> 01:32:39.300

Ben Simerly: More hours than I planned, which is a good thing, but the bulk of it spent dealing with compliance approval issues with the broker dealer.

721

01:32:40.980 --> 01:32:46.410

Ben Simerly: If we continue to make it clear that everything i'm talking about is Hieroglyphics for them basically.

722

01:32:47.760 --> 01:32:51.570

Ben Simerly: They say they don't want me to cold call but they're pretty much set up for me.

723

01:32:55.710 --> 01:32:58.470

Stephanie Bogan: give you any credible path to telling your story right.

724

01:33:00.900 --> 01:33:07.800

Ben Simerly: yeah it's becoming clear to be clear, I either need to have an existing client base that I can get referrals from or.

725

01:33:09.030 --> 01:33:19.410

Ben Simerly: cold call, I guess, I don't know i'm trying some new avenues now started, while starting last week, so that will see how they go, I submitted a bunch of stuff last week.

726

01:33:20.130 --> 01:33:30.120

Ben Simerly: That will start seeing what the responses, hopefully, in the next couple of days as they start reviewing a new batch of things, but so it turned into a very different challenge what I expected.

727

01:33:31.230 --> 01:33:37.260

Ben Simerly: and actually I need to send i've got some questions that I need to send you guys directly that I don't want to put out there in general.

728

01:33:38.280 --> 01:33:38.640

Ben Simerly: But.



729

01:33:39.960 --> 01:33:44.940

Ben Simerly: But on the bright side i've learned a lot of different things about how I set my priorities about.

730

01:33:45.480 --> 01:34:00.450

Ben Simerly: What it means to do something, regardless of what else So when I started the month, it was i'll do these things if i'm not say covering for the owner or if something else crazy doesn't pop up know what I quickly realized, I had no idea how often something crazy popped up.

731

01:34:01.080 --> 01:34:01.290

Ben Simerly: it's.

732

01:34:01.950 --> 01:34:11.820

Ben Simerly: just going to keep happening it's never gonna go away right that's right, so I had to have a pretty significant mental shift of what qualifies as something that would bump the priorities.

733

01:34:13.110 --> 01:34:24.240

Ben Simerly: And that was it sounds really dumb saying it out loud, but it was really figuring out okay I can't make these exceptions, because there's always something which should be obvious to me but.

734

01:34:25.110 --> 01:34:32.310

Stephanie Bogan: Anyone who's ever whether it right, where you're running a practice you on a firm, you know we have this idea that we're going to start a firm.

735

01:34:32.640 --> 01:34:40.290

Stephanie Bogan: And we're going to do great work and the sky is going to part and it's going to be amazing and then you open the doors and you realize oh this thing is actually work right and that's.

736

01:34:40.770 --> 01:34:46.650

Stephanie Bogan: And that's the process so you're obviously been I don't know if it's going to hershey, on the Compliance side of things.

737

01:34:46.860 --> 01:34:53.220

Stephanie Bogan: But I think what you're finding is, and I think this is the point is it's not always easy imperfect, not for you, not for me.

738

01:34:53.580 --> 01:34:59.220

Stephanie Bogan: it's about I think to your point about pushing through right you're in you're in what I call the water bed.

739

01:35:00.150 --> 01:35:12.570



Stephanie Bogan: And the water bed is my parents had a waterbed when I was growing up it's just the analogy that i've got, but if you understand waterbeds right it's like a thick membrane So if you poke some thin holes, if you take a needle and you poke them in the water bed.

740

01:35:13.140 --> 01:35:24.660

Stephanie Bogan: For the most part, nothing really bad happens where you lay on it, you might get some you get a little bit of leakage, but if I poke enough holes in that water bed, and then I lay on it with my force what's going to happen.

741

01:35:26.850 --> 01:35:27.180

Stephanie Bogan: Right.

742

01:35:27.210 --> 01:35:27.840

Ben Simerly: Water is going to come.

743

01:35:28.620 --> 01:35:30.030

Stephanie Bogan: Right, things are going to surface.

744

01:35:30.390 --> 01:35:36.750

Stephanie Bogan: And so what happens is when to ben's point around the client example earlier about like there's real stuff at stake here don't put stuff off it.

745

01:35:36.960 --> 01:35:42.420

Stephanie Bogan: you'll deal with it one way or the other, the sooner you deal with it the better because it's about how much water is in the water bed.

746

01:35:42.810 --> 01:35:49.440

Stephanie Bogan: So environment skills and mindset, or those factors to success environment is one of them right you all have to push on.

747

01:35:49.830 --> 01:35:55.290

Stephanie Bogan: In the broker dealer land on compliance in those things and then that pushed right, so you think you're going to go tell your story.

748

01:35:55.560 --> 01:36:04.770

Stephanie Bogan: And you push on the water bed and five things come on now i've got to deal with compliance now i've got to deal with this now i've got to deal with that now i've got to make some big strategic decisions and that could take you right that takes you.

749

01:36:05.040 --> 01:36:12.000

Stephanie Bogan: So it's not always just this perfect easy path, but it's about what you're hearing Ben and I consistently talk about is.



750

01:36:12.360 --> 01:36:17.670

Stephanie Bogan: no excuses what's the next best step right if you're clear on the goal and you're clear on the outcome.

751

01:36:17.970 --> 01:36:30.480

Stephanie Bogan: it's about bringing that discernment to what's really striking me what's between me and what I need that next step, I need to take, and how do I just take that next one, over and over and at some point you're going to look up and you're going to be where you want to be.

752

01:36:32.040 --> 01:36:39.030

Stephanie Bogan: So reach out as we can help around that sounded like you had some specific issue so definitely reach out but also break this is the.

753

01:36:39.750 --> 01:36:48.570

Stephanie Bogan: Step one step two step three, you have to do that work to really get to what the outcome, you at whatever you can do, or what choices, you need to make is what's going to surface and that.

754

01:36:48.810 --> 01:36:52.950

Stephanie Bogan: however uncomfortable and painful and long and protracted it feels like.

755

01:36:53.640 --> 01:37:05.970

Stephanie Bogan: That was the issue that was on the table, maybe there are more stacked behind it on the water but we don't know that was issue, one that you're going to have to solve, no matter what to do a better job of telling the story to grow.

756

01:37:06.660 --> 01:37:15.000

Stephanie Bogan: No matter what right so it's not fun, but it was going to come up eventually now it's here we're going to deal with that and then because it's a waterbed with some holes in it.

757

01:37:15.780 --> 01:37:23.370

Stephanie Bogan: Then there's the next tool, so that that's why I talked about like we didn't get here overnight we're not going to fix it overnight it's about understanding.

758

01:37:23.910 --> 01:37:32.790

Stephanie Bogan: Where the where the gaps are and which ones are the most pressing in terms of right fixing things that need to be fixed or focusing us forward if we're ready to focus for it.

759

01:37:35.400 --> 01:37:36.570

Stephanie Bogan: can do it all at once, right then.

760

01:37:38.220 --> 01:37:38.730

Benjamin Brandt: very true.



761

01:37:40.320 --> 01:37:50.460

Stephanie Bogan: But being able to tell your story, if you have handcuffs around compliance from a marketing perspective, it does tend to be a growth limitation so Ben you and I can take that offline and we'll figure out how to help you there yep.

762

01:37:51.060 --> 01:37:51.420

Ben Simerly: Thank you.

763

01:37:51.840 --> 01:38:00.390

Stephanie Bogan: you're very welcome all right, and then we've got about five minutes left was there anyone that was in the hot seat specifically allison I didn't did I miss it.

764

01:38:01.500 --> 01:38:03.060

Limitless Adviser: No we're just taking volunteers.

765

01:38:03.330 --> 01:38:10.230

Stephanie Bogan: All right, all right, do we have anyone that's got we've got five minutes left anyone want to anyone want to bring an issue to share in the step up see.

766

01:38:16.440 --> 01:38:18.330

Stephanie Bogan: Do I need to go back to the accountability slide.

767

01:38:20.580 --> 01:38:20.940

Stephanie Bogan: See.

768

01:38:21.420 --> 01:38:23.190

Stephanie Bogan: me go back a slide.

769

01:38:24.870 --> 01:38:35.910

Stephanie Bogan: everybody gets really quiet like even though you were all like silent before it's like suddenly very, very quiet all right, no place to step up okay let's see let's see what do we have in chat here.

770

01:38:38.880 --> 01:38:39.480

Stephanie Bogan: All right.

771

01:38:43.140 --> 01:38:46.830

Stephanie Bogan: Dan are you there dander chick your prospecting calls.

772

01:38:49.380 --> 01:38:50.400



Dan Darchuck: yeah i'm here.

773

01:38:52.080 --> 01:38:53.340

Stephanie Bogan: I thought I was gonna get out of it.

774

01:38:54.990 --> 01:38:57.750

Dan Darchuck: All right, sure, let me see if I can.

775

01:38:59.010 --> 01:39:01.800

Dan Darchuck: Let me see if I can video here.

776

01:39:05.580 --> 01:39:08.670

Dan Darchuck: But yes i'm here and my calls.

777

01:39:08.730 --> 01:39:11.310

Stephanie Bogan: Oh, we can hear you how are the prospecting calls going.

778

01:39:12.960 --> 01:39:24.900

Dan Darchuck: prospecting calls are fine, you know I mean i've been doing it for a long time, probably the bottleneck is not probably the bottleneck i've had is having enough.

779

01:39:27.090 --> 01:39:39.870

Dan Darchuck: Enough of the people that I want to be reaching out to in the hopper and lined up right okay you cuz if I start making some calls on a given day.

780

01:39:41.790 --> 01:39:53.370

Dan Darchuck: Whether i'm having success or not is beside the point I get in that mode and it starts to flow and then I don't want to stop, but if I don't have enough.

781

01:39:55.410 --> 01:39:55.920

Stephanie Bogan: calls.

782

01:39:56.310 --> 01:40:02.160

Dan Darchuck: Calls yeah if I don't have enough quality calls and you know lined up then.

783

01:40:04.230 --> 01:40:06.000

Dan Darchuck: Then I have to shift.

784

01:40:06.180 --> 01:40:15.930

Stephanie Bogan: Is it better for you just based so what we've got two issues, as I hear you one is capacity of new



leads coming in the pipeline so you'd like to have more of those real prospecting perspective.

785

01:40:16.080 --> 01:40:16.380

Dan Darchuck: yeah.

786

01:40:16.470 --> 01:40:20.280

Stephanie Bogan: And then, the second is you just once you get in the groove you like to stay in the groove.

787

01:40:21.660 --> 01:40:23.520

Dan Darchuck: yeah those are both accurate okay.

788

01:40:24.240 --> 01:40:26.040

Benjamin Brandt: search search handles that right.

789

01:40:27.360 --> 01:40:36.870

Benjamin Brandt: So you don't have enough when you finally sit down and get in that brain space you don't have enough clients to go through your prospects go through just do them less frequently and redeploy that time into finding more prospects.

790

01:40:38.280 --> 01:40:50.880

Stephanie Bogan: yeah so it'd be like surging your instead of doing calls Monday, Tuesday, Wednesday, Thursday, maybe just do calls on Tuesdays and use your Wednesday, Thursday time to do coi networking or lead gen or whatever your your marketing channels are.

791

01:40:51.210 --> 01:40:52.770

Dan Darchuck: yeah that makes a lot of sense and.

792

01:40:52.980 --> 01:41:04.410

Stephanie Bogan: Because there is a groove to it to ben's point there's a groove to writing there's a group to research there's a groove to figuring out how to present you know, like how am I going to write out my story which is entirely different than picking up the phone.

793

01:41:04.770 --> 01:41:06.900

Stephanie Bogan: And right getting in that relationship zone.

794

01:41:07.140 --> 01:41:21.090

Benjamin Brandt: And my intro calls are the best that they can be when I do 20 in a week yeah why because i've got i've got the repetitive motion that first appointment, you know where we've agreed to move on to step number two that first zoom call is the best when I can do 10 in a week.

795

01:41:21.780 --> 01:41:23.880



Benjamin Brandt: yeah, even if I haven't done it for 10 months right.

796

01:41:23.910 --> 01:41:26.580

Stephanie Bogan: yeah we've started and go ahead i'm sorry.

797

01:41:26.760 --> 01:41:38.580

Benjamin Brandt: it's just a repetition repetition is what is what gets you there when my kids are working on some new hockey move that they're bad at I tell them it's unreasonable to expect you to be good at this you never done it before so just going to be the REPS that gets you there.

798

01:41:40.380 --> 01:41:48.180

Stephanie Bogan: yeah we've started bashing anything that we can you know we have people that read with vendors and partners, we want to research rate you guys have companies like we've got a.

799

01:41:48.510 --> 01:41:54.720

Stephanie Bogan: Day, a month, now that we're like hey happy to talk to them Raven when it's someone, I want to talk to you right we've got a place to bucket them.

800

01:41:55.080 --> 01:41:59.610

Stephanie Bogan: And that goes back to that container strategy of right really holding yourself accountable to time.

801

01:42:00.360 --> 01:42:07.860

Stephanie Bogan: But yeah find a day that you can really get in the zone, you know the swim lane of talking or selling or writing or whatever you need to do.

802

01:42:08.190 --> 01:42:12.150

Stephanie Bogan: And and depends point use all that free time to drive those leads.

803

01:42:12.540 --> 01:42:25.110

Stephanie Bogan: And then use and then again, you know the script the lessons etc you're just going to get so good at that prospect conversation sounds like you're really comfortable right that that once you get in the zone you just want to do more of it yeah great so what's your next step.

804

01:42:26.310 --> 01:42:26.790

Stephanie Bogan: Where are you.

805

01:42:26.940 --> 01:42:42.300

Dan Darchuck: legion what i'm working on right now and i've actually got it noted on my actions for this week is to really visit the trying to remember what the limitless word is for it but i've called it like a track or.

806

01:42:44.100 --> 01:42:46.710



Dan Darchuck: You had a name for it, you sent it to me in the email.

807

01:42:47.970 --> 01:42:48.420

Dan Darchuck: Learning.

808

01:42:48.870 --> 01:42:52.440

Dan Darchuck: Like a spreadsheet spreadsheet where you're keeping track of what you're doing.

809

01:42:52.440 --> 01:42:53.820

Stephanie Bogan: Every all your success shifter.

810

01:42:54.420 --> 01:42:59.670

Stephanie Bogan: Yes, yes, that so i'm visiting that I have one that I used in the past.

811

01:42:59.670 --> 01:43:05.040

Dan Darchuck: That my team and I developed, and it was one of those things where it works so well, we stopped using it.

812

01:43:07.260 --> 01:43:18.600

Dan Darchuck: But we're going to redo that and part of the reason I want to update that is it's not just about me i'm not the only i'm kind of the main client facing person on the team.

813

01:43:19.110 --> 01:43:31.830

Dan Darchuck: And everyone sees me that way, but at the same time everyone contributes everyone has different contributions they make you prospecting and growing this thing marketing, if you will.

814

01:43:32.280 --> 01:43:38.490

Dan Darchuck: And so I want them to have accountability to that as well, when I say them, I mean the other members of the team.

815

01:43:38.940 --> 01:43:48.120

Dan Darchuck: So that's the part I need to get you know what is what is my key client service person what's her contribution in this marketing effort.

816

01:43:49.110 --> 01:44:11.580

Dan Darchuck: what's our chief investment officers contribution to the marketing effort it's not just about Dan making outbound calls or doing intro meetings and so on it's you know I wanted to find what each of their contributions are and put those into that scorekeeping method, if that makes sense.

817

01:44:11.610 --> 01:44:21.420

Stephanie Bogan: Yes, it does and i'm going to give you some honest feedback, based on my experience, which does



not mean it won't work for you, but my job is just sort of set in front of you some of the experiences that you may have.

818

01:44:21.540 --> 01:44:22.170

Dan Darchuck: that's what i'm what.

819

01:44:22.440 --> 01:44:29.430

Stephanie Bogan: Once in my 28 years has an advisor said to me, I really need to get these other people on the team on board with helping.

820

01:44:29.490 --> 01:44:32.430

Stephanie Bogan: The marketing it shouldn't just be the Dan show yeah.

821

01:44:33.000 --> 01:44:42.780

Stephanie Bogan: And yes, conceptually as a firm absolutely want a culture of growth, you want everyone in the firm to know your brand promises your mission your values, you want them to be able to tell your story.

822

01:44:43.080 --> 01:44:53.220

Stephanie Bogan: Oh, I work at a firm, where we focus on helping me we teach people how to retire like anyone bins for can say that it's not like a big salesy speech that is entirely different.

823

01:44:53.730 --> 01:45:00.480

Stephanie Bogan: than finding and binding right using that old analogy of finding binding grinding in my name is the hunter cat versus the House cat.

824

01:45:00.630 --> 01:45:01.110

Dan Darchuck: yeah you're.

825

01:45:01.410 --> 01:45:10.920

Stephanie Bogan: not going to turn on average a CIO into a marketer now, you might have a CIO that has those great skills and is out and is networking.

826

01:45:11.310 --> 01:45:18.240

Stephanie Bogan: awesome that's not usually the case and so more than once we have tried to take really good people.

827

01:45:18.480 --> 01:45:27.270

Stephanie Bogan: Whose functional role is not marketing and push marketing on them, because we want to relieve the pressure valve i'm not saying you were doing that i'm saying it has happened before yeah.

828

01:45:27.690 --> 01:45:37.080



Stephanie Bogan: And it's really about yes in a culture of growth, you do want to hold each person in their role, like in the job description, what does that person do is it client service is it.

829

01:45:37.290 --> 01:45:42.510

Stephanie Bogan: Being a brand Ambassador and being able to share the story is it going to networking like what is it.

830

01:45:43.110 --> 01:45:50.550

Stephanie Bogan: that's different than legion rather than actually sourcing clients so it's really important that you understand the person in the role.

831

01:45:50.820 --> 01:45:56.610

Stephanie Bogan: relative to your expectation and what's reasonable i've no idea what's reasonable in your case based on your people.

832

01:45:56.970 --> 01:46:09.840

Stephanie Bogan: Or the firm but just as a frame when we talk about getting the team to drive growth there's a difference between being ambassadors and expecting them to be in an actionable position when it comes to growth.

833

01:46:11.310 --> 01:46:16.530

Dan Darchuck: Well, based on what you've just said i'm gonna write down in my notes for today, forget that idea.

834

01:46:19.620 --> 01:46:28.050

Stephanie Bogan: I understand the origin of it, I do because we do want them great but but we're the lead dog in the Pack for a reason.

835

01:46:28.320 --> 01:46:42.690

Stephanie Bogan: Yes, is it is it unreasonable to have a CIO at a certain career level and compensation level be an ambassador and do some networking or some writing on behalf of no not at all, not at all that's not unreasonable.

836

01:46:42.840 --> 01:46:43.170

Dan Darchuck: yeah.

837

01:46:43.260 --> 01:46:46.530

Stephanie Bogan: And yes, you can build that into COMP and bonuses and expectations.

838

01:46:46.950 --> 01:46:51.870

Stephanie Bogan: But to go to someone and say hey you should be able to sell this stuff to it just doesn't usually work out.

839

01:46:52.050 --> 01:46:54.810



Dan Darchuck: you're right you're right and even the first.

840

01:46:55.020 --> 01:47:01.020

Dan Darchuck: three words out of your mouth, I already knew that you were right and it's something I intuitively have.

841

01:47:01.050 --> 01:47:11.280

Stephanie Bogan: What you do want to do is look at each of them, how can they participate in a culture of growth because they do think that's important and how can they each be so additive in their role.

842

01:47:11.670 --> 01:47:20.280

Stephanie Bogan: That it elevates what you're doing in the rainmaker capacity and a lot of you have to acknowledge that you are the income engine in the firm.

843

01:47:21.180 --> 01:47:28.500

Stephanie Bogan: And when you want to relieve that pressure valve you can automate to hell it back it's not going to fix it like you have to have.

844

01:47:28.860 --> 01:47:39.090

Stephanie Bogan: A marketing machine that grows you on autopilot you still are going to run into capacity issues mentioned some point you're going to add an income edge and when Adam added a service by user he was adding an income in.

845

01:47:40.590 --> 01:47:53.010

Stephanie Bogan: And then that creates a whole nother track of the business to write hire train manager award service models managing people, but just understand that your job in lifestyle, first and foremost, is to Max your income engine.

846

01:47:54.600 --> 01:48:02.730

Stephanie Bogan: And then, how do you want to grow it as Adam did right Ben made the choice not to he's making different choices, no right or wrong, none.

847

01:48:03.420 --> 01:48:12.330

Stephanie Bogan: Adam made different choices so he's added tasks and work and complex rate and that's okay that's now he's in growth mode and there's a path that we follow for that.

848

01:48:12.750 --> 01:48:23.460

Stephanie Bogan: But we want to be clear on what path that we're in what our role is, are we an income engine motor we building out the ensemble and then we want to set roles and expectations according.

849

01:48:24.000 --> 01:48:32.760

Stephanie Bogan: And if you want to relieve that pressure valve that's fine but let's look at the right way to relieve it in a way that's going to support you and not compromise the team you've got.



850

01:48:34.590 --> 01:48:47.040

Stephanie Bogan: Does that help yeah all right Okay, well, we covered a lot of ground today we covered your wins from a lifestyle a just moving the needle and a financial perspective, and there was a lot of great stuff there.

851

01:48:47.460 --> 01:48:59.340

Stephanie Bogan: got a lot of conversations around accountability and issues that you're facing in the practice Ben thanks so much for your time and insight you guys been actually we let been out of the call because he had plans Ben got a babysitter.

852

01:49:00.120 --> 01:49:04.320

Stephanie Bogan: So he could join us for officers today for the coaching call today, so that was actually pretty cool Ben.

853

01:49:04.680 --> 01:49:09.120

Benjamin Brandt: And it's all about how much I love all of you, nothing to do with how difficult three four year olds are.

854

01:49:12.660 --> 01:49:22.170

Stephanie Bogan: All right, then we appreciate you wink wink alright everyone it's always great to see you we will follow up with this week's inbox insight be on the lookout for news and announcements.

855

01:49:23.130 --> 01:49:31.770

Stephanie Bogan: Including the registration for retreat be on the lookout for that, because we do need to firm that up, we are allowing a lunch members and alumni to attend so we're going to be.

856

01:49:32.190 --> 01:49:41.190

Stephanie Bogan: Extending the invitation to them this week, so we just want to make sure that we have capacity for everybody, so make sure you got your registration and if you'll be joining us in park city with that.

857

01:49:41.550 --> 01:49:44.820

Stephanie Bogan: I wish you all a great day and make it a great week remember.

858

01:49:45.060 --> 01:49:51.060

Stephanie Bogan: Your job is to make results not excuses with that go up and be limitless you guys have a great day.

