

LIMITLESS Growth U Session Transcript

SEPTEMBER 20, 2022

DOBRO: DIGITAL MARKETING FUNNEL

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Allison Foulk: So. My name is Taylor Schultz. I know a few of you asked what i'm doing here, who I am, what I do for a living. I am a financial planner. I own a firm in San Diego. We work with about eighty households and manage about one hundred and fifty million dollars.

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Allison Foulk: I started the firm in two thousand and fourteen i'm a marketing nerd. So most of my marketing efforts have contributed to our growth, which is completely organic. Total strangers off the Internet have found us and become lifetime clients.

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Allison Foulk: I enjoy it so much that I share what i'm doing with other advisors. Um, initially, just for fun. It's turned into a few other businesses. I've got some courses out there a community day launch for advisors, so it's been a lot of fun. So with that

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Allison Foulk: I don't obsess over analytics over our website necessarily, or podcast. But I do track our marketing efforts and make sure that what we're doing is actually working, and something to hold us accountable for doing so. Just a quick snapshot of what we call our prospect log. This is an internal giant spreadsheet that we use to manage everybody that's reaching out to our firm to determine what's working, what's not working, what stage of the funnel are in what it's costing our firm. You know each prospect that's going through our process.

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Allison Foulk: And so by tracking that diligently over the last twenty four months, we've added more than four hundred thousand dollars in new recurring revenue. And here's the the short breakdown

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Allison Foulk: Um, one hundred and sixty-six introductory phone calls. During that time uh forty one qualified potential clients. So these are people that we've talked to. So we think there's a potential fit here on twenty-five. Of those So those forty one went through our sales process from start to finish. Twenty Five of them became a current new clients, about sixty million in assets. So a sixty, one percent conversion rate.



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Allison Foulk: So that's kind of the breakdown of the people coming through our firm. Now we can certainly optimize and improve that, but it was a pretty successful Twenty four months, and much of that has been due to us, being really really thoughtful about how we put together our marketing funnel. Let everybody get settled here.

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I will get it.

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It's

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Allison Foulk: so. A lot of our success has come from being really thoughtful about our our marketing funnel, and we'll talk more in detail about each layer of the funnel, and why it works but at a high level.

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Allison Foulk: What I really like about this, I think, when we start to talk about marketing plans and how to build a marketing plan. I think Advisors eyes start to glaze over. Not all that different from a client who's trying to figure out their financial life, and they're trying to do their own financial plan. But I think the the marketing funnel really breaks things down simply. And if you go to Google and you type in marketing funnel, you'll see a ton of different versions of what a marketing funnel is. Um, I've got three layers here again. Keep it really really simple. You'll find, uh marketing funnels that have ten different layers, so you can get really nerdy with this concept and go deep, and you'll find

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Allison Foulk: some some similarities and some differences, but at a high level. I like it because it helps to prevent us from chasing these tactics and chasing these shiny objects, and really start to set expectations with our marketing efforts in the room. Earlier we were talking about digital marketing, and I talked about setting proper expectations that I often hear from advisors who say

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Allison Foulk: I hired an seo expert uh seo doesn't work. I'm not seeing any new clients from it, or we dumped a bunch of money into Facebook ads. They don't work. We scrapped it,

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Allison Foulk: and I think, by thinking about where that marketing activity fits in your marketing funnel allows you to set proper expectations around that activity, and then determine whether or not it is a successful thing or not. So we'll talk about each layer of the funnel and how those marketing activities work. But I really think it forces us to very, very simply start to think about the strategy of our marketing plan, and not just chase all these shiny objects and chase these tactics and invest a bunch of money in things that don't end up with for us.

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Allison Foulk: So um my goal today, And, by the way, for everybody who came in. Ah! About a quarter of the way through me building this presentation, I decided i'd rather have more of a conversation, so i'll just whip through these slides really quick, and then we can start to just have more of a conversation and work towards my goal, which is to help you develop one single marketing funnel.

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Allison Foulk: I think it's really important that we master one single marketing funnel, especially most of us. Here are solo shops or small teams. We don't have the resources to have ten, twelve different marketing funnels that are out there, so I think it's a fair goal to say, Let's have one single marketing funnel that we know works and is successful, and we can master it, and we can pour gas on it and grow.

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Allison Foulk: Once we've done that we can consider adding a second marketing funnel. Um, or I love this quote from Franklin Roosevelt: it's like, Do one thing if it works, just do more of that. And so we don't necessarily have to go and do another thing or build another marketing funnel. I forget who it was talking about. Um their webinars in the last session in here. You

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Allison Foulk: um saying, you know, if your webinars are working, you don't necessarily have to go and find something else to do. You could just pour gasoline on that funnel that you have going right there. So um trying to avoid distractions and trying to get you guys to to take action and walk out of here with something that is is tangible,

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Allison Foulk: really quick, because I think this is important. There are a lot of things that you

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Allison Foulk: require or required in order to have success with marketing and building a marketing funnel. We don't have time to go through all of them, but I think the single most important one is having a client avatar Right? Who is your ideal client, and getting really crystal clear about



who that person is? Um. We, again, are not, you know, the next personal capital, or Edelman or Schwab, or a betterment. Um, we have to be really really specific about who we work with and how we can help them. There's a lot of different. You know, worksheets and things out there that,

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Allison Foulk: and help you bring your ideal client to the surface. The way I like to think about it is to identify kind of three characteristics, to describe my ideal client, and then think of three pain points that that person has, and by doing that I can then develop my content, produce my content, and build my marketing strategy around that person, and the pain points that they're experiencing. So, for example, if my firm

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Allison Foulk: uh three characteristics fifty plus million dollars in assets. Ah, low expenses, zero debt, and then kind of one of the like. The weird things about our weird thing about our ideal client is. Most of them are diy investors for your traditional vanguard, mobile head type people that love doing this stuff stuff themselves. A lot of them are your engineers uh analytical type people, but again very, very smart. But they get to a point in life where it's not, either. They Don't have the expertise and the decumulation phase,

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Allison Foulk: or this goes to some of the pain points. I guess they know they have a, and this came straight from a prospect because we asked questions. And listen. I have a tsunami of R. And B is coming up, and I don't know what to do about it right. I have a giant tax problem in retirement, and i'm not sure what to do about that. So Yes, they are smart, and the accumulation phase. But the accumulation phase is a different blogging

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Allison Foulk: uh surviving spouse, right? Husband or wife, not in a picture in the finances. If I got hit by a bus today, they would have no idea what to do, so i'd like to find somebody,

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Allison Foulk: and then, you know, the third is, time is limited. I want to enjoy retirement. Yes, I've saved a lot of money. I know what i'm doing, but I want to delegate this to somebody else so very, very simply trying to bring our ideal client to the surface. And now we can use this

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Allison Foulk: to drive our marketing efforts and drive our content to make sure It's addressing these things. So first of a big big thing is is taxes that tsunami of our amuse at age seventy two that collides with social security that can cause medicare premiums to spike. All these things are really complicated for people to navigate. So in a lot of our



marketing I host a retirement podcast and a lot of this acts focused on how to we use taxes and retirement.

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Allison Foulk: I shared the story the last session that we had a a ten million dollars client in Florida. Our prospect reach out and hire our firm, and I had asked him, Why did you go across the country to hire our firm, and his answer was, There's nobody around me that does what you do, which we all know is not true. But he heard the messaging from us, which is our specialty is to help you reduce taxes in retirement. A guy has ten million dollars. He has a giant tax problem in retirement. He heard a financial advisor that specializes in working with people just like him,

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Allison Foulk: and he went across the country to hire us, never met him in person, absolutely dreamed client, but because we focused on his pain points and the content addressed his pain points. It led him to take action.

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Allison Foulk: So um, i'll be sure to share these slides because there's a lot of things here. But these are just examples of different demographics that can explain who your ideal client is right. It could be a profession. It could be an employer. Ah, you know, it could be parallel dependent status age. Ah, an interesting one to me is is taxes. Yeah, something long lines, if you know. If your tax bill is more than five hundred thousand dollars per year, you know we have a solution to help you combat that

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Allison Foulk: so it doesn't necessarily have to be. How much money they make, or how much money they have. But you can find other things. How many employees they have. We help business owners with over X number of employees, solve X standpoint,

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Allison Foulk: and then a list of pain points. Uh, you guys probably heard some of these before. Uh, I don't know what I don't know. One of my favorites in in market. I know Isaac has experimented with this little bit making work optional. It's just one of those things it seems to resonate with a lot of people these days. They don't want to retire in the traditional sense. They want to just know. They have the ability to retire, and we can help them accomplish that.

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Allison Foulk: So, as you think about your ideal client and building your marketing funnel again, trying to find one, two, or three things that you

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Allison Foulk: explain your ideal client very specifically, and then identify their pain points.

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Allison Foulk: Any questions there before we go deeper into the the funnel.

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The absence of some

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There's one question

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I don't care if it's.

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It is five

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identifying characteristics.

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Allison Foulk: The absence of a characteristic makes it a little more challenging to

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Allison Foulk: not necessarily market to the A, but

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Allison Foulk: their ideal client. And then bottom of the funnel again convert that ideal prospect into a lifetime client. So, having some sort of a process down there to convert them to become a client,

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Allison Foulk: yeah, yeah, we'll get to it.

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Allison Foulk: Yeah, I think that's one of the misconceptions. Let's revisit that.



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Allison Foulk: So awareness. So your point back there, you know. Where does your avatar live and consume information. If you're clear on on who your ideal client is, and what their pain points are, you can start to figure out where they live in consume information? Do they typically listen to podcasts? Are they reading certain articles or certain blogs? Do they watch Youtube videos, and you can sort of figure out where they live and consume information.

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Allison Foulk: What type of content are they consuming? And again, pain points and demographics can help.

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Allison Foulk: It is important, too, to take into consideration what you enjoy or what you're good at. Right. If your ideal client listens to podcasts and podcasts only, and you hate producing podcasts right something to maybe take into consideration. So it's important to make sure that whatever it is is authentic to you as well.

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Allison Foulk: So one example of a of a top of funnel marketing activity would be search engine optimization right again. Ah, seo! Is not there to produce clients. It's not there to convince someone that they should hire a Ceo, that the single goal is to bring awareness to you, your firm services, and what you do. So if we think about Seo in that vain. That that's its only responsibilities to get visibility to us and our firm. We can then set proper expectations. So we're not going to say,

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Allison Foulk: Yeah, I invested in seo. We've got some visibility online, but it's not turning into clients that say, Well, Seo's job is not to do that. The job is to bring visibility. So are the right type of people showing up to your website as a result of your seo efforts. If so, that it's probably doing its job, and you can start to measure your activity and measure the success from there. So this is just one example

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Allison Foulk: uh, A couple of months ago I wrote an seo optimized blog post on the Irma two thousand and twenty-two brackets uh this generates, a three to four thousand uh site visits per month, just organically, people going to Google typing in different versions of that keyword. And then we cover some other things inside of that article like how to avoid Herma, how to reduce Herma, how to appeal Herma,

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Allison Foulk: so that just brings visibility to my firm. My services me, my blog. Nothing else. Another example would be something hyperlocal, a financial planner in San Diego type that in we might see Danny show up. You might see my firm show up again

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Allison Foulk: the chances of somebody typing in financial plan or San Diego going through our sales process and hiring us is really really small.

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Allison Foulk: The job of that keyword and targeting that keyword is not for someone to become a client just to get visibility in my local area. That's it. So if i'm ranking on the first page of Google for that keyword. Locally, I'm happy it's doing its job I need to fill in the other layers of the funnel in order to capitalize on on that marketing activity, doing its job.

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Allison Foulk: Ah, other examples of top of funnel activities of seo paid social ads. Um, again paid social ad job is not to to convert someone to become a client. The job is just to get visibility to you and what you're doing. A whole calling form of top of funnel activity. Right? You're just building awareness. Here's what I do. You know. Here's how I can help you uh emailing Dm: in direct mail stuff in the media a viral campaign could be considered top of funnel.

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Allison Foulk: I know some folks here, you know, Adam Optometry conferences top of funnel. He's building awareness to him in his firm. I have a friend alumin as a company in San Diego. It's a biotech firm, and not my style at all, but I put it on here because it fits him.

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Allison Foulk: He every single day for the last. I don't know four or five years. I guess this is Pre. Covid would go to the alumina campus every single day, and have lunch on the alumina campus, and just shake hands with people over there. And he just networked his way into this company and the executives, and he built his entire business on just spending time on the alumina campus, so he was just there to bring awareness to him and what he did in this firm. Of course he had the other layers of the funnel to help support that activity, but it doesn't have to be

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Allison Foulk: activities, marketing activities in a traditional sense it can. It can be something like that

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Allison Foulk: engagement. So again, ah, showing expertise and building trust with people. So you bring awareness. You've got them on your website, or you've got them reading your blog post. Now you want to move them to the middle of your your funnel.

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Allison Foulk: It's a

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Allison Foulk: So what do you enjoy? This is really where you know It's hard to figure out.

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Allison Foulk: Now back up, and say

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Allison Foulk: these are things that we could probably outsource to a certain extent right. This is where you have to be heavily involved in order to build that trust and show expertise with people, so getting them into your middle of the funnel is not necessarily the hard part it's nurturing them here consistently, and finding something that is authentic to you or somebody on your team to make sure we're building. Trust to somebody for a long period of time. So what do you enjoy doing? I hate doing video. So I don't do much video at all. I spend all my time behind a microphone. What's authentic to you? And how does your

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03:22:52.000 --> 03:23:04.729

Allison Foulk: I prefer to engage. There are probably certain demographics that only listen to podcasts, or only watch videos, or only attend webinars, or only attend in-person Events so it's important to understand where your ideal client engages as well.

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Allison Foulk: And here in the middle of the funnel, consistency is critical. We can't just do something for a month or a year. It often takes three plus years to start to have success with these middle of the funnel activities.

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Allison Foulk: So some examples podcasting, blogging Youtube

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Allison Foulk: email marketing, Webinars workshops, public speaking, teaching classes, guest writing, guest interviews, Tiffany talks about her Coi marketing process which could be considered a middle of the funnel marketing Activity Building Trust, showing expertise people that can refer her clients



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Allison Foulk: shaking hands. Right? I mean that could also be considered a middle of the funnel activity. If you're meeting people at an event or on the alumina campus, and you're also using that time to show expertise and build trust with those people as well. So sometimes these things can blend together. Um, for example, if I am a guest on somebody else's podcast for my target, demographic lives that would be a top in the middle of the funnel activity all in one. So they're learning who I am, what I do, how I can help. But i'm also using that guest interview

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Allison Foulk: to show expertise and build trust with those people so hopefully. If I do that and accomplish that, i'll have some of those people from that audience reaching out to me. Some of them may come into the middle of our funnel. They may jump from that podcast to listen to my podcast, and then from there I can nurture them.

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Allison Foulk: And then bottom. This is typically the easiest for most advisors. You probably have some sort of a process that you've learned here through limitless or on your own. Everybody's looks a little bit different. You're having some sort of a process where somebody in the middle of your funnel, responds to your call to action, and says, Yep, I think that you can help me. I want to learn more about what your process is for becoming a client,

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Allison Foulk: and it could be as simple as a single phone call, and then them signing their client agreements uh it could be a multi-step sales process like ours. That takes four to six weeks for somebody to go through. So whatever that is for you it does need to be a repeatable, you know, cohesive process for you and your firm. But i'm not here to to tell you exactly how to build that process. Just know that you do need to have some sort of a process to ensure that you're taking. Those people in the middle of your funnel

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Allison Foulk: have some sort of a call to action to move them to the bottom and convert the majority of them into lifetime clients.

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Allison Foulk: So a few examples

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Allison Foulk: I already shared. Seo is a great top of funnel marketing activity because my main middle of the funnel marketing activity is my retirement podcast.



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Allison Foulk: One strategy we've taken with Seo is to rank for retirement Podcasts best retirement podcast and a variation of those keywords. So if somebody goes to Google and types that in my hope and we can certainly go there ourselves is that my podcast shows up. They find it, they subscribe, and now I can build, trust, and show expertise with them for a period of time.

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Allison Foulk: Then from there I've got my podcast. We do it weekly, and then every so often uh I have a call to action to move them from the podcast into our sales process. I package up our sales, process into a course which is what is reflected there. Document, How we drive that sales process. Again, every advisor is gonna have their own version.

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Allison Foulk: This is a kind of a version of what Isaac does Isaac works with Intel employees, and we'll have a strategy for cold. D. I mean

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Allison Foulk: executives at a certain company. So qualcomm executives. There are services out there. If you don't want to do it manually to direct message executives that meet a certain criteria at a certain company. Right? Just build awareness to you and what you're doing.

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Allison Foulk: Drive them to some sort of educational webinar that you're doing right Doesn't have to be a podcast doesn't have to be a blog. In this case it's a webinar showing them how to optimize their benefits at their employer, and then from there, and moving them into your sales process.

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03:26:49.090 --> 03:27:07.060

Allison Foulk: And then third again, ads always come up. It's one way you can. You can pay for awareness right? You can pay for ads to get in front of your ideal client, so I could run Facebook ads to my demographic high net worth retirement savers over age fifty, maybe. I advertise a an ebook on Burma,

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Allison Foulk: and then from there they're now on my Email Newsletter List, where I send a weekly email Newsletter Building Trust showing expertise. And then from there I can have a call to action to move them to the bottom of my funnel, so you can spin this in a gazillion different ways, and i'll pass these out.

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How many more prints? It is?

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Allison Foulk: Okay,

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03:27:34.560 --> 03:27:37.369
Allison Foulk: so you can spin this in a bunch of different ways,

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Allison Foulk: and in there you'll see a version of what we just went through,

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Allison Foulk: and

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Allison Foulk: what I would challenge everybody to do is to start to think about building that one single funnel.

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Allison Foulk: Now I do have space for you to build three different funnels, and that's more than anything to kind of brainstorm. What three different funnels might look like

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Allison Foulk: to take action, I would say, choose one and own it and master it before implementing other funnels. Um, but you've got space there to to build three different ones, and maybe talk to their team or digest it and figure out which one makes the most sense. And then, up above, we have those different examples of

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Allison Foulk: those different levels of the marketing funnel, and what different activities can fit into that funnel.

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Allison Foulk: That's a lot.

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Allison Foulk: I'm going to stop there before I go any further.

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Allison Foulk: What questions do we have? What do we want to dig into further.

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Allison Foulk: The seo should be directed to within my State. Nevada, like in Las Vegas and Reno, or whether I should go national, and it is a national demographic. But what I'm thinking is, there's plenty of clients to be within the state of Nevada? Would the seo efforts be more efficient,

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Allison Foulk: be dedicated to a more specific geographic area. So who's your Who's your ideal client? Great divorce Fifty plus divorce, he said. Pre divor or gray fifty plus fifty years of age and older, recently divorced, recently divorced. Okay,

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Allison Foulk: it seems to be that the narrower the niche, the wider the net you kind of have to cast. So I mean, i'll just use atom as an example.

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Allison Foulk: Probably not a lot of optometrists that meet his criteria in his local area. So he's got to reach nationally.

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Allison Foulk: So I think it's a fair exercise to go through to determine, and you can go to some websites to do this to determine if there are, in fact, enough people in your local area to make up that niche. You may find out that you do need to kind of cast a wider. And i'm not really sure.

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Allison Foulk: But I probably go through that exercise first to identify. Are there?

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Allison Foulk: Are there ten, twenty, thirty thousand people in your area that match up with your ideal client.

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Allison Foulk: Right? So okay, I quantify it and say, maybe in the past,

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Allison Foulk: what we say past year, How many of these people have gone through this particular transition. And what sort of ratio should I be looking at if it's a twenty thousand?

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Allison Foulk: Yeah, I think a good. I think a good niche is right around there. I think twenty thousand is probably a good number to say, Okay, there's a viable niche here. I don't know. I have real data to lean on, but I think, crunching the numbers. That sounds viable.

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03:30:39.190 --> 03:30:45.170

Allison Foulk: I I don't know if there are that many I don't um. That's some work for me to do. Yeah, yeah, figure that out. Um.

704

03:30:46.620 --> 03:31:04.389

Allison Foulk: But you have a good niche, and you could probably identify a couple of key pain points for that specific niche, and I don't see harm in casting a wider net. No, not at all. Seo efforts. The challenge with local is, you put yourself in a consumer's shoes.

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03:31:05.100 --> 03:31:08.090

Allison Foulk: They're probably not typing in. Sorry. Where are you from again?

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03:31:08.100 --> 03:31:11.430

Allison Foulk: Las Vegas las Vegas? They're probably not typing in like

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03:31:11.650 --> 03:31:15.439

Allison Foulk: divorce financial advisor Las Vegas right.

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03:31:16.290 --> 03:31:28.530

Allison Foulk: Most consumers don't realize yet that there are advisors that have specializations so unlike the legal world where you probably would say, like personal injury. Attorney Las Vegas.

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03:31:28.630 --> 03:31:32.390

Allison Foulk: I don't know that most consumers are doing that in the advisory space right

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03:31:32.400 --> 03:31:50.699

Allison Foulk: more and more, but you may have to target broader keywords in order to get them into your your funnel. That makes sense. It sounds. But there are specifics on a statewide basis for the the divorce laws in the country. So I mean that's an issue that might be. Ah, and that come into play as well,

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03:31:50.710 --> 03:32:07.679

Allison Foulk: so that goes back to their pain points right like, if that's their pain. Point is navigating, like the state-specific laws that relate to their divorce. That's a good thing to write down and think about



from a marketing perspective if it's just like I got divorced. And now i'm on my own, and I don't know anything about money,

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03:32:07.690 --> 03:32:16.289

Allison Foulk: and I need to find an advisor who can help me. That seems like a much wider pain point than something that's state or local specific,

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03:32:16.300 --> 03:32:23.199

Allison Foulk: because i'm thinking of integrating with Cli, and of course it's going to be more efficient if i'm working with divorce attorneys in the state of Nevada

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03:32:23.270 --> 03:32:40.959

Allison Foulk: right? But then, now we're not talking about seo anymore, right? If our goal is, and that goes back to Let's just pick one single activity for each layer of the funnel and master that before we start thinking about Cois and Seo and Facebook Ad. Because we just don't have the capacity to do it all. It's just not possible.

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03:32:40.970 --> 03:32:51.289

Allison Foulk: And that's where I think again, we fall into this travel. We're trying to do all these things, and I hear it every single day like nothing's working, marketing, doesn't work. I struggle with marketing, and it's usually because they're trying to do too many things at once.

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03:32:51.300 --> 03:33:00.740

Allison Foulk: I think you are a great example. It's like you're doing something that's working really really well like. Let's just improve that, master it and pour gas on it. We don't have to go and do a bunch of other things.

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03:33:04.140 --> 03:33:20.529

Allison Foulk: We have a question from online. Um, If you would establish a funnel for a new niche, what would be your evaluation process timeline to determine effectiveness or issues with the funnel, so that you don't spend too much time, and being consistent at a funnel that isn't working.

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03:33:21.950 --> 03:33:23.260

Allison Foulk: Ah,

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03:33:24.290 --> 03:33:41.650

Allison Foulk: yeah, I think I'd say again, you know a lot of this stuff takes time. I think your your top of funnel activities You can measure more quickly. Um, You can measure whether a Facebook ad is performing pretty quickly. You can measure whether your seo efforts are performing pretty quickly,



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03:33:41.660 --> 03:33:59.689

Allison Foulk: so i'd say, for most of those you should be able to measure and figure out within weeks, if not months, whether those things are working again. We're just evaluating our Facebook ad and determining if the money we're spending is attracting the right type of people into our funnel From there

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03:33:59.700 --> 03:34:08.479

Allison Foulk: is that activity worth continuing or not? Not? Is our Facebook ad driving new clients. That's not the question to be answering. So is our ad spend

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03:34:08.610 --> 03:34:27.439

Allison Foulk: worth continuing. Are we attracting the right type of people and bringing awareness through that Facebook Ad. Or through Seo, or through any of these other methods. I think those are pretty easy to determine whether it's worth continuing or not, or tweaking your middle of the funnel activities, where it takes more time. Right

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03:34:27.450 --> 03:34:44.489

Allison Foulk: if you've never written a blog consistently before or never done a podcast consistently before it's going to take time to kind of figure out your voice, and you know a system and a process for doing that on a regular basis. So I I don't know. I mean I'd say in six to twelve months you should probably be able to determine whether you're on to something or not,

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03:34:44.500 --> 03:34:50.429

Allison Foulk: and then a lot of times. What i'll do is I'll hire other people to help coach me and how to improve it,

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03:34:51.670 --> 03:34:58.189

Allison Foulk: but from the area I would say, probably three years, until you start to see the fruits of your labor. But I think you can tell before then, if it's working or not.

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03:34:58.200 --> 03:35:03.420

Allison Foulk: Ok. So as each type of marketing, seo, podcast, et cetera, their own funnel,

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03:35:07.220 --> 03:35:11.119

Allison Foulk: Those are each different activities that belong at one stage of the funnel.

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03:35:13.300 --> 03:35:14.220



Allison Foulk: Okay,

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03:35:14.230 --> 03:35:15.320

Allison Foulk: So

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03:35:15.540 --> 03:35:24.830

Allison Foulk: again in my mind, this is just one approach to me. This is like a very simple approach to building. This is It's either paid advertising, or seo

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03:35:25.460 --> 03:35:35.690

Allison Foulk: or referrals, or an online like It's one of these to start. Once we build that effective funnel and choose one activity for each layer, then we can go and consider building another one. Now,

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03:35:36.290 --> 03:35:37.490

Allison Foulk: Okay,

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03:35:37.500 --> 03:35:40.190

Allison Foulk: do you use different? Different? Top

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03:35:40.200 --> 03:35:52.650

Allison Foulk: awareness is but the same middle one to kind of maximize it like, have. Podcasting is your core middle engagement, but have seo and advertising and direct mail is the top one hundred. So for me,

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03:35:52.680 --> 03:35:53.940

Allison Foulk: um

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03:35:54.040 --> 03:36:04.110

Allison Foulk: our middle of the funnel activity, the retirement podcast and our sales process both those things are dialed in. So I know that all I need to do is

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03:36:04.430 --> 03:36:16.959

Allison Foulk: top of funnel marketing activities to drive more people to the podcast, and we're going to have success so it could be through paid advertising. It could be through guessing on other people's, podcasts or guest-writing, or

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03:36:16.970 --> 03:36:31.390

Allison Foulk: there are different seo keywords. So yeah, I can I can pursue a bunch of different it's easy for me now because I have these bottom two layers figured out and proven successful. I could build ten



different funnels and just have different top of funnel activities supporting them.

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03:36:32.390 --> 03:36:45.690

Allison Foulk: Ok, two questions from online, and then we'll go here. And then, Barbara, you have a question. He did. Okay. If you want to target Cois, how do you find the ones that aren't already referring to other people is that relevant to?

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03:36:45.700 --> 03:36:52.890

Allison Foulk: I mean, I think Tiffany is probably the best person to address that we don't do any coi marketing whatsoever.

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03:36:52.900 --> 03:36:53.390

Allison Foulk: And a

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03:36:53.400 --> 03:36:54.369

Allison Foulk: yeah,

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03:36:54.380 --> 03:37:02.720

Allison Foulk: all right. And can you take us back a little bit for Terry? So i'm confused by what you mean by funnel is the funnel, the market you are going after.

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03:37:03.330 --> 03:37:08.079

Allison Foulk: No, the funnel is just the process. So

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03:37:08.890 --> 03:37:17.139

Allison Foulk: I mean, this is one picture of a marketing funnel again, starting with a very wide net, and then funneling them down into the

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03:37:17.990 --> 03:37:36.290

Allison Foulk: converting them to becoming a client. Not everybody that you bring awareness to at the top of the funnel is going to become a client. So uh, I I think that the funnel is is just in, you know, used for illustrative purposes, but also just um helps you build an actual process rather than saying, I tried Facebook ads. I tried to seo. I tried Webinars, and none of this stuff is working

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03:37:36.300 --> 03:37:39.740

Allison Foulk: again, resetting our expectations and asking ourselves

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03:37:46.170 --> 03:38:03.240

Allison Foulk: specific activity in isolation is that activity doing its job or not? And then from there we can make an informed decision to say,



You know Seo really does not work for our firm. It's not generating the results that we had expected, and we can swap that top of funnel activity out for another activity.

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03:38:05.240 --> 03:38:06.789

Allison Foulk: So, Taylor,

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03:38:06.900 --> 03:38:22.249

Allison Foulk: when some of us have a little bit of everything going, how do we streamline the process. So if you can go through and maybe name your top five to ten technology tools, right of Zappy or constant contact, anything to keep it smoother and more efficient

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03:38:22.260 --> 03:38:27.689

Allison Foulk: from awareness to engagement to conversion, because a lot of times the tools that make it easier.

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03:38:27.700 --> 03:38:28.240

You

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03:38:28.850 --> 03:38:31.019

Allison Foulk: maybe maybe give me an example.

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03:38:31.090 --> 03:38:37.770

Allison Foulk: Okay. So if somebody gets our direct mail they go to our website. They're linked, but we're hitting all right. Fmg:

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03:38:38.050 --> 03:38:44.860

Allison Foulk: it's getting hit with spam all the time, like we're not able to keep people engaged,

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03:38:44.910 --> 03:39:01.840

Allison Foulk: or we're gonna try to do social media. But ha! Is there a way to to drip email campaigns. Do you use any tools? Some people I know that they can do a a lead page where all of a sudden you'll get five or six emails in a row. Some of these tools that I've heard. I don't know how to implement.

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03:39:01.850 --> 03:39:05.659

Allison Foulk: Have you heard? Yeah, I mean, I think your question is really,

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03:39:07.330 --> 03:39:24.610

Allison Foulk: I think it's best suited for when we have a marketing funnel that works. And now we're saying, How can we improve it and take it



to the next level. We've got paid Facebook ads that are producing results, and they're doing their job. But how can we improve this? How can we take it to the next level.

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03:39:24.990 --> 03:39:26.659

Allison Foulk: Get a that?

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03:39:27.960 --> 03:39:29.039

It's it's it's it's it's it's it's it's.

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03:39:30.410 --> 03:39:47.810

Allison Foulk: Yeah, I mean, because we're solely focused or mostly focused on the podcast. We don't have a lot of other tools on top of that. So there are tools in tech to the podcast very basic, like having a hosting service and things like that, and having a website to host the podcast.

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03:39:48.250 --> 03:39:58.060

Allison Foulk: And then for our top of funnel activities for seo, we've got a couple of seo tools. But unless you're actively engaged in seo, and you're trying to improve that, I don't know that like

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03:39:58.100 --> 03:40:02.469

Allison Foulk: providing those tools is going to going to help that makes sense.

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03:40:02.710 --> 03:40:21.579

Allison Foulk: Um. So we use convert kit for email marketing uh to a mailchim for a constant contact. So um, if you want something a little bit better than those traditional email marketing tools. Convert gets great. Um. But again, I would encourage you to already have an email list that has proven to be successful before getting distracted with going and buying convertkit

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03:40:22.490 --> 03:40:42.050

Allison Foulk: um for seo analytics. I use a tool called A at Fs. I don't know if it's one hundred bucks a month, or one hundred and fifty bucks a month. There are some free tools out there as well. Um. One of them called Uber suggests by Neil Patel free tool. Um! But again I I hesitate to get people distracted with going and and chasing these tools and shiny objects.

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03:40:42.060 --> 03:40:45.690

Allison Foulk: If they don't have that solid funnel in place, that's actually working. Yet.

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03:40:49.200 --> 03:41:05.499

Allison Foulk: Okay, another one in the world here. Any suggestions for how to get research-type information on our target client, for example, does my specific niche engage on LinkedIn or at our Facebook? Do they listen to podcasts? How to get that type of information?

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03:41:06.150 --> 03:41:11.409

Allison Foulk: I don't know how to get that information as to what type of information they consume.

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03:41:13.890 --> 03:41:24.799

Allison Foulk: I think it's probably fair to say these days that you can be multimedia. I don't know if there's an actual demographic that only watches videos and nothing else. So I think probably most importantly is,

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03:41:24.920 --> 03:41:35.949

Allison Foulk: where do you like to produce content and focus on that. I think, when it comes to the platforms, I think about like social media platforms, our ideal client retiree over age fifty

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03:41:36.030 --> 03:41:58.499

Allison Foulk: not really on LinkedIn, so I'm not going to spend my time and efforts on LinkedIn. So if I want to find a social media platform, my ideal clients probably hanging out. Facebook is probably the place, not something that we're pursuing at the moment, not because we couldn't have success there, but because we're focused on other marketing activities right now, and we don't have capacity to be involved. So I'm honest about that, and saying I'm just not going to put any money, time, or resources into Facebook.

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03:41:58.510 --> 03:42:09.099

Allison Foulk: You know my ideal client lives there, so I think social media is one example. But when it comes to consuming information I'll bet you your audience has a mix of different platforms that they consume information through.

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03:42:12.700 --> 03:42:13.789

Allison Foulk: Hey? Taylor?

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03:42:13.800 --> 03:42:31.079

Allison Foulk: Um. So I've always kind of thought of blogs. It's kind of more in the awareness. Um part of the funnel, which is maybe a mistake. But you know, one of my problems is, I've been able to increase traffic to the website, but then get capturing an email address or getting into a book a meeting. That's where I'm struggling, and and and I know that I need to

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03:42:31.090 --> 03:42:49.760

Allison Foulk: put some more episodes on engagement, a part of the process. But I guess, aside from I know there's lead magnets, pdf like ebooks. Those kinds of things, any other ideas or suggestions that's really effective to capture that email address and really start to build up a list that you can start to drip over time.

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03:42:50.170 --> 03:43:05.620

Allison Foulk: Yeah, um. I mean, you're such a good example, too. Ah, hope you don't mind me sharing this. But yeah, Danny Kennedy is like I'm finally having success with Seo and I've got thousands of people showing up to my website, and it's all great. And then I asked him like, How

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03:43:05.630 --> 03:43:19.100

Allison Foulk: how much has your firm grown like? How much success are you having in in revenue through some of these marketing things? You're having success with? He's like not much. And so what that told me is like, he solved for that top of funnel activity as having success with Seo.

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03:43:19.420 --> 03:43:25.890

Allison Foulk: He's struggling here in the middle of the funnel. Right? Okay, I've got people showing up to my website. I've got thousands showing up, but it's not turning into actual

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03:43:25.900 --> 03:43:26.789

Allison Foulk: business.

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03:43:26.800 --> 03:43:37.759

Allison Foulk: So again. It's not because seo doesn't work his seo is working just fine. It's just that he hasn't figured out either he's neglected or hasn't figured out how to master that middle of the funnel activity.

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03:43:38.090 --> 03:43:41.590

Allison Foulk: So I mean, I do think that, like you're plain vanilla.

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03:43:41.600 --> 03:44:01.500

Allison Foulk: You know pop-up style ads to drive them onto your email list still do work. I know Isaac does a lot of it. Uh, we do as well. I think we have to be more thoughtful these days. And what the call to action is on those, you know. So-called Pop-ups, I think, gone are the days like Join our email newsletter list and give me your information.

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03:44:01.510 --> 03:44:08.359

Allison Foulk: And so we're working on revamping ours as well and trying to just. I mean, I love just like,



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03:44:08.470 --> 03:44:16.540

Allison Foulk: how can we just make this the most valuable thing ever for the person, I think too often are like. Can we just whip up a quick lead magnet just to get somebody on our email list.

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03:44:17.690 --> 03:44:32.109

Allison Foulk: I think if we actually put the time and effort into building something highly valuable and then get creative on the marketing side to capture that person. The last thing we want to do is have somebody join our email us and download this free ebook, and then be severely disappointed in what that ebook actually has.

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03:44:32.120 --> 03:44:37.730

Allison Foulk: So I don't think it matters whether it's a Pdf guide or a free video series or

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03:44:37.950 --> 03:44:40.990

Allison Foulk: um, maybe you've seen. I I shared a

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03:44:41.300 --> 03:44:42.699

Allison Foulk: How's the name of it?

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03:44:42.820 --> 03:44:46.750

Allison Foulk: There's a an email course that somebody built.

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03:44:46.760 --> 03:45:08.830

Allison Foulk: So join my email list and you'll get this ten day course, and every day you get an email with a different personal finance concept. But again, like those emails are highly, highly valuable, like I saved all of them because they were so well written and so valuable. So I don't think it matters what that thing is, but it has to address a pain point for your target demographic,

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03:45:08.840 --> 03:45:12.140

Allison Foulk: and it has to be highly valuable. I wish I had some other.

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03:45:12.280 --> 03:45:39.669

Allison Foulk: I mean the only like like tactic I can think of Danny, and maybe you've already done. This is um. We have noticed that exit pop-ups perform much better than any traditional pop-up so um when you're on a website, you're reading the blog post, and then you're done, and you go to move your mouse and exit out the pop-up will get triggered. It's like, Wait, you know, before you leave grab this free thing. Um. Those perform much, much better than just something that pops up while you're eating

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03:45:40.580 --> 03:45:41.699
I still see it

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03:45:41.710 --> 03:45:43.710
Allison Foulk: Yeah, uh opt-in monster.

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03:45:51.930 --> 03:45:55.410
Allison Foulk: Yeah, he's been waiting, and then i'm sorry. Yes.

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03:45:55.420 --> 03:46:17.379
Allison Foulk: So Taylor and I have worked a lot together on our website and our strategy and stuff like that. And one thing that he keeps coming back to is like one thing at a time. One funnel, one part of the funnel, and it's really hard. I'm speaking from my own experience here, it's like really hard to do that. You want to like chase these shiny things and do the technology or do multiple funnels,

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03:46:17.560 --> 03:46:37.719
Allison Foulk: but it's it's super helpful, so i'll give one. I one experience kind of to your point we had, so we spent a lot of time on seo, we're getting traffic, and then you know So what right? So what are you gonna do with that? So we have um basically like an e-book slide in, and we are running that, and it wasn't working

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03:46:37.730 --> 03:46:44.519
Allison Foulk: like we're not getting a lot of people to sign up for that. And so in the past. What I might have concluded. Is it doesn't work?

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03:46:44.530 --> 03:47:14.379
Allison Foulk: You know People don't want that thing, and they're not going to give me the email. And instead, like staying focused on the one funnel. And what's your weak spot in the funnel, and then spending extra time to actually get that thing more so before I don't know we're getting probably something percent conversion on that slide in and pedagogic designer to come up with a better image worked on tweaking. The the words, I think went from like first, same last name email

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03:47:14.390 --> 03:47:38.869
Allison Foulk: to just email address, like making it really easy. And all of a sudden it's up to like one and a half. And so that's still not a super high percentage. But when you're getting more and more people to your site, you're getting a lot of emails. So now that's kind of working. But we're still not doing anything with those emails. So now, the next thing I need to do is build out an email funnel or something like that to nurture people. So I don't know. Maybe it's not the best.

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03:47:38.880 --> 03:47:44.590



Allison Foulk: The advice that you want to hear. But it is really important. One funnel One thing at a time.

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03:47:44.600 --> 03:47:49.769

Crystal Reed: You don't put that in your mouth. I think I think that's really my thanks

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03:47:50.040 --> 03:48:05.269

Allison Foulk: like obsessing over this thing right, and it sounds crazy. I mean you either hire somebody to obsess over it for you or you obsess over it. Every little thing to his point. Looking at that, pop up from the image to the words, To what information you're asking for

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03:48:05.280 --> 03:48:24.699

Allison Foulk: all those things matter, I mean, and one and a half percent of people landing on your site and giving you their email address is a is a pretty darn good number. So if that's a thing that you're focused on middle of the funnel. I want to get people on my email list, like every waking moment is spent obsessing over how to improve and optimize that specific thing.

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03:48:24.710 --> 03:48:25.890

Allison Foulk: Um,

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03:48:26.820 --> 03:48:34.690

Allison Foulk: we know it can work right like the Dan Solve, and who not? How? Who has accomplished this? Who has tackled who has mastered it and learned from those people.

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03:48:34.700 --> 03:48:40.740

Crystal Reed: Um, there's all sorts of tools in tech there, but not always going to solve the problem.

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03:48:46.660 --> 03:48:48.190

It's actually okay

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03:48:49.190 --> 03:48:50.949

to you, up or something.

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03:48:54.180 --> 03:49:09.470

Allison Foulk: Yeah, I mean, I'm going to just say, because it comes up a lot like Facebook Ads are really, really, really expensive almost to the point where it doesn't make any sense, even if you have a successful campaign. So I can probably say you can probably just stay away from Facebook ads for a while.



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03:49:09.480 --> 03:49:24.550

Allison Foulk: I also hesitate with paid ads, because there's a lot of people out there that will click on things just to get free information. Sure, i'll click on Danny's ad to get his Free Medicare Guide. It's different, I think, when somebody is organically searching for something right,

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03:49:24.700 --> 03:49:35.030

Allison Foulk: How do I avoid Irma this year? They're actively searching for this for an answer to this pain point, and they find me, they find a valuable answer, and

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03:49:35.040 --> 03:49:45.690

Allison Foulk: Then, when they're done, there's some sort of pop-up, or something that has some sort of call to action to try and move that person into the middle of my funnel right if you like this, and you might like this,

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03:49:45.700 --> 03:49:56.119

Allison Foulk: and as long as that thing is valuable on the other end, and everything else after that's valuable, and I'm. Adding value and showing me expertise and building trust like the rest of the funnel award.

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03:49:56.540 --> 03:49:57.590

Allison Foulk: So

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03:50:00.210 --> 03:50:01.589

Allison Foulk: even wait in a long time. Sorry.

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03:50:01.600 --> 03:50:30.139

Allison Foulk: No, you're fine. I'm all good information. I was just back to your example of the person you knew that went to that campus and just met people and shook hands. Yeah. So I have an idea. We have a local hospital in our area that i'm involved with through foundation stuff like that. But I was from an awareness standpoint. How do you track that to see if it's It's an effective way to just how many people do you meet that day, or is it? How many people do you meet

818

03:50:30.150 --> 03:50:45.089

Allison Foulk: that's willing to give you information, or to put a lot of effort into doing that, since it actually takes physical time. And you being there, how did that person your example go about seeing if that was a worthwhile activity to use this time?

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03:50:45.100 --> 03:51:03.750



Allison Foulk: Yeah, i'm not. Sure. I mean, this guy is like your stereotypical hardcore sales guy wirehouse. Okay? And that's just like That's his thing. Um. He won't take no for an answer. So it's like whatever he does. He's gonna have success with somehow. So i'm not sure how he he tracked it. I mean,

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03:51:03.760 --> 03:51:17.650

Allison Foulk: I think the important part it makes me. It reminds me of of Tiffany and and her Coi sales process, and it's it's not just having lunch with cli. It's not just showing up to the alumina campus. I think it's having some sort of process in place

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03:51:17.780 --> 03:51:29.099

Allison Foulk: to ensure that it's holding you accountable to doing this thing, so i'm sure you can set some certain metrics whether your goal is to have a certain number of lunches and a certain number of those people you have lunch with

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03:51:29.110 --> 03:51:44.820

Allison Foulk: end up in some sort of other middle of the funnel activity where you can nurture, and I think there is something you could track there. But I think, having a process to start with. And again, Tiffany Coi process is a really good example of that, and just being really intentional, and not just saying

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03:51:44.880 --> 03:52:01.069

Allison Foulk: i'm gonna go hang out on the golf course every day. And hopefully, clients will come. Um, I think there has to be something more that it's not my style. I don't know how to think about it, so I would just encourage you to think about, and I love the question of again. How many new clients do I want? Right?

824

03:52:01.080 --> 03:52:11.210

Allison Foulk: How many new prospects are? I need to get that number of clients and start to back into. How many people do I need to meet every single week on the aluminum campus in order for that to lead to the number of new clients that we need.

825

03:52:11.220 --> 03:52:12.360

I'm:

826

03:52:13.140 --> 03:52:15.550

Allison Foulk: It's tricky. It's hard. Thanks.

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03:52:15.560 --> 03:52:29.519

Allison Foulk: Ok, we'll go online and then Eli and I saw another hand over here for Mike. Do you have to build a consistent content delivery



system before you can build a marketing funnel. I have no Newsletter blog podcast yet.

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03:52:29.530 --> 03:52:33.909

Allison Foulk: Yeah, that's part of the challenge. You might have picked it up when Isaac was speaking is like

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03:52:34.340 --> 03:52:44.520

Allison Foulk: Seo is working, and now we've got email captures, but they hit our email list, and there's nothing for them to do. We haven't built out our email funnel. And so

830

03:52:48.840 --> 03:52:51.629

Allison Foulk: you know, in a perfect world, i'm not sure. It's gone

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03:52:57.690 --> 03:53:14.209

Allison Foulk: in a perfect world, I think sitting down and crafting the whole thing from start to finish would be great, so that you have something to these people that are finding Isaac and opting in and getting on his email list like perfect as the enemy of good. He's got something there,

832

03:53:14.800 --> 03:53:22.069

Allison Foulk: Not everybody has the the luxury of sitting down and building that entire thing from scratch. But what I do see happen often is

833

03:53:22.080 --> 03:53:38.509

Allison Foulk: they've got top of funnel activities narrowed down, figured out, dialed in, but they lack the middle, or someone's got a great blog or a great podcast, but they struggle with getting visibility to it right. You could have the best blog, best podcast in the world. But if nobody is subscribing, And

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03:53:44.190 --> 03:53:57.860

Allison Foulk: again, I guess, to answer the question directly, perfect world is, you have the whole thing mapped out and figured out on day one not perfect, but something in place. And then you obsess over those things, and how to improve and optimize from there,

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03:53:58.650 --> 03:54:07.960

Allison Foulk: otherwise piecing it together. To Danny's point, hey? I worked on seo for a long time, finally getting traction. But now I have a bunch of people showing up to my website, and nothing's happening.

836

03:54:11.370 --> 03:54:29.889



Allison Foulk: Yeah, Taylor, I'm: just curious. This is all excellent content. My My question is, are there as far as which section of the funnel to work on, Recognizing that you know Um, each of us are going to have different pieces that are a priority. Are there

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03:54:30.060 --> 03:54:34.840

Allison Foulk: general benchmarks of okay,

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03:54:34.850 --> 03:54:57.639

Allison Foulk: Five percent awareness moved to engagement. Ten percent of engagement moved to conversion. Three percent of converting, you know, are there things are there standard benchmarks for which we should be measuring our progress as folks move through the funnel to help guide us as to which section of the funnel needs our most immediate attention.

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03:54:58.750 --> 03:55:01.189

Allison Foulk: That's a good question.

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03:55:01.200 --> 03:55:22.359

Allison Foulk: I think there are, and you could probably find some good benchmarks for most activities. Uh, you know, again using Isaac as an example. What percentage of our website visitors are opting into our email Newsletter list. There's tons of of stats out there for you to determine whether one and a half is a good number or a bad number,

841

03:55:22.370 --> 03:55:25.939

Allison Foulk: and adjust accordingly.

842

03:55:26.240 --> 03:55:33.039

Allison Foulk: Average number of podcast downloads right? Those stats are out there, and you can certainly benchmark yourself against them.

843

03:55:33.050 --> 03:56:02.850

Allison Foulk: Um, For me. In the early days of starting the podcast, my focus was purely on the listener, and providing valuable information to them that addresses their pain points, and then seen an upward movement in the number of downloads and lessons. So if I ever see something. Take a nose dive which we've seen with our website traffic before that signals to me like we've got a problem that we need to address, or if podcast downloads are stagnant for a period of time like they have been lately.

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03:56:02.860 --> 03:56:20.740

Allison Foulk: To me. It's like all right. There's something I need to do here to, you know, reignite this, and start to grow our audience again. I hesitate to obsess over every little tiny number, because it can be really distracted for me because I enjoy this stuff. So I want to see things moving in the right direction. Um, again.



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03:56:20.750 --> 03:56:39.429

Allison Foulk: If we're ranking for keywords around Medicare and Medicare, and all of a sudden that disappears like there's a problem there. Or if we're trying to rank for that keyword, and we're stuck on page two of Google. There's something to address there. We're not accomplishing our goal. Our seo activity is not doing what it's supposed to do when it comes to conversion.

846

03:56:39.730 --> 03:56:55.529

Allison Foulk: I don't have access here. Um, you know, our goal is sixty percent plus of people who go through our entire sales process. So not sixty percent of people that schedule a call with us, but sixty percent of people that finish that call We both say, there's a potential fit.

847

03:56:55.540 --> 03:57:04.960

Allison Foulk: Let's go through the rest of our process. Sixty percent of those people or more should become clients. If not, you've got some things to improve and fix there.

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03:57:05.850 --> 03:57:07.700

Allison Foulk: Does that help answer?

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03:57:09.210 --> 03:57:18.130

Allison Foulk: So thinking through differentiation and also authenticity, going into something like you do with retirement, you know, being

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03:57:18.460 --> 03:57:28.690

Allison Foulk: somewhat, you know Broad, Were you out there trying to see what was not being talked about. Or were you just saying, Hey, This is what Taylor finds interesting. I'm going to be me? And

851

03:57:28.700 --> 03:57:29.990

Allison Foulk: yeah, let's see my

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03:57:30.000 --> 03:57:31.600

Allison Foulk: Yeah, um.

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03:57:31.840 --> 03:57:38.719

Allison Foulk: Whenever I do stuff in the marketing end, I do think about myself as a consumer, and what I enjoy,

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03:57:39.270 --> 03:58:08.860

Allison Foulk: and i'll i'll share another answer to question, too, but with the podcast. Uh, i'm kind of like tired of these interview-based



podcasts or the same people, or you know, doing the runs on the podcast. It's just like two people having a conversation like to me. I'm just kind of bored with it, and so I wanted to do more monologue style episodes. I also have limited time to listen to podcasts, and I found that most people are engaged for forty five or sixty minutes, so most of my episodes are more monologue based. I don't have guests,

855

03:58:08.870 --> 03:58:36.910

Allison Foulk: speakers, or guest interviews, and most of them are twenty minutes or less, and some of the best performing episodes are like ten minutes, and if you read the reviews on apple of my podcast, you'll see a lot of people saying the same thing. I love that it's. It's short and concise. There's no fluff. I love it. It's just you. I love the the things you like. You'll see like a a similarity between all these reviews, and so that came from just me, and what I prefer as a as an avid podcast listener,

856

03:58:36.920 --> 03:58:56.110

Allison Foulk: not trying to just produce a podcast just because someone else did it that way. Um! So very little production. A friend of mine recorded the little guitar or intro. Um Very short and sweet introduction, just like just get straight into the information uh in terms of like the broadness of retirement, it is broad.

857

03:58:56.120 --> 03:59:13.799

Allison Foulk: Um! I was earlier than most which is certainly helpful, right? There's a lot more retirement podcast today than there was four years ago. But thinking about again the pain points of our target demographic. So I acknowledged early on, or when I was ready to like, really fix the problem that I had with the podcast,

858

03:59:14.080 --> 03:59:33.600

Allison Foulk: Our clients, our ideal client doesn't have debt. They're not trying to figure out how to save more money or how to budget. They have more money than they'll ever need. They're smart. They understand this stuff. That di wire, type, person, and taxes is that big pain point. So you'll see a theme in a lot of our episodes is about taxes, so that is

859

03:59:33.610 --> 03:59:39.729

Allison Foulk: not a huge differentiator, but enough to where I attract a certain type of listener

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03:59:40.370 --> 03:59:42.589

Allison Foulk: that differentiates us enough from from other podcasts.

861

03:59:42.600 --> 03:59:53.289



Allison Foulk: So along those same lines, then do you think it's hard to use somebody else's content like farming it out? If you are trying to be authentic and whatnot. What do you mean? Farm it out?

862

03:59:53.300 --> 03:59:56.660

Allison Foulk: Oh, like I don't want to throw anybody in the bus.

863

03:59:56.780 --> 04:00:00.889

Allison Foulk: It was one of the groups that they brought through. Limitless that like a snappy. Yeah,

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04:00:00.900 --> 04:00:02.440

Allison Foulk: yeah, that's what I was thinking of.

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04:00:02.450 --> 04:00:03.940

Allison Foulk: Um,

866

04:00:04.430 --> 04:00:13.150

Allison Foulk: No. I mean, snappy cracking is great in it, and they're just they're one. They can certainly amplify your marketing efforts. I

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04:00:13.160 --> 04:00:30.300

Allison Foulk: I would highly recommend that you don't. Just adopt it, throw money at it, and walk away. You have to be heavily involved in that process. So we use snappy crack in a good friend. Ashby Daniels launched money visuals, which is a weekly client. Memo that you can use every purpose in your email marketing. But I shared that

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04:00:30.700 --> 04:00:59.910

Allison Foulk: those client memos that he gives you, that you can copy and paste and send to your clients. I spend at least an hour on each one of those, making it my own deleting things, moving things around, adding images, adding a personal touch. You'll see a a stark difference between what he gives you and what I end up sending. And I think that's really important, that we don't just copy paste and send. We have to put some over on time and other stuff. Now I know not. Everybody has that time. If you don't have the time. I think you have to pay for it like you have to have somebody dedicated

869

04:00:59.980 --> 04:01:09.180

Allison Foulk: to making these things that are your own. But you bring up another. Why, I thought you were going a different direction, which is,

870

04:01:09.190 --> 04:01:25.239

Allison Foulk: you don't have to have your own platform, either. I think one of the fastest ways for success, at least in the middle of the funnel.



Activity, like Top and middle, is to use somebody else's platform. I was a guest on the new retirement podcast last year

871

04:01:25.440 --> 04:01:27.280

Allison Foulk: probably generated.

872

04:01:27.390 --> 04:01:36.860

Allison Foulk: I don't know at least ten million dollars in like I don't know eight nine clients, ten plus million dollars in new assets just from that one interview on their platform. That was important, that

873

04:01:37.090 --> 04:01:45.269

Allison Foulk: my ideal client is a consumer of their platform and their podcast. So I knew my ideal client lived there.

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04:01:45.550 --> 04:01:55.470

Allison Foulk: I didn't go on the show to talk about myself and my firm and my life story my journey. I went on that show to talk about taxes and reducing taxes, and that pain point for our deal client,

875

04:01:55.480 --> 04:02:24.510

Allison Foulk: and I also had a very strong call to action to move their listeners into our sales process. So I was very uh intentional about my time on that podcast. But what a quick way for me to pick up, you know, seven, eight, nine new clients, and add ten plus million dollars to the firm by leveraging somebody else's platform. I I didn't even need my own podcast to do it. So if you know that your target demographic lives somewhere, you can leverage. Somebody Else's platform, you know, gets this is a great example, people guessed right for kids is,

876

04:02:24.520 --> 04:02:44.050

Allison Foulk: of course it's great to to write and be featured, but some of them do write because they have other motivations. They want to get in front of his audience. I write for Kiplinger once in a while to help drive new subscribers to the podcast, so I leverage their audience their platform to move them hopefully, some of them to my platform.

877

04:02:44.060 --> 04:02:53.469

Allison Foulk: So something to think about, too, and it's on here as a middle of the funnel activity, which again, you could call it top and middle, is to leverage somebody else's platform

878

04:02:54.020 --> 04:03:03.800

Allison Foulk: a really really quick and easy way to move the needle here without starting your own blogs or your own podcasts. But I think you do have to be really intentional about your time on that platform.



879

04:03:05.260 --> 04:03:16.549

Allison Foulk: Ok. Is seo something that a firm looking to attract sixty new clients should concentrate on? Or is it more important for firms looking to attract larger numbers of new clients.

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04:03:16.560 --> 04:03:19.960

Allison Foulk: Yeah, I don't think the number of new clients matters,

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04:03:20.690 --> 04:03:22.630

Allison Foulk: you know. It certainly gets harder

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04:03:22.640 --> 04:03:52.579

Allison Foulk: when you have higher volume needs. Uh It's not easy for us. You know smaller firms to rank for uh keywords like generic keywords like What's a Roth Ira? Or what's a Roth conversion? So we do have to think a little bit more again. The Medicare um A blog post is a great example. It wasn't like, What is herma? Necessarily it's like, What are the Medicare room of brackets. And how can you avoid Burma? Very different. And so, if you are a larger firm with larger needs, Seo, I think, and certainly supportive. You're probably

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04:03:52.590 --> 04:03:55.859

Allison Foulk: need a lot of other marketing activities on top of it.

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04:03:57.390 --> 04:04:07.090

Allison Foulk: Hey, Taylor? First of all, I was just curious in your firm kind of the ratio of local clients relative to not local.

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04:04:07.100 --> 04:04:24.959

Allison Foulk: And you know, it seems to me most folks that are executing a good digital strategy are really casting a national net if you will. Are you aware of any examples of people effectively using? You know, podcasting seo any you pick

886

04:04:25.360 --> 04:04:27.839

in a local context

887

04:04:28.660 --> 04:04:34.210

Allison Foulk: in my backyard pure financial, multi-billion dollar fee only ria

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04:04:34.360 --> 04:04:46.220

Allison Foulk: it pretty much dominated the local market with radio podcasting, blogging seo. I mean I watched them go from zero to two plus billion dollars really, quickly. By doing that



889

04:04:46.230 --> 04:05:05.030

Allison Foulk: teaching classes at the local community college paid classes, people pay to go to these classes Webinars, so I think they're a prime example, and they're also a good example of housing everything under one roof, so they don't have. You know I've got my firm brand, and then I have my retirement podcast brand like two separate things. They help each other out with two separate things.

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04:05:05.040 --> 04:05:16.539

Allison Foulk: They have everything wrapped up all under one umbrella. So if you want to see how somebody has their podcast and their radio show, and there are classes and everything all tucked under one firm umbrella. They're a good example of that. They come to mind.

891

04:05:17.140 --> 04:05:21.119

Allison Foulk: I can't think of another like hyperlocal success story. But

892

04:05:21.130 --> 04:05:40.680

Allison Foulk: and you're firm. What what? I'm: Sorry. Yeah, you know, historically. Ah, i'm a native San Diego, which is quite rare. It's a transient city, a lot of military, you know. We don't have a lot of Ah, you know professions and companies in in our city, so it's rare to be a native, and so I leaned into that, for most of my career, trying to pound the pavement and, like

893

04:05:40.690 --> 04:05:42.799

Allison Foulk: build my business locally.

894

04:05:43.410 --> 04:06:02.039

Allison Foulk: Um! The podcast started to grow substantially and reach a much larger audience. On top of that a weird thing happened with Covid, where it just dropped All these barriers, and people from all over the country started reaching out and felt more comfortable with these virtual relationships. So now

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04:06:02.310 --> 04:06:16.109

Allison Foulk: seventy of our new clients are outside of California, most of them, like Well, outside of California, about thirty percent are local, if if even that most of them are

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04:06:16.120 --> 04:06:30.050

Allison Foulk: or outside. So now I don't know forty percent of the firm, fifty, maybe fifty percent of the firm is local. But at this point, like I prefer working with a total stranger in another state, and somebody who's who's local?



897

04:06:30.060 --> 04:06:43.280

Allison Foulk: It's been really really interesting to watch what Kovat has done to people getting comfortable, reaching out across the country. But again, that the only way we've benefited from that is because the podcast reaches

898

04:06:43.290 --> 04:06:50.759

Allison Foulk: that audience across the country. If we were stuck to our local marketing efforts, we wouldn't have benefited from that,

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04:06:51.780 --> 04:06:57.960

Allison Foulk: and I don't know why the podcast has, I think, a larger East Coast presence than West, because I have no idea

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04:07:00.380 --> 04:07:03.720

you of the time, and

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04:07:09.880 --> 04:07:12.989

Allison Foulk: I guess why do you like podcast versus other

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04:07:13.000 --> 04:07:13.990

Allison Foulk: yeah news.

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04:07:14.000 --> 04:07:33.890

Allison Foulk: I think it's important In the previous digital marketing session we talked about um that you have to enjoy it right? Enjoy the process and have fun with it to be authentic. But the other component that I brought up was, I think it needs to be hard like it needs to be challenging anytime. The podcast is felt like easy.

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04:07:33.900 --> 04:07:46.810

Allison Foulk: It's a signal to me that, like i'm probably not putting everything possible into it. I'm not. I'm not growing and advancing it like I could be so I mean, I probably spend if i'm being on this

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04:07:47.550 --> 04:07:50.060

Allison Foulk: ten hours per episode,

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04:07:50.350 --> 04:07:53.539

Allison Foulk: you know, from start to finish on everything.

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04:07:53.550 --> 04:08:18.279

Allison Foulk: Um, it doesn't have to be that you can certainly outsource this um. You can pay for additional help. I've got a good friend of mine,



who's got a great podcast and a success um on top of having a good virtual assistant to support him. He also pays a pretty hefty amount for a research assistant to do all the research for him, to script out the episodes that makes his life a lot easier when it comes to to hit record. So

908

04:08:18.290 --> 04:08:30.949

Allison Foulk: you know it's either time or money here. I still feel like, and maybe this is a limiting belief that i'm still in the stage where i'm trying to kind of perfect that process before I start to delegate and outsource these things,

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04:08:31.200 --> 04:08:33.200

Allison Foulk: but it's a good amount of time.

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04:08:33.250 --> 04:08:53.569

Allison Foulk: But again. The way I think about it is, if I don't produce the podcast this week, I mean. I published one from my hotel room yesterday to get it out, because if I don't do it to me, it's like i'm missing out on tens of thousands of dollars. I'm not doing my job as part of this firm published from Gross at this point i'm losing money if I don't have published on these things

911

04:08:53.580 --> 04:09:05.989

Allison Foulk: so spending my four-hour plane ride working on podcast stuff to me is really important. But anytime someone says it's super easy. That's a signal to you saying there's something not right there. And did you create awareness around that.

912

04:09:06.000 --> 04:09:08.019

Allison Foulk: Yeah, primarily seo

913

04:09:08.030 --> 04:09:25.549

Allison Foulk: podcasts. Yeah. I mean a number of different things that I started a network called the Retirement Podcast network, where there's like six or seven of us. That benefit from the seo juice of typing in retirement podcasts. A couple of Kiplinger articles will show up if you type in on your timer, podcast.

914

04:09:25.610 --> 04:09:52.300

Allison Foulk: So all that. I certainly helped the listenership. And again, that's for me asking listeners how they found the podcast. So every single listener, and if you're an advisor that listens to my advisor podcast you've ever emailed me? You'll notice that i'll ask you like, how did you come across this podcast. Um. So one by one I will ask every single listener how they found the podcast. It's either negative search or organic search through their app or podcast app, or through Google, or they heard me on another show.



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04:09:52.310 --> 04:10:04.510

Allison Foulk: So I have spent and continue to spend a good amount of time going on. Other People's show not just to try and get them to become a client of the firm, but also to move them from that

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04:10:04.660 --> 04:10:14.410

Allison Foulk: podcast to my middle of the funnel activity, because they may not be ready to become a client today if I can move them into my podcast and have them subscribe there. Then I can nurture them. So

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04:10:15.510 --> 04:10:18.969

Allison Foulk: yeah, guest writing Kiplinger seo,

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04:10:19.200 --> 04:10:23.520

Allison Foulk: you can optimize the podcast to a certain extent inside the app

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04:10:23.780 --> 04:10:28.430

Allison Foulk: and then guessing on other shows ten minutes.

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04:10:30.830 --> 04:10:43.020

Allison Foulk: So you mentioned you got a sixty percent success for people to go through the sales process and become a client. Do you have benchmarks for how many you know. Come in an initial call, and then go

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04:10:43.030 --> 04:10:53.990

Allison Foulk: then to the next to the sales process like, Do you have percentage? Benchmarks of people come in and go through that process.

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04:10:54.000 --> 04:10:59.560

Allison Foulk: We don't have benchmarks yet. The idea of tracking all this was to determine

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04:10:59.860 --> 04:11:04.549

Allison Foulk: what that percentage is. I was talking to Adam at lunch today.

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04:11:05.850 --> 04:11:20.580

Allison Foulk: One possibility is to reduce the number of intro calls getting the schedule. If I had sixty introductory phone calls, but only thirty of them ended up going through our sales process right? There's an opportunity for improvement there. How can I just get forty introductory phone calls



925

04:11:20.590 --> 04:11:48.220

Allison Foulk: as a result, and thirty people went through, so I don't know what the benchmark is. I'm sure there's something out there. But for us it's like, What is it. To begin with, I I kind of the the analogy is like a client of ours is not much money they spend like. Let's figure out how much money you spend like track your spending first, and then let's determine what we can do to optimize it from there. So for the last two years we've just built the spreadsheet and tracked it. Um, yeah, I don't have a good answer, but for me it's like, How can I get that number as low as possible. I guess i'd love for every introductory phone call

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04:11:48.230 --> 04:11:55.190

Allison Foulk: to lead to them going through our process. But our process requires a lot of like. There's a lot of friction in our process. So that's

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04:11:55.200 --> 04:11:55.789

that's enough

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04:11:56.620 --> 04:11:58.490

Allison Foulk: the outcome of it. Yeah,

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04:12:01.640 --> 04:12:03.630

it's like It's a million dollars.

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04:12:04.610 --> 04:12:09.619

Allison Foulk: Yeah, he asked. How are we weeding people out of our process that aren't a good fit.

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04:12:09.640 --> 04:12:20.279

Allison Foulk: We do a number of different things on our landing page to schedule an introductory phone call. We're very clear about who we work with. Our minimum of one million dollars is on there.

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04:12:20.290 --> 04:12:37.959

Allison Foulk: People will overlook that stuff right. They'll skim and scan and go down to schedule a phone call. So if they they do, they go to schedule a phone call. We hit them with a few questions to once again verify that they are the right type of person, but they are wanting to delegate. Still, at that point people will still ignore that stuff and click through and go ahead and schedule a call.

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04:12:37.970 --> 04:12:48.590

Allison Foulk: The second Somebody schedules a call with our firm, Our office manager. If it's on a a weekday she'll pick up the phone, even if their call is two weeks from now she'll pick up the phone, call them.



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04:12:48.600 --> 04:13:05.109

Allison Foulk: Thank you so much for scheduling a phone call. We're really excited to talk to you. I know you shared some information with us when you scheduled this. Is there anything else you'd like to share, and just like that open edited question, We'll get them to talk, and so oftentimes she'll hear things that we'll learn that this person is not a great fit.

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04:13:05.120 --> 04:13:11.670

Allison Foulk: They might share something like I'm looking to pay you guys for a one-time financial plan, not something we do. So she can

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04:13:11.680 --> 04:13:25.810

Allison Foulk: we have a process from there we put together an email that says, we don't have the right expertise to help you. But we love to help people find the right person. Here are three different networks for you to find an advisor. Here are three other advisors to consider,

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04:13:25.820 --> 04:13:38.729

Allison Foulk: and then here are three of our favorite books, so she'll send some version of that email to somebody that no matter what my goal is that they walk away with a good taste in their mouth that they're like. I'm so glad I talk to those people. They help me get in the right place.

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04:13:38.740 --> 04:13:51.400

Allison Foulk: So it's a balancing act, and then I don't do any of the introductory phone calls. My partner Tyler handles all that. It's confusing Tyler and Taylor. So he handles all those, and he's pretty good these days, of,

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04:13:51.500 --> 04:14:02.840

Allison Foulk: you know, listening and asking the right questions to determine if they're really somebody that we can help. And so we just lean on the We don't have the right expertise to help you. Let me help get you into the right hands.

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04:14:05.820 --> 04:14:07.009

But what's the right?

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04:14:13.980 --> 04:14:16.839

Allison Foulk: I mean almost no referrals, and

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04:14:17.650 --> 04:14:20.089

Allison Foulk: i'd like to get that to zero referrals.

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04:14:20.100 --> 04:14:20.590

It's a

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04:14:20.600 --> 04:14:28.100

Allison Foulk: Yeah, Yeah. We have noticed that the referrals we get and they're like nice people, and they meet most of the criteria

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04:14:28.130 --> 04:14:29.320

Allison Foulk: I.

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04:14:30.240 --> 04:14:33.719

Allison Foulk: It ends up being a different process that they're going through

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04:14:33.730 --> 04:14:53.889

Allison Foulk: the people that reach out to us through our content marketing efforts, whether it's seo, or the podcast, or the blog, or the email. They're very educated by the time they get to us. So we're not trying to explain what Burma is, or what a Roth conversion is, or what a donor Advice Fund is, or what Rmds are. We Don't have to explain these things like they already know all this stuff. It's more about.

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04:14:53.900 --> 04:15:19.020

Allison Foulk: What are your problems? How can we help you right and moving them through that process? So the referrals we get These people don't know anything very sweet, kind people that meet our minimums, but it's a lot of education on our part that we're not really used to. So it kind of like throws us off of our game a little bit. Um, and we've just noticed a lot more like friction in the first twelve months or so with those clients. Once they get settled they're great. But um! So I I told Tyler the other week we had another referral. That was just like

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04:15:19.030 --> 04:15:23.090

Allison Foulk: that experience. I'm like I just. I just like no referrals anymore.

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04:15:24.000 --> 04:15:25.849

Allison Foulk: I I prefer total strangers.

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04:15:27.220 --> 04:15:36.540

Allison Foulk: Ok. Taylor, I know you mentioned Tyler. I don't know if there are other advisors in your firm. But my question for you was, Are you kind of?

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04:15:36.660 --> 04:15:46.870



Allison Foulk: Are you the becoming the brand I mean? Does most of the communication podcasting, and such come from you, and as the result

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04:15:46.880 --> 04:16:02.989

Allison Foulk: are people hoping they're going to be seeing you as opposed to maybe others in your firm. So how do you manage that now? And as you think about, which is probably a ways down the line. But succession again, just kind of people knowing you, but not necessarily the whole firm.

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04:16:03.000 --> 04:16:04.090

Yeah.

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04:16:04.100 --> 04:16:15.539

Allison Foulk: Yeah, it is again obsessing over every little thing. One area that we need to improve is introducing the team to the audience. Specifically, Tyler, who is now a partner of the firm, so

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04:16:15.550 --> 04:16:34.399

Allison Foulk: one improvement will likely make is to have him jump on the podcast once a month, and him and I can just do a short Q. And a segment. Listeners can get to know him. We always make some sort of Taylor tler joke, so they can get used to some of that banter. I haven't done that yet, but it also hasn't stopped us from growing.

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04:16:34.500 --> 04:16:41.769

Allison Foulk: So what happens is when they schedule a phone call through our website, anybody the confirmation email. They get the

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04:16:41.780 --> 04:16:59.429

Allison Foulk: it comes from me. It's automated, but it comes from me, and it says I'm, the founder of the firm. We work in a team environment to make best use of our time. My partner, Tyler Aubrey will be taking this introductory phone call with you. Here's what he's looking to accomplish. I kind of build Tyler up. He's our tax expert Blah! Blah! Blah.

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04:16:59.440 --> 04:17:03.370

Allison Foulk: So they get that. So there they know the Tyler is going to take that call.

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04:17:03.450 --> 04:17:17.830

Allison Foulk: Going back to my office manager, picking up the phone and calling them. She also says some sort of Taylor Tyler thing to to lighten the mood, and then she builds Tyler up as well. Tyler's fantastic. You're really going to enjoy talking to him. He's a partner at the firm.

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04:17:17.840 --> 04:17:37.739



Allison Foulk: Tyler is introduced pretty quickly, and we're able to build. Report a relationship pretty quickly, and it Hasn't, been an issue, but I totally see the benefit of him being introduced, and I also think about larger brands and companies in pure financial. Locally the partners there. They don't work individual with clients. They have planners that take on all the leads that come in. So

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04:17:37.750 --> 04:17:39.990

Allison Foulk: I think there's a system in a process for

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04:17:40.000 --> 04:17:40.590

Allison Foulk: yeah,

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04:17:40.600 --> 04:17:59.030

Allison Foulk: That, as my job really is, is at this point, I've been a financial planner for fifteen years on a board of like the same conversations. I enjoy the marketing side of things, so I spend as much time as possible on the marketing, and other firms have solved that with that one person driving and building the brand.

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04:17:59.040 --> 04:18:07.489

Allison Foulk: So I think, as we continue to grow and get bigger, i'll have to learn from some of those people how to better attack it, but it seems to work,

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04:18:07.500 --> 04:18:09.649

Allison Foulk: but I think it goes back to setting expectations.

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04:18:13.740 --> 04:18:15.390

Let's make a sure one.

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04:18:15.400 --> 04:18:18.819

Allison Foulk: I'll repeat it. Okay, you can handle it your mic if you want to take it

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04:18:19.650 --> 04:18:28.070

Allison Foulk: in today's world. Is there an advantage of video over podcasts, or is it just all what the advisor prefers doing.

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04:18:28.700 --> 04:18:35.239

Allison Foulk: Yeah, I don't think there's any advantage over one over the other. I think I just pick one that you enjoy.

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04:18:35.820 --> 04:18:54.780



Allison Foulk: Um. If I had to like. Take an educated guess. I'd probably say there's a bigger opportunity with video, if video is done right and it's natural and authentic to you, and it's highly targeted. It's probably a slight advantage there. I mean Youtube is a giant search engine,

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04:18:54.790 --> 04:19:03.300

Allison Foulk: and people get to see you and your mannerisms and all that which they don't get to see in a podcast, so maybe give a slight advantage to video.

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04:19:03.640 --> 04:19:10.350

Allison Foulk: But I mean, I don't do any video. And again, we haven't had any problems growing. So I think it's a matter of what is most authentic to you.

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04:19:11.210 --> 04:19:25.989

Allison Foulk: Video is great, too, if it is authentic to you. You do it well, because it's really easy to take a video and turn it into a podcast. Not that easy to take a podcast and turn it into a video. So you know, in a perfect world I would start with the video first, and then, you know, repurpose from there.

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04:19:29.080 --> 04:19:30.649

I shouldn't. Be that Not

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04:19:32.140 --> 04:19:41.709

Allison Foulk: so again. Putting myself in the position of the consumer, I would never, ever ever want to watch a video of someone talking into a microphone. I can't even watch Joe Rogan interviewing somebody.

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04:19:41.720 --> 04:19:54.719

Allison Foulk: Yeah to me. That's just not something I would want. So I would produce the video for a video audience, and then scrape the audio for a podcast audience.

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04:19:54.800 --> 04:20:06.480

Allison Foulk: But again, like that's something to me where, like that sounds really easy, and when it sounds easy it's kind of a signal to be like. There's probably something I shouldn't be doing here, which is like, I don't know how many people want to watch me just talking to a microphone.

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04:20:06.490 --> 04:20:07.390

Ah,

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04:20:07.400 --> 04:20:23.619



Allison Foulk: now there's a way to do it right, and some people are doing it right, my good friend Jay Klaus. Creative elements. Podcast. He's moved into video, but he spent a lot of time and money and resources, doing it correctly. So there are. Some people have done it really well, but it takes a lot of effort,

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04:20:23.680 --> 04:20:24.889

Allison Foulk: my personal opinion

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in the

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04:20:28.200 --> 04:20:47.330

Allison Foulk: so I and I often ask myself, would I respond to that billboard, or Would I respond to that ad? Or would I watch that type of video, or listen to that format of a podcast? And it doesn't always lead me to the right answer, but I think usually it does, and at least it's something that I can get behind and feel good about.

