

Marketing to Your NICHE



ADAM CMEJLA



DON HILARIO



IT'S A 3-YEAR PLAN



YEAR 1: ESTABLISH

- Define your niche
- Tailor your services
- Refine your brand and messaging



YEAR 2: ELEVATE

- Specialize marketing
- Deepen your expertise
- Keep telling your story



YEAR 3: ENHANCE

- Continue brand-building
- Refine your focus and marketing... go deeper



How do I really MARKET TO MY NICHE?



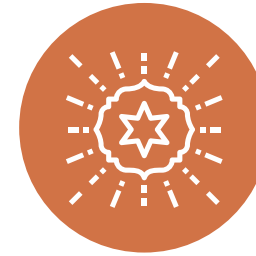
CLIENT
REFERRALS



REFERRAL
RELATIONSHIPS
WITH COIs



PERSONAL
INTERESTS
NETWORKING



BUILDING
BRAND &
CREDIBILITY



ACQUISITION

- Change your brand and messaging to reinforce your niche
- Make sure your conversation & content is targeted to your niche, not general
- Go where your niche is: build a simple "get started" plan
- No exceptions, know how best to help



Target only
niche firms



Google

Financial Planning for Big Tech & Beyond



Our clients are different... and so are we.

Here's our "4-5-6" methodology for reviewing our clients' personal finances.

4 Frames™ for Interpreting Household Structural Integrity

We know. You're busy. Financial Planning is probably not something you think a lot about. Your focus is on your life (family, kids, career, etc.) and that's completely understandable – even praiseworthy. You're someone's hero. You have people counting on you – at work, at home, in the community, or maybe combinations of all these. And because there are people counting on you, it's wise to shift that focus, at times, to your financial picture. Enter the one-page plan known as the Asset-Map. Using the Four Frames approach, we will examine how you've structured your life via investments, insurance, legal, and tax decisions.

Investment

- Who is managing this? (Doing it yourself, active manager, etc.)
- What is your investment strategy?
- Does the current allocation match your risk tolerance?

Legal

- Who are the beneficiaries in your qualified plan?
- Does it make sense to add transfer on death (TOD) registrations?
- Do you own assets out-of-state?

Insurance

- What is your plan in case of untimely death?
- Are you self-funding long-term care?
- Are your group policies convertible?

Tax

- Does your income deem you ineligible for Roth IRA contributions? If so, what is your after-tax savings strategy?
- Does your portfolio generate taxable income via qualified or non-qualified dividends?
- What is your distribution plan for low-cost basis, highly appreciated company stock?

led by my mentor H. Adam Holt, CFP, Founder of Asset-Map®.
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Which generates ideal clients?

GENERAL MARKETING

BROAD / GENERAL MESSAGE

- Shred It Party
- JP Morgan's Guide to the Markets



NICHE-FOCUSED MARKETING

ATTENDEES / TOPIC SPECIFIC TO TARGET

- Utilizing Your Practice as a Conduit for Cash Flow
 - Speaking at Industry Events
 - Q1 Googler Pain Points





GENERALIST BLOG

How to Save with Discipline

Election 2020

FOMC Raises Rates

Avoid Making These 7
Financial Assumptions

Are you speaking to
SOMEONE
or
EVERYONE?



SPECIALIST BLOG

The Secret Weapon of High-Powered
Women

5 Reasons I Don't like SIMPLE
IRAs for Optometry Practices

Mid-Life Women and Career
Burn-Out or When Can I Retire?

PPP Flex Act & Forgiveness:
Strategies and Highlight for
Optometrists





Don't overcomplicate it.



KNOW AND DO



KNOW YOUR NUMBERS

- What's your goal?
- How many new clients do you need?



KNOW YOUR NICHE'S WORLD

- Do your homework
- Know their language
- Change your conversation



DO SAME STUFF AS BEFORE...BUT FOCUS

- Start focused marketing activities
- Develop strategy for non-niche clients



Know Your Numbers

Know what you need in advance:

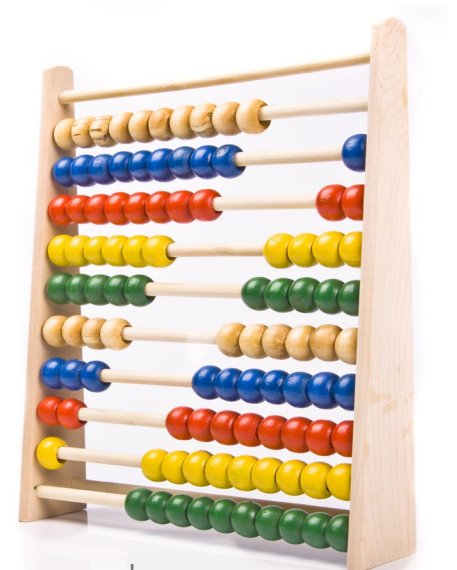
12 to 16 new niche households per year & generate ~154k in new annual revenue

	<u>NO NICHE: BEFORE</u>	<u>NICHE: 1 YEAR LATER</u>
AVG. HOUSEHOLD AUM	506k	774k
AVG. HOUSEHOLD REVENUE	\$6,340	\$11,720

Delta (Difference between General vs. Niche) *

AUM: Niche is 52.96% > or +268k more than general household AUM

Revenue: Niche is 84.86% > or +5,379.69 more than general household revenue



*And Don's saving \$100,000 a year!

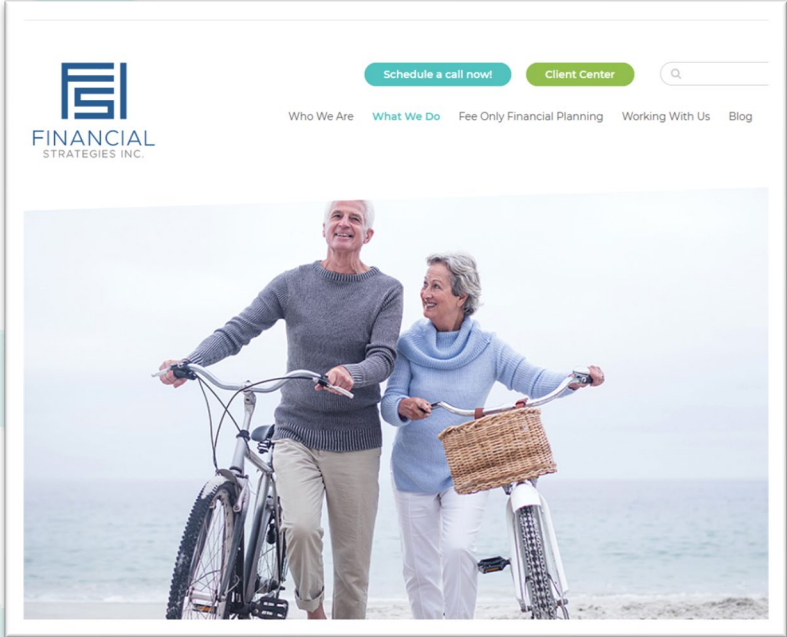


Choose Your Own Adventure



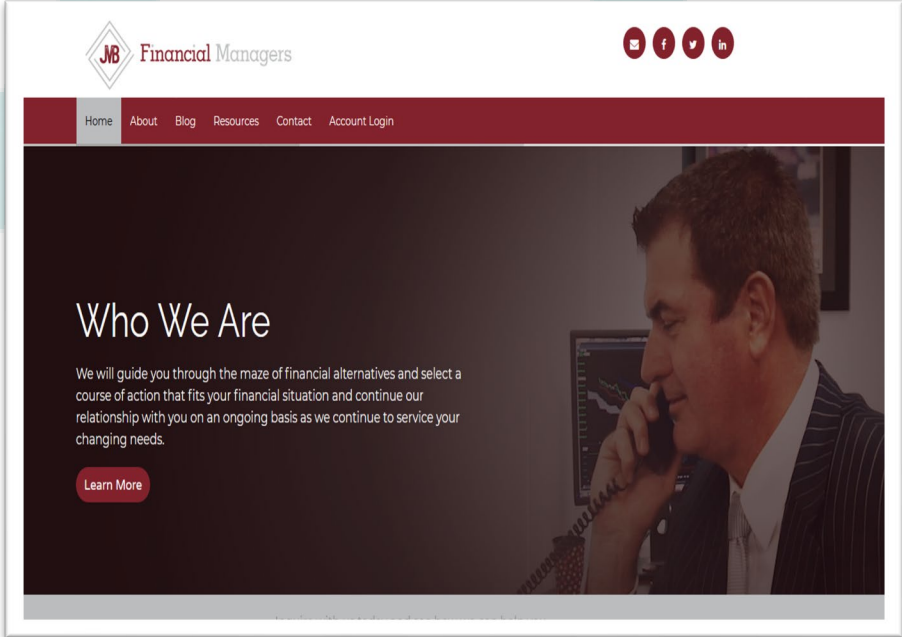
Lighthouse

OR



Beach

OR

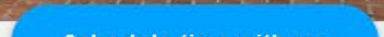


Answering the phone



FOR GOOGLE EMPLOYEES

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Helping optometrists plan life. On purpose.



Schedule a Meeting

Connect with us today to learn more about how our services can help you.

[Learn More](#)



Who We Serve

Meeting the essential personal and practice financial planning needs of optometrists and practice owners around the country.

[Learn More](#)



Who We Are

A firm dedicated to providing sound, fundamental financial advice designed to satisfy your unique goals.

[Learn More](#)



Our Process

Wealth management requires a multi-tiered strategy. By understanding every facet of your financial goals, we develop a plan that meets your expectations while providing long-term peace of mind.

[Learn More](#)



GET CLEAR AND... Know Your Niche's World

<i>DON'T TALK (BUT LISTEN)</i>	<i>SO I CAN SPEAK IN THEIR LANGUAGE...</i>
Don't Say Promotion	<i>Say Level Up</i>
Don't Say Water Cooler	<i>Say the herd</i>
Don't Say Google Stock	<i>Say Project Emancipation</i>
Don't Say Benefits	<i>Say Golden Handcuffs</i>
Don't COPY.	<i>DO THE DAMN WORK.</i>



Don Hilario, CFP®

Client Surge (Scheduling Our Next Review)

1 hr

NOTE re COVID-19: On-site client surges (i.e. Irvine, LAX, YTPV) are postponed for the remainder of the year (December 2020).

Alternatively, meetings will be hosted virtually (i.e. Google Hangouts/Zoom).

Select a Date & Time

August 2020 < > Thursday, August 27

SUN	MON	TUE	WED	THU	FRI	SAT
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

- 1:15pm
- 1:30pm
- 1:45pm
- 2:00pm

7. TYPES OF CLIENTS

Over a third (31%) of Hilpan Moxie's AUM includes a niche practice solely dedicated to Alphabet/Google employees including but not limited to engineers, lawyers, recruiters, sales (i.e. YouTube). Client reviews are regularly offered on site (i.e. Google Irvine, LAX, YouTube Playa, etc.) and/or via video conferencing (i.e. Google Hangouts & ZOOM).

Hilpan Moxie has a minimum account size of \$700,000 to become a client.

Google Employees

We help Googlers make the most of their careers so that they can work, live, and retire with confidence.

We've been advising Googlers for over a decade (since 2007), and we make it a point to provide tremendous value. Whether you are at Google or YouTube, we get how the world of Alphabet works.

This specialty allows us to create a deep expertise in your employee compensation and benefits packages. In practice, we collaborate our knowledge and personal service that includes ongoing meetings in Google offices (i.e. Google LAX, YouTube Space Playa Vista, VC via Google Chat, etc.), acting as your trusted advisor now, and along the way.

As a Fee-Only Fiduciary, we help you get really clear on your financial goals. Together, we develop a plan that aligns your finances with what matters most to you so that you can avoid the big mistakes, and help you make an informed and educated decision about whether we're the right advisor for you. We value spending time with you, asking questions and doing a lot of listening. At the end of our "discovery process" we'll share a draft of your Financial Plan, which is yours to use whether we work together or not. There is no charge for this time or plan. At this point, we'll know if we can add real value to you and you'll know if we're the right advisor for you. If we agree it's a fit then we can take the next step and start serving as your trusted advisor.

- **We understand the benefits.**
 - 401k, Health Savings Account, Mega Back Door ROTH
 - Deferred Bonus & Compensation
 - Google Stock (Class A, Class C, RSU, GSU), Vesting Schedule, and Black Out Periods
- **We are regularly on-site.**
 - YouTube Space (Playa Vista)
 - Google LAX/SNA
 - Video Conferencing (via Hangouts)
- **We present our work clearly via One Page Financial Plans.**





Know Your NICHE

Do you know in-depth the issues that your niche faces?

- Work / industry issues
- Financial challenges
- What keeps them awake at night?

No? Then do some research.

- Professional associations
- Interview thought leaders
- Interview ideal clients

Yes? Look for ways to provide services & educational content supporting those needs.

Top Client Niche *Inventory*

Use this form to evaluate your current clientele, looking to discover trends that will guide you toward selecting one of the six niche categories. The niches are listed left to right in order of how compelling they can be to prospective clients. If you don't instantly know who your niche is, this can be a helpful and informative process!

NAME	AFFINITY Sharing common social circles. Ex. yacht club, PTA, etc.	VALUES Sharing similar philosophy, life values. Ex. hospital board, Big Brothers/Big Sisters, etc.	EDUCATION Imparting critical life transition knowledge. Ex. inheritance recipients, lottery winners, within 5 years of retirement, etc.	PSYCHOSOCIAL Guiding during life transition. Ex. divorcing women, widows/ers, etc.	EXPERIENTIAL Promoting "best" or "very different" service. Ex. the coffee shop adviser, only virtual, etc.	TECHNICAL Providing advanced, highly specialized services. Ex. advanced tax planning, federal employees, etc.
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Define Your Niche

Cultivating a clear niche creates the opportunity to deeply penetrate a narrow market with a truly differentiated offering. Defining a niche allows you to deliver massive value by delivering specialized services that cater to your clients' unique situation, needs and goals, helping you connect and engage more deeply while delivering greater value. Michael Kitces offers six niche categories to choose from, or find one of your own. Get clear on who you do your best work with in the "My Niche" section, remembering you only need 50-150 clients to build a wildly successful business. If you need additional help coming up with a niche, complete the Top Client Niche Inventory tool to identify possible niches within your client base.

AFFINITY
 Sharing common social circles.
 Ex. yacht club, PTA, university alumni, etc.

VALUES
 Sharing similar philosophy, life values.
 Ex. hospital board, Big Brothers/Big Sisters, church/spiritual groups, etc.

EDUCATION
 Imparting critical life transition knowledge.

PSYCHOSOCIAL
 Guiding during life transition.
 Ex. divorcing women, widows/ers, etc.

EXPERIENTIAL
 Promoting "best" or "very different" service.
 Ex. the coffee shop adviser, only virtual, etc.

MY NICHE

Interview with _____ Date: _____

As an advisor that is exploring this profession and community, what are some of the specific financial challenges that face your profession that are different from other professions?

What specific values and qualities would an advisor need to possess in order to serve your community?

What are the biggest mistakes that you've seen advisors make (personally and/or professionally) when they attempt to serve your profession?

Do you have an opinion on what the general perception of advisors is within your profession? Are there actionable items to dispel those myths?

What type of process or experience do you feel you and your colleagues are looking for from



GET FOCUSED



BURN THE SHIPS

OLD IS OUT, NEW IS IN

Marketing 100% to your niche

Taking on only niche clients

Committing a brand to your niche

Quicker transition of non-ideal clients

STEADY TRANSITION

MAKE NEW FRIENDS, BUT KEEP THE OLD

Narrow marketing / niche campaign

Narrowing prospect profile

Broader brand with specialties

Transition out non-ideal clients over time



GET TO WORK

IDENTIFY CLIENTS THAT NEED TO BE TRANSITIONED AND ESTABLISH TIMELINE



Share your new niche with existing clients and COIs



Determine how to handle non-ideal referrals



Refine and refocus your marketing



Stop taking clients outside your niche





WATCH & READ

- Find Your Yellow Tux: How to Be Successful by Standing Out, Jesse Cole
- Stop Asking for Referrals, Stephen Wershing
- Why It's Easier to Market to a Financial Adviser Niche, Michael Kitces
- The Power of Practice Management: Best Practices for Building a Better Advisory Business, Stephanie Bogan



APPLY

- Ideal Client Profile
- Top Client Niche Inventory
- Client Interview Guide
- Marketing Action Playbook



ACT

- Use the Ideal Client Profile and Top Client Niche Inventory to get clear on your niche's needs and language
- Share your new niche with existing clients and COIs
- Determine how to handle non-ideal referrals
- Use your Marketing Action Playbook to refine and refocus your marketing
- Stop taking clients outside your niche

