

# LIMITLESS Coaching Call Transcript

OCTOBER 24<sup>TH</sup>, 2022  
LIFESTYLE COACHING CALL

So we think about what's really holding you back from marketing marketing plan implementation. What are the things that come up each and every time

167

00:40:38.700 --> 00:40:40.189

Stephanie Bogan: I don't know what to do.

168

00:40:40.270 --> 00:40:49.469

Stephanie Bogan: I don't know how to do that. I can't do that asking for help is hard. Uh, I don't have the time for talent. It won't work. Does any of this sound familiar?

169

00:40:50.200 --> 00:41:08.210

Stephanie Bogan: So step one is, Think about what is the thing that's most holding you back when you think about your head space, your mindset around marketing. If I said Ethan Nathan Nick, you're all going to triple in the next three years just randomly, just because what's the first thing that your brain goes to

170

00:41:10.830 --> 00:41:12.310

Adam Cmejla: it should be. That's awesome,

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00:41:13.410 --> 00:41:16.170

Stephanie Bogan: right, you know. And

172

00:41:16.900 --> 00:41:32.300

Nathan Serven: Yeah, I think it's, I think, for me personally, it's just time. So in the midst of running search, managing the existing book, trying to figure all these new systems and processes about. Just how are we going to get it all done which gets back to prioritization and making sure you're working on the the the next needle Mover:

173

00:41:32.310 --> 00:41:39.789

Stephanie Bogan: Yeah. And you're gonna remember we're gonna talk about this as we go through. You start. You make decisions about how to use your time for next year. Now,

174

00:41:40.500 --> 00:41:46.599

Stephanie Bogan: right like we've already done our time model for next year, Right, Allen's. But uh Adam spoked out his Calendar.



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00:41:46.610 --> 00:42:16.180

Stephanie Bogan: Your vision is, hey? If i'm going to spend twenty of my time on marketing or forty percent of my time, if you're newer and have more time, how does that actually show up on your calendar. If it doesn't show up in your calendar, it's a wish, it's not a commitment. And so, when we don't know and That's what we're talking about. Marketing plan implementation. Some of you will block out an hour, a day or a couple of hours, a few days, a week. Others of you will super batch activity. So those are the things that you ultimately want to figure out, so that you can manage your time around it,

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00:42:17.320 --> 00:42:26.360

Stephanie Bogan: and then our goal is to shift from very much like we were talking earlier. Adam brought up the mindset right if it if it's been done before it has been done again. Are there any billion dollar firms out there?

177

00:42:27.370 --> 00:42:38.620

Stephanie Bogan: Yes, there are. Are there lots of lifestyle practices, ours and right limitless, and others that are doing a million or a million and a half, or one point eight million dollars a year with one or two people. Happily,

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00:42:39.800 --> 00:42:49.539

Stephanie Bogan: yes, there are. Which means what it means absolutely positive it can be done again. It doesn't mean you have to do it. It just means whatever you can imagine

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00:42:49.550 --> 00:43:09.740

Stephanie Bogan: in this space for the most part has been created, and then it's your right. How do you take the path to get there? I have the tools I need. It has to get done to get better. Right Things like it's not about is who not? How? So? These are the shifts that you to Adam's point. What are the things that pop into your head? And can we be aware of them?

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00:43:09.750 --> 00:43:25.989

Stephanie Bogan: Because if we're not aware of them, then they're in the driver's seat, and we're in the sidecar. If we're aware of them we can politely ask them to get out of the driver's seat and into the sidecar, because we have to take that next best step, and that's the momentum. The fly wheel that you've heard Adam talking about a lot.

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00:43:26.000 --> 00:43:31.180

Stephanie Bogan: It's just putting one foot in front of the other, and over over and over to get that flywheel turning

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00:43:32.010 --> 00:43:41.680

Adam Cmejla: well. And this is on that note of the flywheel. This is one of the things that I took from that book, which is again a a monograph to Jim Collins work that he did, and good to great was,

183

00:43:41.800 --> 00:43:54.479

Adam Cmejla: if you look at a company like Amazon, their font, their flywheel, that they've defined that their strategic and high-level leadership has come up with is five bullet points. And this is the first example that they talk about in my in in flywheel, which one,

184

00:43:54.490 --> 00:44:16.910

Adam Cmejla: I believe the first start of the the flywheel is um compete on low prices, and then that we get something else which we get something else, which we get something else. But it's it. It comes back to compete on low price, which is then drives member engagement, et cetera, et cetera. But the point here is the biggest mistake that we see advisors make is. And again,

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00:44:17.210 --> 00:44:27.800

Adam Cmejla: we're maybe complicit in this. Sometimes we have all these great ideas, and we can all go to all these different success stories out there, and advisors love that

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00:44:27.810 --> 00:44:40.800

Adam Cmejla: for lack of better word they love that success point. They love just soaking all that in, and the the consequence of that is, it can be very easy for advisors to think that I gotta do this. I I do this, and I go and you pick all of those things.

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00:44:40.930 --> 00:44:43.370

Adam Cmejla: But the interesting thing is

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00:44:43.410 --> 00:44:48.599

Adam Cmejla: case in point. For my example, I just went all in on the podcast. One thing

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00:44:48.810 --> 00:44:54.889

Adam Cmejla: I was always. I was already writing for review about the metric business which to Angela's question in

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00:44:55.210 --> 00:45:09.540

Adam Cmejla: uh in slide, or we'll talk about. But can you? Which the question was, Can you have more than one marketing funnel. The short answer is, Yes, as long as they're all driving towards a common trigger towards a common success or a common goal. Um.



191

00:45:09.600 --> 00:45:25.519

Adam Cmejla: But I went all in on the podcast, and because of going all in on one thing, it then opened up other doors that still drove back to that one thing. So make sure that your eyes are bigger than your something. You only have to pick one. Maybe two things

192

00:45:25.530 --> 00:45:40.689

Adam Cmejla: do them really really well and compound that success to see results that we're talking about here, because I think as the next Oh, go ahead. I was just gonna say, does everybody remember from retreat what the secret to marketing success is to this point.

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00:45:42.910 --> 00:45:44.979

Therese Nicklas: It's the back of the shampoo bottle

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00:45:45.000 --> 00:46:04.220

Stephanie Bogan: consistency lather, rinse, repeat right. It does not say. Put half the bottle in your hand, said yourself from tap to bottom. Right? No, right it's. What are the small doses that you can consistently apply, and when you can build on that

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00:46:04.230 --> 00:46:26.270

Stephanie Bogan: So again, right? Adam still got referrals. He still got some coi stuff, but he focused his intentional energy in driving growth in a way, and in a way that would build over time. Some of you will want to do more immediate things. Some of you will do a hybrid strategy. You'll do right some of those near return things, and then you'll do some of those things that take over time.

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00:46:26.280 --> 00:46:32.179

Stephanie Bogan: Um, Elliot, That's very funny, Elliot Jo, but he has.

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00:46:32.190 --> 00:46:58.359

Stephanie Bogan: I didn't think about that. Elliot. See, perspective is everything. Alright, So then we'll use body wash. I hope you've seen a bottle of body wash. That's right. We hope for a bar. So that's right. Yeah, Um. So here are the tools. So remember all of the change models that we create here at limitless, Really, any change model that will work is going to be based on clarity, transparency, and accountability. Have any of you ever read a positive parenting book.

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00:46:59.010 --> 00:47:19.779

Stephanie Bogan: Guess what it's based on. They they won't. Use these words: This is my right, my words My, but it's about clarity. What is the expectation? We have an understanding? It's about transparency. How do we have line of sight to what's happening so that we can deal with that? How



do we have accountability, so that everybody knows what the expectations, consequences, positive or negative are.

199

00:47:19.790 --> 00:47:32.260

Stephanie Bogan: When you put those three things together you get a plan that works because you were consistently not because documents are helpful again. You can do it on a cocktail napkin. It's just keeping yourself on track

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00:47:32.270 --> 00:47:53.670

Stephanie Bogan: is because your th. The momentum is building and the fly Wills building, and you're developing the habit of marketing the habit of thinking about your marketing, the habit of evaluating your marketing, the habit of pivoting your marketing right? Manage So you're going through that process over and over in a way that surfaces what's working? Let's do more of that.

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00:47:53.680 --> 00:48:12.310

Stephanie Bogan: What's not, hey? This Isn't really working? We need to evaluate it. Do! Are we missing something? Have we given it enough time? Do we need to double down. Do we need to pull back? And so you want to have a marketing process that is a bit more than showing up and cabling it, which means we get up in the morning and we go. Ooh! What should I do today?

202

00:48:12.790 --> 00:48:24.909

Stephanie Bogan: Right or that's reactive, hey? Someone invited me to go somewhere is very different than deciding. Hey? I want to. Do you know, I want to try and get a speaking engagement in once a quarter to get my brand into the marketplace with my audience.

203

00:48:24.970 --> 00:48:42.759

Stephanie Bogan: So these are the tools that you'll use. So we just wanted to spend a little bit of time familiar with them, because there's a few of them that you can implement, and again go back to slide. Prior to this one. Your eyes Don't, have to be bigger than your stomach. It's about what's going to work for you, so you can do a deep marketing plan

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00:48:42.770 --> 00:48:51.429

Stephanie Bogan: with lots of opportunity, documents and schedules. You can use the success shifter. That's literally how I started marketing in the part I literally had

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00:48:51.440 --> 00:49:07.309

Stephanie Bogan: right rpas each day. I was gonna do three. That's where three three and day came up with for Tiffany. That's what I did. It worked right. Get the fly, all going. I tracked all my prospects number of call



you interest calls number of leads, you know. If we'd had a website back in the day it would have been on there.

206

00:49:07.350 --> 00:49:20.660

Stephanie Bogan: I tracked right. Coi touches client like? Did I spend two hours working on right our content? We we we actually had to print content back. Then we didn't have the Internet the way we do now. But we did all the same stuff. We just had different forms of it.

207

00:49:20.670 --> 00:49:39.449

Stephanie Bogan: So what are the activities that are gonna hold you accountable to that time. Do you need to update your calendar? You need to put it in your schedule. Use the success. Shift your your crm your right hand. What are those systems that you're gonna put in place? That's what the transparency piece is, and that's what creates the insights. Um,

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00:49:39.460 --> 00:49:44.459

Stephanie Bogan: so that you can make the changes that you need to make to make sure that you can be accountable on the other side.

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00:49:44.490 --> 00:49:51.519

Stephanie Bogan: So it's your playbook, your business plan your success shifter. You can use the one-page marketing plan. Keep it simple.

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00:49:51.530 --> 00:50:17.430

Stephanie Bogan: Your success shifter. If you want to keep it even simpler still. The practice benchmark tool. You want to manage what monitor and manage that performance over time. If you're a smaller or newer advisor, you don't need to go deep into the practice benchmark. If you're a larger firm, you have multiple advisors or lots of clients. You should ultimately, I think, uh, when we were talking in the in the opening, and we were talking about questions about like, when things really kick in,

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00:50:17.440 --> 00:50:34.899

Stephanie Bogan: you can really think of limitless as like layers, and next year you'll see the track, the tracks, really the climes, if you will broken up, and to begin our clients and advance clients. If you're just starting out, you don't go deep into three level tiers of digital like twelve months of service model. Right? You start with the standard level.

212

00:50:34.910 --> 00:50:52.240

Stephanie Bogan: If you're newer and starting, you don't need a ninety page marketing plan. You need a one page marketing plan, and you need time on your calendar every day and week to go do that marketing stuff, whatever it may be. So the idea here is to build in layers, but use the tools that are available. If you have questions about that. Feel free to ask us.



213

00:50:52.380 --> 00:50:56.250

Stephanie Bogan: Um, but that is a perfect segue. Um,

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00:50:56.260 --> 00:51:24.820

Stephanie Bogan: as you familiarize yourself with the tools right with the sample bottle marketing, meeting agendas. If it's you and yourself, you don't have to have a marketing meeting agenda unless you need a marketing meeting agenda to keep you on track right. I had a marketing meeting agenda with me and my principal, because I needed to make sure that we talked about these five bullet points, every single meeting right. Having your clients were in the pipeline right? Were strategic opportunities right where we close like. What were the things we needed to talk about. So again. Use the tools that really work for you,

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00:51:24.830 --> 00:51:37.059

Stephanie Bogan: but be sure to go through and familiarize yourself with them. Start with you. The success shift through the one page marketing plan is your core piece, and then use the other pieces as it really supports you. You and your process wherever you are,

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00:51:38.270 --> 00:51:45.289

Adam Cmejla: which is a really nice this is, really,

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00:51:46.700 --> 00:51:50.589

Adam Cmejla: and this is, and and i'm already. I'm. I'm kind of

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00:51:50.650 --> 00:52:14.750

Adam Cmejla: talking about this a little bit in chat with Michelle. Um, So I've apologized for distracting too much from what we're talking about here, I know, like there is no such thing as multitasking. There's just how good is your ability to rapidly refocus. Um. So I apologize. If i'm testing everybody's ability rapidly. This from what i'm typing, And what's that? The same Um. So i'll condense it down and talk about it from here from this point. So

219

00:52:14.760 --> 00:52:30.319

Adam Cmejla: the the question was the podcast, and for those of you that aren't in for for my podcast for twenty twenty money. So the clips notes of that launched in two thousand and eighteen rebrand uh twenty, twenty money in April of two thousand and nineteen first prospect came in. I believe it was June. So a couple of months later,

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00:52:30.370 --> 00:53:00.319

Adam Cmejla: the narrower your niche target audience is the faster, and it could be podcasting could be. Video could be blogging could be guest writing, speaking it doesn't matter. The narrower your audience the easier and the quicker that momentum can build the way in which you can grow



audiences. It is an entire conversation in and of itself, so i'm going to spare us to make sure that we get through everything here. But the idea, the the philosophy, two philosophies, that i'll leave you, or that i'll that'll kind of talk about here, as it relates to what I did to implement market

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00:53:00.330 --> 00:53:07.259

Adam Cmejla: momentum, and how you can think about taking that through your own filter. So two themes that were important to me. Where

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00:53:07.290 --> 00:53:25.149

Adam Cmejla: Where do I find golden geese instead of golden eggs? And how can I cross-pollinate what I have with What someone already has? Both of them are related. So the golden geese versus golden eggs. I didn't want to have to try and market to every single different optometry practice that was around the country, or even in the state of Indiana.

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00:53:25.160 --> 00:53:54.820

Adam Cmejla: Rather, what sandbox are they already playing? In? What audience already has their attention? Who already has their eyeballs who already has their ears, who already has their time. How can I go nurture that relationship? Which is why I've been writing for review documentary business since two thousand and sixteen, and why the podcast. I would look for guests that were already serving the autometry space and have them on, and then give them permission to say, Hey! As we were at as we talk as as this podcast,

224

00:53:54.830 --> 00:54:16.350

Adam Cmejla: it comes, live. I'll share with you, feel free to share it with your audience. If it drives brand awareness, we'll share with our newsletter right, and that is the cross-pollination across promoting. So this rising tide lifts all shift I wanted the platform to help further their brand, which indirectly was going to give my podcast to exposure to people that had never heard me before, and never heard the podcast before,

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00:54:16.360 --> 00:54:23.350

Adam Cmejla: And so there's a direct correlation that we've tracked in our downloads whenever i'm a new guest on someone else's podcast.

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00:54:23.360 --> 00:54:42.699

Adam Cmejla: Or whenever I have a new guest on my podcast that has a decent name. In the autometry space we automatically see an uptick in our subscribers and our downloads. So those are some. So take what I've done. So run that this is the rhetorical kind of question, or the the critical thinking part of this, as you take it through your filter of

227

00:54:42.870 --> 00:55:00.729



Adam Cmejla: all right. This is what Adam did in his situation. What am I doing? Back to the message or back to the uh previous slide. When we talk about Okay, here's the action item. Here's the plan. Here's how I can execute on that. How can you take that through the filter of what you're doing to try and build brand awareness.

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00:55:02.540 --> 00:55:11.370

Stephanie Bogan: What you'll notice is successfully is there's models. So whether it's a podcast, a blog, speaking and writing centers of influence referrals.

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00:55:11.380 --> 00:55:38.479

Stephanie Bogan: What you're gonna find is you're building that momentum. It can really take twelve to thirty, six months to see a return on investment. And what I want you to be clear on that doesn't mean that you're not getting any clients along the way. But the amount of time that Adam invested right the amount of time that um uh, you know that we're working on the white papers and the blogs and the speaking presentations on the Webinars or the socially, whatever you're doing, developing that content.

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00:55:38.490 --> 00:55:49.609

Stephanie Bogan: Is it about getting the overall return on time in terms of getting the fly will going. Adam shifted the podcast to a narrow niche, and in two months he had his first process, his first prospect

231

00:55:49.620 --> 00:56:03.910

Stephanie Bogan: right, and then what what he'll tell you is that momentum. The pace picks up, and it was another one, and then it was two together, and then it was four, and then it was aid, and right that we could plot over time. I'm sure the data to see what that trajectory looks like,

232

00:56:04.180 --> 00:56:23.970

Stephanie Bogan: but it's usually a twelve to thirty, six, one way to get the fly will fully working, and it's also a little bit different for strip for each of those Legion strategies depending on your audience base. If you do a Webinar and you don't have an audience, you're not gonna have a lot of near term revenue. But if you do a webinar and you have an audience

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00:56:24.110 --> 00:56:31.130

Stephanie Bogan: right? And you layer in a webinar or a podcast. You can shift that strategy to actually use that as a way

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00:56:31.140 --> 00:57:00.349

Stephanie Bogan: to generate more lead. So I was talking with another consultant or space this morning, and they have something similar to our platform, but different. And it's, basically, you know they charge this



low fee, but it's people come in there, and ultimately surface up and become clients. And so that's what a podcast a blog Speaking engagements are as you're basically building that trust equity with people. So they know your story. So you're never selling it when they're ready. They just go. Hey, Adam. I've been following you for eighteen months, or hey, Josh, I've been reading your blog, or

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00:57:00.390 --> 00:57:05.990

Stephanie Bogan: that, and then I attended your Webinar. So there's that long term nurture which you're going to hear us talk about.

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00:57:06.050 --> 00:57:16.429

Stephanie Bogan: And then there's what's the near term that you're doing to generate revenue. And or if you're larger and creating shifts. What are you doing to create those shifts that are ultimately going to scale your revenue?

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00:57:17.680 --> 00:57:22.439

Stephanie Bogan: Do you guys hear all that pounding in the background. Or is my microphone working incredibly well today?

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00:57:23.510 --> 00:57:33.900

Stephanie Bogan: Awesome, my micro. Excellent! That's what I love to hear. I just have to pretend like they're not sawing and like hammering downstairs, and it's not reverberating through my entire house.

239

00:57:33.910 --> 00:57:49.260

Stephanie Bogan: Um, really. So i'm like you. Everything's fine over here, um marketing and momentum. I know that we think it's all about drive and personality and charisma, and that certainly doesn't hurt. But marketing is always when you look down. When you look at marketing machines,

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00:57:49.270 --> 00:58:11.769

Stephanie Bogan: pipelines that are consistent and steady. There's always a process. There's always a system behind them. So marketing is about your momentum and process. So one to make sure you've got your accountability form. Uh, I think you want to keep in mind. Turn big strategies into small tasks. This is not about how i'm going to go do fifty things, or how i'm going to do it all at once. It is What's the lane or lanes that i'm going to swim in,

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00:58:11.780 --> 00:58:26.609

Stephanie Bogan: and as you heard, I think this we were talking uh one of you was mentioning, or like as we break down those examples like once it gets clear you can start to put it into place. But what are the big priorities? And then how do you break those in a task starting a podcast or becoming a speaker in your niche.



242

00:58:26.620 --> 00:58:36.030

Stephanie Bogan: Is it like a flip that you switch on Monday? And it happens on Tuesday? It's a thousand switches lined on a thousand walls, and you have to show up every day and flip a switch.

243

00:58:36.040 --> 00:58:47.529

Stephanie Bogan: You can miss a day here there, but that's how I want you to think about it, is It's a long runway lined with switches, and it's not like one big pop and you're like i'm so successful. Can you show up every day,

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00:58:47.550 --> 00:58:55.900

Stephanie Bogan: Flip a switch, flip. A switch might be two days a week, but right. But the habit for all of you is to really get into consistent marketing

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00:58:56.030 --> 00:59:19.330

Stephanie Bogan: to tag your team if you've got one right. Adam uses Kathy. He's got the mark. The podcast team. He's got different teams in in place to support him as he goes along. Three use a real budget that does not mean spend more money than you have, or throw vast dollars at marketing, believing that throwing it out there will make it come back to you. It won't. Do you want to make

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00:59:19.340 --> 00:59:36.579

Stephanie Bogan: calculated investments? There's always a risk. But you want to have a real budget, time and capital. Am I going to invest five thousand dollars in marketing? Am I going to invest two hours a week, ten hours a week, one day a month. What's that going to look like? Because that's the container

247

00:59:36.590 --> 00:59:40.840

Stephanie Bogan: that you have to put things in to make sure that your marketing is working.

248

00:59:41.120 --> 00:59:54.950

Stephanie Bogan: You're going to leverage technology. You're gonna here. Adam has talked about like. Now, we're building into the marketing right into the onboarding into the sales process. How are we using it with Cli? We talked a lot about some of the cool things that if is, there's a limitless you're doing,

249

00:59:55.060 --> 01:00:17.650

Stephanie Bogan: and your partners are doing it. Retreat. There is so much you can do with technology now to show up at that personal level in still a scaled and systematic way. You used to have to show up at a personal level, to show up and build trust equity. Now you can put your dang face



in a video. Deliver it every week, and people will walk up to you like they've known you for years

250

01:00:17.660 --> 01:00:35.659

Stephanie Bogan: and be like Here, take my money. It's I love you, Angela. You're the best thing ever. I totally trust you. I've been listening to you for, or reading you or hearing about you from my friends. How are you building trust equity? And we can use technology to really do that in ways that we that were much more difficult. Ten and fifteen years ago

251

01:00:35.670 --> 01:00:55.369

Stephanie Bogan: accountability. We talk a lot about. So i'm not going to hit you with the hammer on that. But that's all of the systems in the processes to make sure you're showing up and doing the work. Knowing your pipeline, Adam can tell you about You're here. I'm like I got this data? I've got that data right? It's knowing where they coming from. How are you generating them? What are your conversion numbers? How's the website working

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01:00:55.520 --> 01:01:01.499

Stephanie Bogan: like really know that? And then track and monitor your success. Does your conversion rate increasing?

253

01:01:01.720 --> 01:01:07.730

Stephanie Bogan: Right? Can you see incremental progress? Are you just waiting for the big swing to show up in your revenue report.

254

01:01:07.790 --> 01:01:37.779

Stephanie Bogan: So our leads going up, our interest going up. Is our conversion going up, or the number of people on our website going up. Our referrals going up. Are they going down? Because that's the data point like the dashboard on the card that tells you the temperature gauge is hot or cold, and when you got to show up today and you gotta try and get that thing at back into the green like, let's pay attention. Is it our time? Is it our investment? You have capital? Is it our strategy? Are we not paying it to like? What do we need to do to make sure the momentum is there consistently, Because if you do that,

255

01:01:37.790 --> 01:01:43.480

Stephanie Bogan: yeah, if you work the plan with marketing, what we know is, it will. If you work the plan, the plan will work.

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01:01:43.790 --> 01:01:44.810

Stephanie Bogan: It's

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01:01:44.920 --> 01:01:57.850



Stephanie Bogan: the gears in that plan. Adam will tell you like you're gonna constantly be tweaking those, no matter what you do, you're not going to throw it on the wall and be like great plan. My work here is done. I just have to wait for the prospects to show up. Does it work that way, Adam?

258

01:01:58.060 --> 01:02:26.110

Adam Cmejla: No, it doesn't well, and this this goes back to Doug's question, and we'll I'll touch on it right now, briefly, and maybe we can save it. There's more to it. We can add to it either now or towards the end. But I I figured we're We're talking about it. So let me address it briefly. Um. So Doug's question in slide. Oh, if it doesn't work right away, How long do I stick with it like an Nfl coach? Do I go back to that play So a couple of things that I would point out to that briefly here which kind of in turn feeds into this slide here talking about.

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01:02:26.120 --> 01:02:39.630

Adam Cmejla: You know these big ideas and strategies, but then breaking them but down into small tasks. So the first thing that we all have to understand is that nothing that any of us are going to think about doing from a marketing standpoint, Hasn't, been done by someone already,

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01:02:40.130 --> 01:02:48.020

Adam Cmejla: I would be hard pressed to find someone on this call that is doing something truly that no one has ever done before.

261

01:02:48.120 --> 01:03:06.140

Adam Cmejla: And so the first step in research as you're thinking about, what is your benchmark, and what is your baseline is to find other people to the extent that you want to know what that goal post is. Right. Now, to continue that metaphor, find out what other people have done, and benchmark the playbook off of what they have done to be successful. So there's your not not from a scientific

262

01:03:06.150 --> 01:03:09.209

Adam Cmejla: St. From a scientific point of view.

263

01:03:09.220 --> 01:03:29.009

Adam Cmejla: You can have that benchmark to see what they use as their benchmark, and there's no shortage of information out there where you can use that. We have some examples here and limitless. There are other advisors outside of limitless that with a couple of Google searches you can probably Google or LinkedIn searches, you can probably get to them. So that's the first step. The second step is to truly understand. What are you measuring?

264

01:03:29.020 --> 01:03:35.889



Adam Cmejla: What if it doesn't work right away? Well, Stef alluded to this earlier in the previous slide. If what doesn't work,

265

01:03:36.000 --> 01:03:40.619

Adam Cmejla: website conversions, prospects, clients phone calls,

266

01:03:40.730 --> 01:04:09.880

Adam Cmejla: downloads of white paper right? First of all, let's make sure that we're defining what success means and what it is that we're measuring, and then and make sure that what we're talking about as success is the same as the person that we're researching, as if it is the previous person or the previous firm that has done this example, for example, we did a part of the way in which our ebooks are set up, while it's not nearly as robust as what he did Is they stop Ted Jenkins, who ran or runs. Well, Ryan, he sold it

267

01:04:09.890 --> 01:04:18.869

Adam Cmejla: oxygen financial, down in Franklin, Tennessee. And so I saw what Ted was doing. Had a conversation with him. This is years ago. Um,

268

01:04:18.880 --> 01:04:46.470

Adam Cmejla: and like I think that's a pretty good idea. Got some information from him. Now again, I haven't built out near to the extent that he has. But the point here is, Find other people that have done that before, and find out what timeline like, Seth said it previously twelve twelve to twenty-four months and make sure that you're consistently measuring data points throughout that that you're able that You're that you're able to trend that data. How do you do that right? We talk about right here the the the broad strategy that we're talking about. Okay, i'm going to set up a podcast.

269

01:04:46.800 --> 01:05:01.899

Adam Cmejla: Great. How many episodes am I going to? Am I going to release? What does that look like? Who do? What? Who's the team that I need to surround myself with? And then this is where, again, from a practicality standpoint, everything that we do on the business is in Asana,

270

01:05:01.910 --> 01:05:15.429

Adam Cmejla: and that's that tool has been great for us to use from a firm standpoint, because it allows me to bring in third parties to help manage the marketing, Content Calendar to help manage the podcast to help manage the ghost right to help manage as a Va standpoint

271

01:05:15.440 --> 01:05:24.539

Adam Cmejla: all of that is built into Asana, and that's how we break all of that into the specific tasks of who's doing what, when it needs to get done, and for which project,



272

01:05:24.630 --> 01:05:33.699

Adam Cmejla: which is all based up in David Allen's getting things done. Gtd system, which oh, I better just Google, Gtd: workflow. That is how everything

273

01:05:34.030 --> 01:05:38.390

Adam Cmejla: in that in in dated system works. But again, I digress

274

01:05:38.600 --> 01:05:41.680

Adam Cmejla: two to two good systems to use that playing to one another.

275

01:05:41.910 --> 01:06:05.549

Stephanie Bogan: Yeah. And it's really about what's the system that you're gonna use to build a model for? How you manage your marketing in terms of those that time capital and staff which we'll talk about in a minute. Angela had a question uh in slide. Oh, which got a voted, which was What's the amount of time that advisors are In this case top advisors spend on marketing. The last study was around. Average advisor spends around ten percent of their time on marketing.

276

01:06:05.560 --> 01:06:13.259

Stephanie Bogan: Top advisors spent about thirty. I want to say that Michael, at some point said his study showed it maybe even closer to forty percent.

277

01:06:13.400 --> 01:06:26.109

Stephanie Bogan: Um! But again, it's gonna very much depend on the license you're in, and the kind of marketing that you're doing. So That's where we're really waiting for the research to pair out a little bit better if you're Adam, and you're doing a podcast.

278

01:06:26.120 --> 01:06:35.509

Stephanie Bogan: If you weren't doing the flying to, you know. Do all the events and stuff? His marketing would be significantly less than that. So it'd be very scalable. But if you were seeing Cois twice a week.

279

01:06:35.590 --> 01:06:43.190

Stephanie Bogan: Right? Conceivably it could be a lot more with that in the follow up. So, on average, you should be looking at spending about to think about a third of your time,

280

01:06:43.320 --> 01:07:11.899

Stephanie Bogan: the exercise here that we that we will really all do, and we'll do this again. I We're making some cool additions to the time lessons for next year in terms of how you guys apply them. But imagine



that you just had right. A pie chart with a hundred percent of your time, and you had to allocate like How much so i've. That's how I look at my time. It's how Michael looks at his time. So Adam looks at his, which is, hey? I want to spend twenty of my time on

281

01:07:11.920 --> 01:07:18.549

Stephanie Bogan: right special, stuffy projects, right? I almost been twenty, And so when I look at that, it's like, Okay, I've got twenty of my time to market,

282

01:07:18.650 --> 01:07:47.979

Stephanie Bogan: based on how I want to spend my time. All right. What's the best marketing that we can do? What's going to be the most effective, how and limitless right? Even all the stuff that you've seen is use a lot of the things that we teach you, and they work incredibly. Well, we're going to the same process. Okay, as we set the vision for the next level. What's the gross strategy? What are the channels? Right? We're going to start applying all of that right at the level at the next level of scale, because that's what we're growing into is we have to go back to everything.

283

01:07:48.090 --> 01:07:50.109

Stephanie Bogan: I re-engineer it again.

284

01:07:50.190 --> 01:08:01.920

Stephanie Bogan: And so that's the evolution that you'll ultimately go through. So step one is to really figure out what are the strategies? What are the lanes right? Choosing the channels that you're going to operate in. And then how do you turn those broad strategies?

285

01:08:01.930 --> 01:08:22.550

Stephanie Bogan: Do a podcast do a blog work on centers of influence? And how do you turn them into specific tasks. So again use that marketing plan. The project forms the marketing task. Tracking forms the metrics and the measures, whether it's success. Shifter practice benchmarks. You've got your internal marketing data that you want to be tracking. Um. So how do we turn those into steps that we can take?

286

01:08:22.640 --> 01:08:27.479

Stephanie Bogan: You hear us talk a lot about this right? Which is, how do you use your team?

287

01:08:29.660 --> 01:08:49.160

Stephanie Bogan: How many you have at least one person that you can that support you in some way she performs that most of you. I think some of you do not, but I think a good rate. And so it becomes a question of how we're using the team. So Adam can. How are you using the team to really write?



Create the the support structures under the right, the highway of your pipeline if you will.

288

01:08:49.680 --> 01:09:07.790

Adam Cmejla: Um, so it's still uh again giving uh, i'm not smart enough to come up with stuff on my own uh Jim Collins hedgehog concept which, Jim, I think to that i'm going to get it right and give attribution there. Um, Jim Collins hedgehog concept is a ven diagram, the intersection of three circles. What am I deeply passionate about?

289

01:09:07.800 --> 01:09:27.329

Adam Cmejla: What am I? What am I? What am I the best in the world that doing, And what drives the economic resource engine in my business. And so me. For me, the intersection of that. The podcast has been the central part of that. And so I only want to focus my time on what my, as Dan Sullivan call talks about what is my unique ability, which is

290

01:09:27.420 --> 01:09:46.280

Adam Cmejla: being a really good interview. We're asking really good questions, being good on the mic, and having those conversations, everything else, as I, as I stripped down and document again, who needs to do? What when does it need to get done, and for which project every step, either upriver or down, up or downstream? From that?

291

01:09:46.520 --> 01:10:06.020

Adam Cmejla: Now the question is, Who can I surround myself with to do that instead of how do I do that? Um! The side note to doing that? And I think this is really important for anybody to realize. If you're in the content creation, business, right? We love our alliteration here. The thing to write down with content, creation and content. Creation. Consistency is key,

292

01:10:06.180 --> 01:10:24.259

Adam Cmejla: one of the ancillary benefits of thinking about it. For this filter is, it is a built in sense of, for it is a built in forcing mechanism. Dare I say not extreme accountability, because let's face it, the person that you hire isn't going to be an extreme accountability, but to the extent that you don't want to disappoint someone that's waiting for a project.

293

01:10:24.350 --> 01:10:31.120

Adam Cmejla: I can say with one hundred certainty there is no way that I would have been able to produce whatever we're on two hundred, and

294

01:10:31.480 --> 01:10:39.600

Adam Cmejla: the two hundred and ten episodes of twenty, twenty money, if it wasn't for my producer, who's responsible for doing the editing, the posting, et cetera,



295

01:10:39.630 --> 01:10:45.130

Adam Cmejla: you know, figuratively or literally poking me and like, hey? So what are we releasing for Monday?

296

01:10:45.520 --> 01:10:54.010

Adam Cmejla: Because it's it can be really easy to kind of. Oh, I got really busy, I I I didn't manage my time accordingly. This week i'll i'll get to, and i'll get to it next week.

297

01:10:54.110 --> 01:11:21.450

Adam Cmejla: So think of as your tag and your team in here. That is an ancillary benefit that I found to be really really beneficial that candidly, I didn't give it the full credit that it was in the very beginning like that. That's That's not why I hired out in the beginning, but it turned out to be a pretty darn good forcing mechanism. Yeah. Well and again, it could be as simple as rate your your your service person or your manager managing your speaking engagement. You're making sure that your blog schedule is planned out.

298

01:11:21.460 --> 01:11:50.930

Stephanie Bogan: It could be as simple as for those of you that are doing client contacts or center of influence touches. Here is a list of the clients that I want to be engaged with. Right. Put two clients on my calendar a day during the time it's been blocked out. All right. We're fine three hours for me to just do these calls once a week. Please go forth and make that happen. Hey? Here's a list of fifty centers of influence that I want to check in with. Uh, that I want to have at least one lunch or breakfast meeting with a year. Here are the times that I've blocked out each week. Please right start doing outreaches.

299

01:11:51.020 --> 01:12:09.019

Stephanie Bogan: Here's the email that we've drafted. Send it out, and please follow up to make sure that i'm sitting across from someone at least once a week. If this person is good. Go to the next person on the list. Go to the right. Your job is just to make sure that i'm having that conversation with someone. So there's a lot of different ways with your internal staff and your team to create that leverage

300

01:12:09.030 --> 01:12:12.050

Stephanie Bogan: right? Which is, assist like a person driven system,

301

01:12:12.110 --> 01:12:28.049

Stephanie Bogan: and we'll talk about technology in a minute and then outside partners. This Adam uh uses a lot because he's got right. Two people on his team, and They both have full time jobs, so they're not. You know. They're not going to spend hours on those things right? And so that's where he's built an external team that supports him



302

01:12:28.210 --> 01:12:56.120

Stephanie Bogan: right, and your external team will depend on whether you're doing podcast or blogs. It might be writers, it might be designers. It might be people who book you for speaking engagements or podcasts. It might be right linkedin partners who are right building out that channel for you. So there's a lot of opportunities to rate define your team. So just keep an open mind as you think about that and allocate to Adam's Point how you're going to use your time here. We love to talk about energy creating revenue, producing activities.

303

01:12:56.130 --> 01:13:04.039

Stephanie Bogan: That's when you're going to be growing, and that's when you're going to be happy if you can build a reasonable business on the back end. That's what's going to make you profitable.

304

01:13:04.050 --> 01:13:22.050

Stephanie Bogan: So if you do not enjoy it, then you. You don't know how to do it. Then your job is to find the people who can. One of my favorite something one of my early mentors said to me in one of the law firms I worked, and he said, Stephanie, to be successful. You do not have to know all the answers, he said, but you just have to be smart enough to surround yourself with the people who do.

305

01:13:22.110 --> 01:13:35.629

Stephanie Bogan: I would add, you have to be humble enough. I'm really good at being like. I do not know how to do that, but it sounds great. Let's hire someone to teach us, and they will get really really good at it, and so think about some. I want you to just take a moment and pause.

306

01:13:36.530 --> 01:13:51.459

Stephanie Bogan: What's one place that you're doing something in your marketing that you could either delegate to an internal person or to an external person, and you simply have it because you haven't had the clarity, or you've been in habit, or you've been hesitant.

307

01:13:52.640 --> 01:13:54.190

Stephanie Bogan: Can you think of something

308

01:13:58.110 --> 01:14:01.149

right now? What action would you take around that

309

01:14:01.320 --> 01:14:16.510

Stephanie Bogan: if you really genuinely believe that leveraging your time, so that you were doing energy, creating revenue, producing activities was one of, if not the fastest way to grow. What would you change? What will you do differently. Starting today.



310

01:14:17.030 --> 01:14:47.020

Stephanie Bogan: Will you set a goal to get to a certain number of new clients assets or revenue, so that you can make that investment in internal or external partners. Will you find one place that you can't write? Make that investment? Now, if you're a larger firm, is there a way that you can really look at your budget and your strategy, and evaluate What's the best use of time, energy, and capital here Given that we're password and ramen, and we can make investments. But can we make really smart ones that we feel good about is why we hesitate to make investments

311

01:14:47.030 --> 01:14:52.719

Stephanie Bogan: when it comes to investing in teams and partners is. We want to make sure that we're going to get that Roi

312

01:14:53.260 --> 01:15:13.039

Stephanie Bogan: uh so it's great segue into your budget. We don't have to have a deep conversation here. But again, your budget should be time and your calendar. That is the number one budget item that will have an impact when you know what you're doing, or you have a partner that knows what they're doing. Then you can trade time for money. It's great leverage, by the way,

313

01:15:13.320 --> 01:15:21.390

Stephanie Bogan: but you either have to have a partner that can do it, or you have to learn how to do it, and then write, find the person or the partner that you can delegate it off to.

314

01:15:21.420 --> 01:15:32.020

Stephanie Bogan: So there's building right as we talked about, and there's prospecting, and you want to ask yourself where you want to spend your time, so make sure your cash flow and your capital investments also account for marketing

315

01:15:32.030 --> 01:15:54.019

Stephanie Bogan: Um, Adam. I don't know if you ever did this. I don't think you ever did. But um, I can't tell you at least twice a year I get the phone call that says, hey? I have the opportunity to. It's usually pay five grand to be in a magazine and get five star award, or something like that, but it's usually someone is called, and said, Hey, you can buy this from me. You can join this service. You can do this thing.

316

01:15:54.030 --> 01:16:02.040

Stephanie Bogan: And what would you like to do? And invariably I get the phone call and the phone call is, Should I do it? And I say, that is not even the conversation we should start with

317



01:16:02.290 --> 01:16:14.330

Stephanie Bogan: the conversation we should start with back. The truck up is pay. So what you're saying to me if I hear you right is that you're willing to invest five thousand dollars in marketing.

318

01:16:14.370 --> 01:16:17.930

Stephanie Bogan: If you think that there is a reasonable probability of success.

319

01:16:17.940 --> 01:16:41.699

Stephanie Bogan: Obviously, I made the phone call. Okay, great. Then the question that we would be better served. To ask ourselves is, what's the best way to spend five thousand dollars to drive growth in this business? I was like could be the ad could be. This opportunity could be something else entirely. But let's look at our strategy. Let's look at the clients we're trying to attract. Let's look at what's working and what's not. And then let's ask ourselves what's the best way

320

01:16:41.800 --> 01:16:48.029

Stephanie Bogan: to take a calculated risk with five thousand dollars and ninety percent of the time. Do you know what it's? Not

321

01:16:48.800 --> 01:16:52.469

Stephanie Bogan: ninety-eight percent of the time it's not the thing that they called about

322

01:16:53.400 --> 01:17:09.449

Stephanie Bogan: because the thing that they called about landed you. We'd love to say that in coaching right, it landed because it hit a need need. That barber that need is, I want more clients. I want more revenue. It's going to solve my problems. Hey? Someone just offered me the magic pill to fill my need.

323

01:17:09.610 --> 01:17:11.120

Stephanie Bogan: Can I take it?

324

01:17:12.120 --> 01:17:13.400

Stephanie Bogan: I don't know

325

01:17:13.620 --> 01:17:16.389

Stephanie Bogan: is that the pill we need for the sickness that we have.

326

01:17:16.760 --> 01:17:29.980

Stephanie Bogan: So that's where asking ourselves, How has my marketing work? Not through the lens. If i'm getting the results that I want, how is



my marketing to work to the lens of these nine lessons that we're taking you through?

327

01:17:29.990 --> 01:17:47.449

Stephanie Bogan: Do You have clarity, and you know, Are you eating the elephant one by the time do you have that clarity? Are you leveraging the team? Are you creating a realistic budget of time, energy, and capital, and really making that a commitment and investment. Are you kind of just showing up every other day swinging at the fence again, like we all get it.

328

01:17:47.460 --> 01:18:00.100

Stephanie Bogan: But this is the honest conversation about. If the budget is, i'll show up and wing it. That's entirely different than this is the commitment that i'm the investment i'm committing to, because I know that's how i'm going to get to the Roi.

329

01:18:00.570 --> 01:18:10.300

Stephanie Bogan: So that's just my my little inspirational speech about really committing time, energy, capital in intentional ways, in intentional ways,

330

01:18:10.310 --> 01:18:20.909

Stephanie Bogan: which is why, having a plan and a strategy, right? What are the channels right? Who we're going to focus on. How are we going to do it? And then that gets to Now, how do we make better use of our time.

331

01:18:22.060 --> 01:18:32.640

Adam Cmejla: I don't. I feel like you got to cover the text line. Yeah, this is where again, My, I'm. Just quoting all the different like

332

01:18:33.400 --> 01:18:42.410

Adam Cmejla: nuggets of wisdom that I've gleaned from reading over the years. But my and I've said this before on them at the so we give the redundancy. But I think it's important to repeat. Um,

333

01:18:42.470 --> 01:18:52.679

Adam Cmejla: Tim, Parris is one of my favorite quotes, and I've got a lot of them from for work week, which is uh, never, never delegate something that you can automate and never automate something you should eliminate.

334

01:18:52.700 --> 01:19:03.269

Adam Cmejla: And so, from an automation standpoint, this is where the lower left hand card. Lower right hand corner is the automation system that we have set up for our workflow business. I mean it

335



01:19:03.360 --> 01:19:27.300

Adam Cmejla: the the When someone buys our workflows. I mean, whether it's they're buying the workflows or the marketing that comes with someone getting onto our list and wanting more information. All of that has been automated through. This is in fusion soft. You can use convert kit. You can use active campaign. Um, there's a lot of different options out there. I would candidly recommend convert kit. It's a fairly easy and a shallow learning curve. Um,

336

01:19:27.310 --> 01:19:34.219

Adam Cmejla: not pretty copyright not very complicated, and a lot of advisors use it with with really good success. Um! The

337

01:19:34.550 --> 01:19:53.349

Adam Cmejla: set tasks with due dates, I think the most important part in that second set there where it's where we have set tasks with your dates, and you've heard me say this on the calls as well. It's one thing to leave these calls with notes written down. It's another to ensure that somewhere they are on your calendar to review

338

01:19:53.360 --> 01:20:01.739

Adam Cmejla: and or to take action on so to see meet with, meet with, you know. Look at for it, where it says, Meet with new cois one time per month.

339

01:20:02.150 --> 01:20:04.769

Adam Cmejla: That's not an action. Item. That's a wish,

340

01:20:04.900 --> 01:20:30.029

Adam Cmejla: Is it on your calendar? And How are you going to execute on that again? I go back to who's doing? What when does it need to get done, and for which project? So, having these on. Here is one thing ensuring that they have time back to the previous slide, where we actually had the model week, or a model calendar to ensure that you have to have these action items somehow end up on your calendar, because, having an Nasana board is great.

341

01:20:30.040 --> 01:20:44.689

Adam Cmejla: But if it's not on something that you're actually working. Whether you have time devoted to that or not, you have to just make sure that whatever system that you're using is staring at you in the face, and that is what you're working off of. Again, Workflows control the flow of work.

342

01:20:44.700 --> 01:21:04.570

Adam Cmejla: Any one of these systems helped you either do that, or automate that in the form of active campaign, and convert kit, and do don't use infusion soft like, I said. I know nothing about it like no



advisor on here needs infusion on. I will promise you. No advisor here, no advisor on this call needs in fusion soft marquette hubspot

343

01:21:04.580 --> 01:21:18.399

Adam Cmejla: um like stay away from all. Please do not go down that rabbit hole. Uh the reason that we use in fusion so different reason it's our point of sale. It's it's everything it integrates with red tail block with our market. Don't use it. You don't need that. I just

344

01:21:18.410 --> 01:21:37.710

Adam Cmejla: full this. I don't want someone coming back and saying, Adam, that i'm talking confusion. So from now i'm dude that don't use in regions. I believe that we got it. Um! So a couple of highlights here, one that first part, this project, management, tools it can be, and as we love Asana, we what we all use it here, Adam uses it to.

345

01:21:37.720 --> 01:21:53.169

Stephanie Bogan: But if you're if you don't have that, you're starting out like I used to use a spreadsheet right before that I use the success shifter. I would absolutely recommend to something like an asana or a trello again, because there's just so much built in Now they're doing workflows. You can tag. You can do. Reports

346

01:21:53.180 --> 01:22:01.249

Stephanie Bogan: like It's really cool. What those capabilities are, and they do things that the Crm just don't do at a project level right relative to the client relationship.

347

01:22:01.260 --> 01:22:16.449

Stephanie Bogan: Um, Adam's point. That marketing plan that you build out has to get translated into the system. So if it doesn't, get translated into the calendar. It can't happen. Are you guys ready? My team loves this. If it's not on the calendar, it can't happen if it's not in the system, it doesn't exist?

348

01:22:16.480 --> 01:22:21.249

Stephanie Bogan: Are the rules that we use here right under continually building two, which is, you can't

349

01:22:21.350 --> 01:22:35.490

Stephanie Bogan: so it's. How do you going back to that second step. How do you break it down into pieces? How do you use your team and your time budget to then leverage the technology so that you put it in, and it does the work both. This is right. Clarity and transparency piece.

350

01:22:35.600 --> 01:22:46.319



Stephanie Bogan: Marketing workflows is really about the external place. How can you leverage technology going to that brand storytelling and prospecting. You can use it to do a lot of the work for you

351

01:22:46.430 --> 01:23:06.250

Stephanie Bogan: right drip. When people write come to the website. You can drip on them in a video campaign or a podcast campaign. So there's just a lot of ways that you can leverage tech one internally to manage your marketing, and second, externally, to really drive more scale and time in your marketing without you having to show up right day by day.

352

01:23:07.010 --> 01:23:35.989

Stephanie Bogan: Um! And I think we've hit on this in a number of ways. It's just how are you going to create accountability? Uh? So we have some tools. There's a new business summary report. If you don't have that coming out of your crm right now, uh, or any of your systems. But most of you, I think all all of them do at this point. Um! But the goal is whether it's a six chef just your the business summary, or your internal uh firm reporting or your Crm reporting is to make sure that we've talked about to track and manage that data, because plans fail

353

01:23:36.000 --> 01:23:50.959

Stephanie Bogan: because it's not clear who's responsible people are in accountable. And so we've got to make sure that we have the data, the tasks and the track for everybody to run on. To make sure we implement that accountability. Who is the first and most important person we have to hold accountable on our marketing.

354

01:23:53.600 --> 01:23:58.129

Stephanie Bogan: Everybody just find them here, hold it right up and be like that would be me

355

01:23:58.140 --> 01:24:16.589

Stephanie Bogan: right, because if we're not driving the car when it comes to marketing, it's gonna swerve all over the road right? People are going to be reaching over It's just gonna hit a ditch and sit there until we get out and figure out how to back this thing up and get it back on the road, and so really sit in the space of asking yourselves at this moment how accountable have I been

356

01:24:16.600 --> 01:24:34.420

Stephanie Bogan: for growth. So I say, I want to grow. Have I been doing activity? Have I been really aware of an accountable for those activities? Have I been using the tools and resources available to me? Or have I been right showing up in in consistently? Have I been just taking swings and reacting as opportunities come up.

357

01:24:34.430 --> 01:24:40.989



Stephanie Bogan: So this is where we want you to be really clear and intentional, so that you have the ability to know what you're being accountable to

358

01:24:43.880 --> 01:25:02.860

Stephanie Bogan: Pipeline Combo. I think there were a couple of questions around. Uh. There were a couple of questions around. I think there was a question around pipeline, but I also saw Angela uh just going back to Budget on Slide. Oh, and I want to make sure I don't forget to answer it around uh the amount of budget dollar wise that most people spend on marketing average is about three to four percent.

359

01:25:03.530 --> 01:25:14.740

Stephanie Bogan: And again, that depends on right The size of your firm. If you're just starting out right. Your time Budget might need to be bigger, or you might want to invest a bit more if you've got the ability to do that. If you're a larger firm,

360

01:25:14.750 --> 01:25:26.710

Stephanie Bogan: right, you don't necessarily have to go. Spend thirty or sixty thousand dollars straight out of the gate, but it also does not mean that you won't, or that you shouldn't, and that you wouldn't get a return on investment. So three to four percent is the average

361

01:25:26.800 --> 01:25:32.189

Stephanie Bogan: again, Adam, I don't. Do you know what your current pro current spend is? Is a percentage?

362

01:25:32.500 --> 01:25:40.929

Adam Cmejla: Well, what I was just gonna say in in this? The short answer is, um a lot. If I do the quick math on this,

363

01:25:41.560 --> 01:25:43.780

Adam Cmejla: it's a little over ten percent.

364

01:25:44.780 --> 01:25:47.329

Adam Cmejla: Yeah, little over ten percent. And here's why,

365

01:25:47.680 --> 01:25:49.820

Adam Cmejla: if I take out my time,

366

01:25:50.100 --> 01:26:14.000

Adam Cmejla: then I'm probably in that three to four. But when I add in the amount of time that I dedicate to the podcast, to the speaking to right, which all needs to be baked into. This is a a big part that I hope a lot of you took away from Michael's presentation. Michael Kits this



presentation the first Tuesday morning of retreat, when he talked about the lifetime revenue value, and thus the net profit the net operating income, the profit from a client.

367

01:26:14.010 --> 01:26:20.089

Adam Cmejla: How much would you be willing to invest in a two hundred and fifty thousand dollars Lifetime Relationship

368

01:26:20.210 --> 01:26:49.830

Adam Cmejla: uh most advisors will only be in that three to four. But when you think of the average turnover of basically you know a ninety-five percent retention which means your client base turns over once every twenty years. How much so? What is the lifetime value of a client over twenty years? Your profit again. Do all that math. Most of us should be willing to spend a decent amount of money to be able to pick up that lifetime cash flow. But most advisors, miss, that mark. Most advisors are too focused on picking up nickels and dimes, and they're stepping over dialer bills to do that.

369

01:26:50.150 --> 01:26:56.189

Adam Cmejla: So understand if we're going to ask that question of how much is it, budget? Is percent of revenue

370

01:26:56.470 --> 01:27:11.979

Adam Cmejla: back to what we've talked about? Right? If I have the choice of having more time or money. Give me more time, because with more time I can make more money with more money. I can't make more time. So build your time into that equation about how much you're actually going to spend on your marketing budget.

371

01:27:12.420 --> 01:27:28.760

Stephanie Bogan: Yeah, And that's another good example of how benchmarks are reasonable baselines, but one. You do want to have a sense of what your hard dollar costs are relative to the marketplace, because it tells you what the average firm is having to spend to generate the results that are also reported in those benchmarks.

372

01:27:28.770 --> 01:27:43.960

Stephanie Bogan: And then you want to know that you can beat those by a wide margin. Adam, even including his time right. The average firm spends thirty or thirty thirty-five on marketing adam is spending ten percent, including those economics. Right so he's wildly more efficient because

373

01:27:43.970 --> 01:27:54.110

Stephanie Bogan: some of the things that we'll talk about right using that systematized model right scaled marketing and then using his specialized time right him showing up speaking, et cetera,



374

01:27:54.120 --> 01:28:06.579

Stephanie Bogan: right and very leveraged ways to build brand credibility right? That supports the whole brand, and that creates that flywheel moment, and that ultimately gets him those clients. Um! So he's got a multi pronged approach around that audience,

375

01:28:06.670 --> 01:28:17.170

Adam Cmejla: and this goes back to Oh, go ahead. I think you're going to be talking about the same thing to Angela's question in uh in slide. Oh, about Can you have more than one marketing funnel?

376

01:28:17.180 --> 01:28:32.850

Adam Cmejla: Yes, you can as long as they're all driving towards the same outcome. Right? So I right for you to have an electric business. I have the podcast. I am um active in an Od. Set Finance Facebook community which has seventeen thousand members. Um

377

01:28:33.010 --> 01:29:00.280

Adam Cmejla: Podcast writing, speaking, and Odyssey on finance. So I basically, have four funnels, if you will. All four of them are driving primarily to the podcast, and then from the podcast it's driving to the website to schedule a triage call. So you can have multiple different funnels as long as they're all coming down to that same common nominator. What is that action? Item: What is that, Cta, that call to action that you're defining in your firm that is going to take someone from a cold

378

01:29:00.290 --> 01:29:02.929

Adam Cmejla: lead into a warm prospect.

379

01:29:03.360 --> 01:29:33.340

Stephanie Bogan: Yeah. And the lead Gen. Channels will drive into your overall funnel. Right? So that's where you can have blog. Is the Legion right? Driving into the funnel, your podcast and Adam's case right, his speaking and writing, but they all ultimately drive to the website, which is where right? That top of funnel awareness really starts to kick in, and then they go through the sales process, and then they rate ultimately get to the bottom of the funnel, sitting across from someone um where it is not advantageous to have multiple funnels to Adam's point

380

01:29:33.350 --> 01:29:36.220

is when they're focused on different audiences.

381

01:29:36.230 --> 01:30:00.620

Stephanie Bogan: Unless you have established that you can do that. And it's part of your gross strategy, right? So I would not have a funnel for little old ladies over here, and a funnel for business owners over here. Not because it can't be done, but it's typically done at scale. So when we



do that we tend to take shortcuts like we slap some stuff together, we get it going, and then we go to the next one, because there's an opportunity there. But like half of our opportunity

382

01:30:00.630 --> 01:30:11.840

Stephanie Bogan: isn't being mined over here, because we don't know our pipeline. We're just doing it, and then we get the results. We're not systematically going through each level. Hey? Why, why are we getting so many people to the website, but they're not

383

01:30:11.850 --> 01:30:28.790

Stephanie Bogan: right

384

01:30:28.910 --> 01:30:45.919

Stephanie Bogan: in my book then, and only then is it wise to start a second separate funnel? If you have multi rate audience marketing. If you're trying to do that, we would have a whole conversation about why I would recommend you not do that, because if you just really double down on that funnel. You're going to grow faster, is what it boils down to.

385

01:30:45.930 --> 01:30:57.520

Stephanie Bogan: But our brains tell us there's an opportunity over here, and I know how to do it. So why, Don't, I just cut and paste the system, and i'll make more money, and you can. But all those conversations around focus and complexity. So

386

01:30:57.600 --> 01:31:03.010

Stephanie Bogan: I don't think that's where you were going with that, Angela. But I just want to make sure that no one interprets

387

01:31:03.020 --> 01:31:23.720

Stephanie Bogan: having multiple funnels, is having multiple audience and multiple lead. Gen. Driving to those audiences. Again, if you feel like you're ready for that, Let's absolutely have that conversation, because there are cases where it can work. But you have to be typically larger, Really, process, oriented, super disciplined have great like, be really executing at this level across the board to pull that off

388

01:31:25.200 --> 01:31:41.450

Stephanie Bogan: all right. Any other questions around Pipeline. And just really being mindful of that. And you notice, Adam and I constantly go to the data. You've got to have the Legion and the story right the qualitative part, the feeling part that people write, whether your story is functional or relational.

389

01:31:41.460 --> 01:31:59.869



Stephanie Bogan: But this part, this is a science. There are right companies out there. They just pick a product, and they just lather rins, repeat the formula. And so it's. What's your marketing funnel, Adam? How long have you been honing yours? What three or I mean? You started before, but like really the last three years,

390

01:32:00.280 --> 01:32:05.999

Stephanie Bogan: and now it's very predictable, right legion. We know what's coming in on a consistent basis

391

01:32:06.040 --> 01:32:17.560

Stephanie Bogan: knows what that pipeline looks, knows what the data looks like each step in that pipeline right, and then knows with reasonable certainty what percentage of people as it's in revenue are going to be projected,

392

01:32:17.570 --> 01:32:32.640

Stephanie Bogan: based on that right, and then based on that, it's pretty easy to drive a growth rate market performance aside. But this is why marketing is so important. I was talking with another consultant this morning, and we were talking about like there are firms out there that are suddenly like Oh, Bear Market. What do we do

393

01:32:32.650 --> 01:32:38.140

Stephanie Bogan: like. We thought we knew how to run a firm, and they're like. Suddenly we don't know how to run a firm. We know how to run a growing firm.

394

01:32:38.520 --> 01:32:45.839

Stephanie Bogan: We don't know right. So those are the things that you want to make sure of that. You want to build the marketing machine one in good times it's great

395

01:32:45.850 --> 01:33:11.299

Stephanie Bogan: to in down markets. It's a huge opportunity. This is when most of our clients grow even faster, because there's so much disruption. People are looking. They're making changes. They're trying to solve problems. And so you want to make sure you've got a really well oiled marketing funnel, because once people get into that system, this is where it starts to get much more automatic right. They get on the assembly line, and the pipeline just right, flows them through the system if you will

396

01:33:12.550 --> 01:33:32.970

Adam Cmejla: um any added anything you want to add on Dana or pipelines, I think we've come in. No, I would say, Yeah, I mean that for again, take this through your filter. But the three areas that are important for us is we look at the conversion of how many people are signing up for the uh for



the newsletter. So we look at how many contacts that we're adding to our newsletter list.

397

01:33:32.980 --> 01:33:48.840

Adam Cmejla: Um we're adding about thirty-five. Ironically enough, it's. It's been about one per day for a while now. Uh we look at the open rate for our nurturing campaigns. We get a really good open rate on our emails. And then, uh, as far as the conversion of our prospects for a sales pipeline,

398

01:33:48.850 --> 01:34:09.809

Adam Cmejla: we get all that out of Q. So we're able to see how many people book A triage call versus one page plan versus follow up versus onboarding. So those are the four. I did three. Those are the four right. Those are the four different uh marks that we track from a conversion process in our sales. So it doesn't have to be complicated. You don't have to create this massive dashboard or anything like that. Just

399

01:34:09.830 --> 01:34:15.660

Adam Cmejla: know what three or four areas you're going to measure success based off of what you're solving for.

400

01:34:15.670 --> 01:34:40.380

Stephanie Bogan: Yeah, I literally started doing this twenty-five years, twenty-seven long time ago in a practice. I was like how many people called in my success shift, or how many people do we talk to? How many people do we quote the fee to how many said, yes, how many said no, and how many said, maybe, and I would total those up every month, and then I would track it over the year, and that was like that is the old school way of tracking your conversion, and it still doesn't take very long.

401

01:34:40.440 --> 01:34:53.539

Stephanie Bogan: But um! So the goal here is just to make sure you have some core metrics simple as better, so that you're not trying to. You can attack nine metrics at once. It's if you want to have a dashboard that you look at quarterly or semi-annually.

402

01:34:53.550 --> 01:35:07.859

Stephanie Bogan: If you, if you're prepared for that level of data, and you can use it great if you can't stick to the three to five metrics that are really meaningful to you, because the ones that Adam and we've talked about those are the ones that generally highest have the highest correlation to revenue coming in the door.

403

01:35:09.560 --> 01:35:28.310

Stephanie Bogan: Um, okay uh track and monitor. So we've talked about this solo advisors. You've got your calendar teams. Uh this can be a little bit more complicated because you're managing firm, level and advisory level.



But it's all the same systems. It's how you're reporting and tracking up to that if you will. Um

404

01:35:28.320 --> 01:35:35.820

Stephanie Bogan: so track monthly your one-page marketing plan so for that could be your tracking with success shifter. You want to be looking at your budget,

405

01:35:35.830 --> 01:35:55.649

Stephanie Bogan: your new business tracker, right the front end of your pipeline, and then to our point selected Kpis, where the data points uh, you might want to track things like average revenue per client, to see if right the pipe that right, the marketing and the pipeline is actually working it, bringing in the larger clients. If that's one of your goals, so think through that. And then what's your marketing plan?

406

01:35:55.660 --> 01:36:07.870

Stephanie Bogan: Uh we have sample marketing, meeting agendas right Here's everything you could very likely want to talk about in your marketing meeting. You can absolutely take my permission to cut out half of that agenda

407

01:36:07.880 --> 01:36:17.070

Stephanie Bogan: if you're smaller or newer, or it's just overwhelming. This does not need to be a three and a half need our meeting with you. It's what is the key data. So we wanted to give you kind of the full outline,

408

01:36:17.120 --> 01:36:31.709

Stephanie Bogan: and you can pull out of that What's relevant uh your budget, which is part of the worksheets, your business tracker, your data again. We've given you a couple of different ways. We've got the new business summary. We've got the practice benchmarks, some of those other tools that you can use if you want

409

01:36:31.720 --> 01:37:01.709

Stephanie Bogan: uh, to take those advanced climes right, and if you're ready to go deeper with your with your tracking and monitoring. Then definitely feel free to do that. If you Haven't or you're not simple as the ultimate sophistication, start there. It's far more important to track three data points through that pipeline for thirty, sixty, ninety days right to get the data and get good in the get in the habit of tracking data that it is to tell yourself I've got to do this big practice benchmark, state sheet right, Run it once and be like Wow! I don't even know what to do with all this

410

01:37:01.720 --> 01:37:11.559



Stephanie Bogan: this data that's not the goal. Right? So again, use the tools in the way that really meet you where you are, and if you have questions definitely, let us know we'll be happy to help you.

411

01:37:14.470 --> 01:37:30.490

Stephanie Bogan: All right. So we have. I don't know what? Ten, fifteen, or fifteen eighteen minutes left. My time. Are you guys? I have I? I wasn't on time there for a little bit. This is how systems are so important. I went on a trip to the last retreat. They pack the timer and guess what I didn't unpack

412

01:37:31.150 --> 01:37:41.530

Stephanie Bogan: all the stuff that I had to bring back that shit back to me in a box, and without my time, or I was like, Oh, have it sit down for call. Ooh! What time is it? And now I just realized the timer is broken,

413

01:37:41.590 --> 01:37:56.150

Adam Cmejla: cause it still says, Let's go so so can we go to um. Doug and Angela. Let's start with Doug Any Follow up questions, Doug on.

414

01:37:56.300 --> 01:38:06.740

Adam Cmejla: Uh, did I? I should say maybe a better way. Did we answer sufficiently your question if it doesn't work right away. How long do you stick with it? Um. Anything that you would add to that or or the genesis for that question.

415

01:38:06.840 --> 01:38:14.680

Doug Marlow, CFP, ChFC, CLU, AIF, CEPA: Well, I think the genesis for the question was largely around with all of the marketing efforts, right and all the different things to measure

416

01:38:14.720 --> 01:38:15.630

right

417

01:38:15.690 --> 01:38:30.730

Doug Marlow, CFP, ChFC, CLU, AIF, CEPA: understanding what you're measuring, I think, answered a lot of the questions to how long you stick with it, because you have to stick with it long enough to figure out what you're measuring. But at what point do you say? And I, I go back to what you often see on

418

01:38:30.740 --> 01:38:47.849

Doug Marlow, CFP, ChFC, CLU, AIF, CEPA: um a couple of the the shows on like Cnbc. At what point is it? Just a dog, and you get rid of it, and it's time to move on to something else. Squash it like a bug, whatever whatever analogy you want to use. Uh, and just say, Well, that didn't work.



419

01:38:47.860 --> 01:38:58.089

Doug Marlow, CFP, ChFC, CLU, AIF, CEPA: How much time, effort, energy, do you put behind a marketing effort to go, this isn't yielding the results regardless of what measurable i'm using

420

01:38:58.240 --> 01:39:14.480

Doug Marlow, CFP, ChFC, CLU, AIF, CEPA: and say, done with this or it needs to be adjusted, or whatever it is yeah,

421

01:39:15.150 --> 01:39:31.619

Stephanie Bogan: right, because we've all heard that. Do you know that that's not the whole quote? There's a hall. There's a hall of fame in every industry that's filled with quitters literally. Well, the the the the quote is never ever ever quit except in the face of common sense. Your good judgment

422

01:39:31.780 --> 01:39:33.249

Stephanie Bogan: that's the whole quote.

423

01:39:34.200 --> 01:39:45.879

Stephanie Bogan: So at one point I realized I kept telling my quits like we. You know we don't quit. We don't quit, and then I thought God someday they're gonna be in a bad relationship or a bad job, and they're gonna be like Mom told me not to quit. I'm not sure that's what I want to teach them.

424

01:39:45.890 --> 01:40:03.100

Stephanie Bogan: So what we talked about is sometimes you push forward. Sometimes you have to learn to pivot, and that's the fine line that we're trying to manage? Is when is it an investment? And when is it a dog? And so the number one and i'm sure Adam has an opinion on this, too. The thing we always look at is progress.

425

01:40:03.310 --> 01:40:09.840

Stephanie Bogan: One. Are you making progress right? We don't quit after thirty or ninety days on a podcast strategy

426

01:40:09.850 --> 01:40:26.739

Stephanie Bogan: if we've been doing it five years. Yeah, there's probably a reason we don't rock a podcast, because after three we like. So that's why I say progress relative to the averages and your runway. So if everyone else is doing X and you're grossly under performing X

427

01:40:26.800 --> 01:40:42.570



Stephanie Bogan: after a three year runway. Or, again. That's where it's the strategy, right? If it's Coi marketing it shouldn't. Take you three years to build a runway. It should take you a couple of years to build a pipeline where, like Tiffany, you just have people that just refer to you four times four or five times a year, naturally, because again,

428

01:40:42.580 --> 01:40:51.350

Stephanie Bogan: So that's where you want to look at. What's the channel that you're really marketing into? But I would say one is, are you making reasonable progress?

429

01:40:51.450 --> 01:41:00.149

Stephanie Bogan: If you're not? Then the question is, do I break it down? Do I get under the hood? Do I? You know, Uh, Ben and I had a call?

430

01:41:00.340 --> 01:41:11.150

Stephanie Bogan: I was it a couple of years ago, Adam, around his podcast, and it was going great, and he was getting loads of clients from it. But his conversion rate was like forty, two percent or something. It was in the forties. It was low,

431

01:41:11.540 --> 01:41:23.089

Stephanie Bogan: and so if he'd been like, hey? I've been doing this podcast for X long, and my conversion rate is low. I'm not sure this is working. He would have ditched right an incredible revenue generator. It's like it was good then, but it only got better.

432

01:41:23.150 --> 01:41:32.899

Stephanie Bogan: What we realized in looking at those data points that I mentioned was, Where is it under performing? So if You've been doing that all along, Doug. You shouldn't be in that situation,

433

01:41:33.120 --> 01:41:46.180

Stephanie Bogan: and it you should be, seeing that progress if you're not, that's where you have to start tweaking the formula, looking at your partners, or maybe podcasts at your jam, maybe blogging. Maybe you don't have the right content writer,

434

01:41:46.190 --> 01:42:01.659

Stephanie Bogan: if it really isn't working for you. That's when you make the decision to pivot to another strategy. And sometimes we'll do a bridge strategy where it's like, hey? I'm doing everything I can to get the podcast going, and only takes me, you know, four hours a month to record the episodes.

435

01:42:01.720 --> 01:42:13.190



Stephanie Bogan: Should I be doubling down on that? Or should I like? Add them to go out and then and speak and write? Do blogs? Are there other things that I can do to supplement that while the runways kind of building, if you will.

436

01:42:13.430 --> 01:42:15.069

Stephanie Bogan: Is that help a little bit,

437

01:42:16.780 --> 01:42:32.940

Adam Cmejla: I go back to I I just. I just go back to the fact that nobody Again, if someone truly believes that they're the first to do something, i'd love to hear about it. But nobody on this call is going to do something that Hasn't already been done by some other advisor

438

01:42:33.100 --> 01:42:51.820

Adam Cmejla: there are set, go, and is famous for saying there are No, there are no new ideas. We're all doing something that's already been done before. So go so find that benchmark. Find that baseline. How long did it take me to get a prospect from podcasting for people that are blogging we there's data out there that says that. Do this. Get this.

439

01:42:51.830 --> 01:43:02.239

Adam Cmejla: That's the benchmark that you can use to dictate when you have to throw in the tell them, because it just might not be what's in alignment with your unique skill set. And then to this point.

440

01:43:02.250 --> 01:43:19.479

Adam Cmejla: Maybe you don't ditch it, but you pivot, and you find, hey? I want a blog, and I and that's where my people are. But i'm not the best writer, and i'm not getting conversion, So could I hire someone to ghost? Write my blog here my ideas. Let me do a stream of consciousness and have someone that is really good with words. Turn that into the written form.

441

01:43:19.960 --> 01:43:27.840

Stephanie Bogan: I'll add to that this will, that you guys will love this even more. I will go so far as to say that for the most part there aren't even any dogs

442

01:43:27.860 --> 01:43:46.849

Stephanie Bogan: there simply aren't. So we did a marketing study before I retired. We did what was back then the first big marketing study um, and we. So we got to have some really cool questions, and I asked people what were the top three strategies, five strategies that work for marketing. And then what were the top five that didn't engine? I want to know what was really interesting about those two lists.

443

01:43:47.660 --> 01:44:07.219



Stephanie Bogan: They were eighty, the same seminars. I've been the best thing ever Seminars suck. Right? Cois are awesome. Coi: Sec. Right? Referral programs are awesome for a program. Sec. There are no dogs. We literally our first year of elementless. Do you remember, Kat, he had a two million dollar practice doing seminars,

444

01:44:08.330 --> 01:44:09.860

Stephanie Bogan: seminars,

445

01:44:10.000 --> 01:44:26.120

Stephanie Bogan: everyone's like, Oh, my God! And he's like crushing it with these seminars. What's everybody's problem with them of ours right? So he just developed a like a forte. He got it. He was a great speaker. He He cracked the formula right going through the pipeline he cracked the code.

446

01:44:26.140 --> 01:44:38.490

Stephanie Bogan: So, Doug, I would add, There, Aren't, even any dogs it's. Is it gonna work for me? And this is where I think you can eliminate a lot of that on the front end. If you hate public speaking like it makes you don't go, do it,

447

01:44:38.970 --> 01:45:08.929

Stephanie Bogan: or start by taking a toast masters class and see if you can survive that right for six months before you go. Do your first public speaking engagement if you hate writing. But you think a blog is the best way right to add this point. Go find a content writer, right? So success leaves clues. There are models for how to make any marketing channel and strategy work great. It has to fit you and your clients. We have advisors that hate the you know, the smart assets and the white coats, and we have advisors that are crushed

448

01:45:08.940 --> 01:45:10.039

Stephanie Bogan: it with them,

449

01:45:10.140 --> 01:45:25.650

Stephanie Bogan: based on them their client type, the client size, the fees, the kind of work that they do. And so that's where you really want to choose the channels and the strategies that feel like they fit you. And then that's not to be don't get uncomfortable. By the way, it doesn't mean that right?

450

01:45:25.660 --> 01:45:47.550

Stephanie Bogan: If you're interested in the podcast, you don't think you have the best radio voice. You don't do it. It means that you get clear that you're comfortable, being uncomfortable, and you do it anyway, until it's right, Adam Doesn't. Think about being on podcast anymore where we recorded our first one. I was like, Oh, what I got to do the intro again,



and he was like, Oh, and I was like i'm used to being the guest. I'm not used to being like. My brain is just like

451

01:45:47.560 --> 01:45:57.859

Stephanie Bogan: took me about three tribes and then okay, away we go. So it's really building the habits in the areas right? Can you consistently write if you can't, Can someone do it for you?

452

01:45:58.080 --> 01:46:09.550

Stephanie Bogan: Can you consistently speak right? What are the things that are gonna work for you is where I would typically start with marketing, and then great, you can expand into other areas as they start to really work for you.

453

01:46:11.340 --> 01:46:14.920

Stephanie Bogan: Do we have? Let's see any more. Do we get to all the questions?

454

01:46:15.020 --> 01:46:22.960

Adam Cmejla: There's a we we talk about Angela's. Danny's got one more in there that you can answer. I need to hop to another call here. So um I I appreciate everybody

455

01:46:23.220 --> 01:46:34.950

Adam Cmejla: and uh enjoy the week, and we'll talk you all soon. I'll be on tribe, so take me there, and uh we'll go from there

456

01:46:38.290 --> 01:46:40.699

Stephanie Bogan: either still or did it. Danny, drop off.

457

01:46:44.020 --> 01:46:46.529

Stephanie Bogan: I don't see Danny, so I will.

458

01:46:46.820 --> 01:46:56.319

Stephanie Bogan: Uh. He was asking about calling on clients of his prior firm uh, because they didn't have a niche, and I think his uh time had run out, so I will follow up with him on tribal net.

459

01:46:56.330 --> 01:47:07.320

Stephanie Bogan: Right, do you guys? What other questions do you have? I know we're three, four minutes over. I had to adjust my and Angela and Paul did your questions get answered about um the percentage of time

460

01:47:07.830 --> 01:47:21.669



Angela Dorsey: I was trying to be so on time today, but when I restarted the Powerpoint and we started the clock, so I thought I had five more minutes of my time we're doing it. But that's all the questions which is great.

461

01:47:21.680 --> 01:47:51.669

Stephanie Bogan: All right, Was this call helpful to you guys today in terms of just getting clear on marketing plan and implementation. It's not the sexiest topic. But as we start to break it down, do you start to understand how important it is? If you want to build a super highway, those support structures really need to be there. If even one of them is missing, what is the structural integrity of that super highway. If a couple of them are missing, great, it's weak. And so that's where we want to look at What's the clarity, transparency, and accountability. What's all that? Those nine things that we talked,

462

01:47:51.680 --> 01:48:20.720

Stephanie Bogan: or your support systems that will create a smooth runway, so that, as you have those ideas and you show up using your energy to create those revenue producing opportunities. You're really harnessing it to the maximum, and you're spending as little time as possible right on all the tension and the stress points. That's what those supports are there to create is a smoother runway between you and grow so hopefully. Our call today helps you to do that. And as always as you have questions reach out to us on tribe uh coaching inbox, and we'll be happy to support you

463

01:48:21.590 --> 01:48:25.030

Stephanie Bogan: you guys have a great week.

