

LIMITLESS Growth U Session Transcript

SEPTEMBER 21, 2022

DOBRO: YOUR UNIQUE VALUE PROP

04:07:36.410 --> 04:07:55.820

Allison Foulk: the idea that we want to talk about here today. We're we're so focused in growth, you in this, in this growth retreat around. How do I grow? How do I find more people? How do I build my better website? How do I create these online funnels? What's my top of funnel? Middle of Funnel bottom of all of these different components of the marketing plan.

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04:07:55.830 --> 04:08:06.059

Allison Foulk: But I think today's session, my intention, and what I want to my definition of success for all of you here is to do one of two things

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04:08:06.070 --> 04:08:24.409

Allison Foulk: reaffirm that you are crystal clear on your unique value proposition. Why would someone choose to work with you and reaffirm that for yourself. If you do feel pretty clear about that in number two or number two, if you're struggling with that, or you're not really sure when I ask you the question, Why would someone choose to work with you?

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04:08:24.610 --> 04:08:54.039

Allison Foulk: If you don't know how to answer this? We're going to spend some time going through this worksheet. So this is going to be much more of a working session and A. Q. And a dialogue than it is going to be me just up here talking esoterically and philosophically about what a unique value proposition is, et cetera, et cetera. So I do want this to be a working session. We're going to take some time in between. I'll share some of my thoughts and the philosophies on how we do things in our firm. Give you some examples of how we position promote a position ourselves in the atometry space Again, if you heard me say it once you've heard me say it one thousand times.

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04:08:54.050 --> 04:08:58.510

Allison Foulk: Everything that we're talking about here at limitless in growth

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04:08:58.520 --> 04:09:03.440

Allison Foulk: make is is exponentially easier when you're crystal clear of who you do your best work with

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04:09:03.450 --> 04:09:19.579



Allison Foulk: the goal in this conversation, is, it's one thing to know how you do your best work. But how do you effectively and efficiently communicate that to someone in the fraction of a second that you have either online how you build that unique value proposition online. So it lives everywhere in your website,

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04:09:19.590 --> 04:09:36.139

Allison Foulk: or in the situation where someone asks you what again? Maybe they're not asking you directly this. Why should I work with you as opposed to someone else. But it's that question of what do you do? How do you do it for clients? What's the value in working with you? And so we're going to talk through that here today. And so again. My goal is that you have that one

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04:09:36.150 --> 04:09:39.680

Allison Foulk: worksheet. You have that that deliverable, if you will.

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04:09:39.690 --> 04:09:41.129

Allison Foulk: At the end of this,

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04:09:41.140 --> 04:09:49.020

Allison Foulk: because again, we know that any financial website that has a pair of Iran deck chairs, or a house, or a compass or two

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04:09:49.030 --> 04:10:03.879

Allison Foulk: older couples walking on a beach, holding hands like, Oh, my gosh! Like gag me now! Because yes, it might make you feel good to see that. But it still doesn't answer the question of Why should I choose? Why should I work? What problem can you

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04:10:03.890 --> 04:10:18.010

Allison Foulk: that I have right now, or even better? Can you communicate a problem that I might have that I didn't know that I had what it's. You know Steve Jobs is famous for saying no one wanted the iphone,

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04:10:18.020 --> 04:10:25.489

Allison Foulk: but we understood what we understood how to go where the Puck was going to court way and rescue then to go where it is right Now,

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04:10:25.500 --> 04:10:28.249

Allison Foulk: Harrison Ford cheese Henry Ford,

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04:10:28.490 --> 04:10:39.030

Allison Foulk: I can't believe I just made that mistake. Wow! Can you edit that out? Can I just like snap my fingers and pretend like that didn't happen. Harrison.



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04:10:39.040 --> 04:10:54.429

Allison Foulk: Yeah, Exactly. Exactly. But what did Ford say if I had to ask people what they wanted? They just say a faster horse. And so this idea here, maybe not directly related. But can you communicate? Can you create a value proposition that communicates to someone?

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04:10:55.030 --> 04:10:56.079

Never thought of that?

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04:10:56.090 --> 04:11:04.670

Allison Foulk: Do I have that problem like? Oh, that's a unique problem. And so that's part of what we're trying to communicate here, my big pet Peeves

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04:11:04.680 --> 04:11:34.650

Allison Foulk: and Taylor's not in here, so I can from one of the bus. He has a son in his website, and it works for him that's great. I just I don't think as as we continue, we, as a profession, continue to evolve, continue to be more transparent. There's this shift from the from the from the wirehouse into the independent space from Independent and Ria. Right? We know that firms are growing, I don't believe, and I think this I think all of us in a room would agree that the only fiduciary best interest he best interest Isn't.

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04:11:34.660 --> 04:11:36.940

Allison Foulk: Differentiator because of

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04:11:37.600 --> 04:11:45.199

Allison Foulk: of the best interests, rule right? All a client hears is that want. They just don't know how to differentiate.

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04:11:45.490 --> 04:11:53.290

Allison Foulk: I don't believe that these are a differentiator. They are to in extent, but certainly don't hang your hat on that. That's not going to be what

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04:11:54.740 --> 04:12:10.719

Allison Foulk: some of the we know that we've talked about limitless this little guy right here, Roger Whitney, is an awesome case study in what it means to build a brain in space. Raj is the founder of the Rock Retirement Club. I know not to.

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04:12:10.730 --> 04:12:22.839



Allison Foulk: I take a left turn in the woods too far here. But there's a lot of, and i'm partly responsible for this, because I've been pretty outspoken about it. There is a shift or not a shift,

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04:12:22.850 --> 04:12:41.280

Allison Foulk: this community aspect of Can I grow a community? Can I grow one to many offering? Can I somehow democratize financial advice, Roger from a branding standpoint, the retirement dancer man, and then the Retirement Rocks Club community that he has started has been and has taken on almost a bigger role in his life and his actual advisory firm.

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04:12:41.290 --> 04:13:02.039

Allison Foulk: But again, what he's solving for he's very, very crystal clear on what he's delivering to the people that want to be a member of the Rocks Retirement Club, or do it yourself. Investors that are looking for a safe space to learn about how to rock. Retire. And if you go to just Google retirement rocks. Ah rock your retirement. I believe It's Rocky retirement Com.

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04:13:02.090 --> 04:13:20.539

Allison Foulk: You can get into a feel for how his website is laid out, how that committee is built in the brand messaging the the unique value proposition that he has to that audience. That audience is not going to be primarily the people that you are going to hire then are going to hire you or him as an advisor. But again it speaks to his brand.

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04:13:22.000 --> 04:13:23.080

Allison Foulk: So,

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04:13:23.230 --> 04:13:26.289

Allison Foulk: Josh, let me pick you first, because your front and center

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04:13:26.300 --> 04:13:27.160

Allison Foulk: Yes,

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04:13:27.170 --> 04:13:44.939

Allison Foulk: how would you communicate your value proposition right Now, what's your unique value proposition. If someone were to ask, Why would I work with Josh? How would you answer your your unique value, proposition and quick housekeeping as we interact here. There are mics on everybody's table. Certainly don't want to

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04:13:45.050 --> 04:13:50.590

Allison Foulk: leave our virtual folks on an island there. So how do you think about your unique value proposition right now.

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04:13:50.600 --> 04:13:56.529

Allison Foulk: I help. Owners are privately held businesses find their three so that they can.

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04:13:58.030 --> 04:14:00.270

Allison Foulk: I'm working on that

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04:14:01.210 --> 04:14:03.390

Allison Foulk: we're all friends here.

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04:14:03.400 --> 04:14:08.589

Allison Foulk: This is an idea that has really started to come together since this time yesterday.

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04:14:08.600 --> 04:14:14.569

Allison Foulk: Oh, you mean you don't have it figured out yet? I expected more. I am, in fact, not perfect.

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04:14:14.580 --> 04:14:20.700

Allison Foulk: You love a lot, dude. It's pretty cool,

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04:14:21.120 --> 04:14:34.399

Allison Foulk: and that's why I look at it. The key phrase There, I think that's really important that it resonated with me as well as I went through this exercise a couple of years ago. Is I help people to blank blank blank

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04:14:34.440 --> 04:14:48.040

Allison Foulk: so that they right? We're connecting what we do, and the problem that we solve with something that they can feel. And this goes back to something that we've talked about as well the differences between features and benefits

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04:14:48.050 --> 04:15:06.709

Allison Foulk: for me, my biggest challenge when I was going through this process, and even to this day, just last week or two weeks ago, when I was rolling out and kind of framing out the two thousand and twenty money community, and what that's me, what is my unique value proposition. Why would someone join this community that I'm launching for the followers and for the listeners of two thousand and twenty-nine?

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04:15:06.720 --> 04:15:13.379

I started thinking of it, and all the features that they're going to have. They're going to have access to these checklists and these courses, and this this and it's like,



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04:15:14.420 --> 04:15:16.439

Allison Foulk: Yeah, but how does it make them feel?

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04:15:16.860 --> 04:15:34.980

Allison Foulk: What's the result? Right? Our friend said it before, and Karl has said it over and over again. People don't care about our solutions, they care about their problems. And so, as you start thinking about what is the unique value proposition the first thing that we're doing again. We've talked about in limitless. I hear you. I see you. I can help you.

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04:15:35.240 --> 04:15:52.270

Allison Foulk: And so, as you're crafting the message here, I help very, very clear on the Avatar, on the audience that you're serving. I help Blank to blank blank and blank, so that they can, or so that they

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04:15:52.660 --> 04:16:04.770

Allison Foulk: feel secure in their retirement. But for ours we help out the metric private practice owners around the country keyword there. There was something that we talked about in a website today about kind of creating a geographic agnostic.

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04:16:04.780 --> 04:16:22.209

Allison Foulk: I make sure that I put nationwide in that, because I want every optometrist to know just because we're in Indiana. I'm. Not going to say we help out competent optometers in over thirty States. Now we help up theometric Private practice. Owners nationwide, proactively manage cash flow, reduce taxes and invest prudently, so they can live their best life on purpose.

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04:16:24.920 --> 04:16:35.590

Allison Foulk: My goal is that at the end of this session you have a very good working rough draft, or a polished draft of what you already worked on, so that you can say that just like you can say your name,

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04:16:35.600 --> 04:16:40.730

Allison Foulk: so that practice owners and optometrists they know. At the end of that sentence

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04:16:40.740 --> 04:16:48.699

Allison Foulk: they either fit that mold or they don't. Now, if they are an optometric private practice owner, and they're not concerned with those top three things.

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04:16:48.710 --> 04:16:50.769

Allison Foulk: Okay, Maybe they're not in an alignment



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04:16:50.830 --> 04:17:04.589

Allison Foulk: where those three things came from for me, though, is being observational about who were the top clients that we had in our firm that we enjoyed working with, and they were very grateful and appreciated our process and what we went,

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04:17:05.400 --> 04:17:19.909

Allison Foulk: and it was a matter of doing that case study of saying the be Ford during and after. What was the primary concern? What was the chief complaint to kind of play, the medical analogy there? What was their chief complaint? What was the pain point that caused them initially to reach out. What problem were they looking to have solved?

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04:17:20.580 --> 04:17:29.700

Allison Foulk: Interestingly enough, what blew my mind is? I was amazed at how many private practice owners didn't really understand how to take distributions out of an s corporation,

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04:17:30.470 --> 04:17:58.060

Allison Foulk: and how taxes play into that, and the fact that you don't have to pay Medicare taxes and social security taxes, and that the ratio of wages to distributions affect your social security benefit, and that No, you're actually opening yourself up to potential audit risk. If you make thirty thousand in salary, but take three hundred and fifty thousand dollars in distributions, you might want to balance that. But again, there's a there can be a disconnect. One of the problems that I see advisors have.

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04:17:58.320 --> 04:18:01.689

They think just because this is common sense for me

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04:18:02.090 --> 04:18:04.870

Allison Foulk: that it's common sense for my prospects,

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04:18:04.950 --> 04:18:24.579

Allison Foulk: and a best way to learn about that is to again just survey the the clients. That's why the the top exercise on our sheet is who are our ideal clients list the five lists of top five to ten characteristics. I would encourage you to think about assuming that you have a group of clients that are in your ideal niche that fit that avatar.

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04:18:24.590 --> 04:18:38.170

Allison Foulk: Think back to what were the top three to five core concerns core problems that you help them solve. Why did they choose to work with you, or to Why do they choose to seek you out? What was the problem that you had that you helped solve. So let's take.



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04:18:38.260 --> 04:18:52.049

Allison Foulk: Let's see. Let's take about three to three minutes or so to write down those questions or write down some of those answers, and certainly, if you have questions, let me know. But let's just kind of get some. But let's start working from the top down on the sheet,

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04:19:11.660 --> 04:19:14.090

Allison Foulk: jeopardy, music

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04:19:32.690 --> 04:19:34.050

I was that

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04:19:42.440 --> 04:19:47.509

Allison Foulk: I think of characteristic as what is a characteristic of why they chose to reach out. I mean you could you?

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04:19:47.530 --> 04:19:54.839

Allison Foulk: I guess. I'm defining characteristic a little bit differently. I'm thinking of the characteristic as what is the problem that they're looking to have solved.

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04:19:54.930 --> 04:20:00.950

Allison Foulk: You're thinking of it, I think correctly, if i'm wrong. And the characteristic is, I want a client that's a delegator.

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04:20:00.960 --> 04:20:15.890

Allison Foulk: Uh i'm looking for someone that's open to receiving advice. That it's, it's It's a quality that we want to have in a client. But as we're thinking about, how do we craft and communicate our union value? Proposition of what differentiates us from

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04:20:15.900 --> 04:20:21.109

Allison Foulk: clients from our competitors. I'm thinking of that more for the filter of the

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04:20:22.630 --> 04:20:27.919

Allison Foulk: How can I? How can they know that I can solve their problem.

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04:20:29.920 --> 04:20:51.080

Allison Foulk: They don't understand how to get cash out of the business. They're complaining that they pay too much in taxes. They're wanting to figure out how to um use the cash in their business. You know how much cash they keep in the business. Um! Where should I invest in the business?



How do I prioritize investing in the practice versus investing in the four hundred and one pay, or the robot by arrays? Um! Should I

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04:20:51.090 --> 04:20:55.699

Allison Foulk: a simple ira to a four hundred and one. When should I make that transition

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04:20:56.310 --> 04:21:04.859

Allison Foulk: is my? Do I have too much in broker? Do I have too much in bonds like I talk to practice owners or optometrists.

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04:21:05.050 --> 04:21:07.289

Allison Foulk: We do the practice as their bond position,

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04:21:07.480 --> 04:21:14.740

Allison Foulk: because we think about a time through practice. It's a really really consistent cash flow stream. Once you have an established practice, you just pull in the proverbial slot machine,

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04:21:14.800 --> 04:21:24.879

Allison Foulk: and so for them it has a very nominal and established practice is a three to five percent growth trajectory distributions of twenty to twenty, five percent of total production.

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04:21:25.650 --> 04:21:38.079

Allison Foulk: Well, it smells and feels like a bond. And so we have that conversation of saying, you know what the practice essentially is, the fixed income portion of your portfolio. And so we kind of do a marble approach to their equity or to their to the investment portfolio.

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04:21:38.110 --> 04:21:43.870

Allison Foulk: No one else is talking to them about that. So what unique messaging for the people that you do your best work with.

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04:21:48.990 --> 04:21:52.619

Allison Foulk: So we help. We help reduce

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04:21:54.510 --> 04:21:55.890

included stock positions.

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04:21:55.900 --> 04:21:59.899

Allison Foulk: Yeah, Yeah. But risk is, do people really understand risk?

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04:22:00.410 --> 04:22:01.789



And it's a very

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04:22:01.800 --> 04:22:04.589

Allison Foulk: one. Once you once you explain it.

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04:22:04.600 --> 04:22:05.689

Allison Foulk: Yes, please do it

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04:22:08.350 --> 04:22:11.590

Allison Foulk: So how do we? So we need something that will

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04:22:11.600 --> 04:22:13.350

attract people

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04:22:13.360 --> 04:22:15.360

Allison Foulk: correct.

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04:22:18.360 --> 04:22:21.689

Allison Foulk: Well, I mean. The first step is, they have to know that they have a problem.

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04:22:21.700 --> 04:22:26.830

Allison Foulk: You know of them. They have a problem that they don't.

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04:22:31.040 --> 04:22:33.399

Allison Foulk: I think all the mics are on correct.

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04:22:34.240 --> 04:22:34.990

That's us.

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04:22:35.000 --> 04:22:36.399

Allison Foulk: All the mics are on

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04:22:36.690 --> 04:22:38.000

Allison Foulk: the table. Mics:

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04:22:38.140 --> 04:22:43.190

Allison Foulk: Okay, Okay, Okay, Okay, no. Now, it's on.

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04:22:43.200 --> 04:22:50.589



Allison Foulk: Yeah. So the question you want people with concentrated stock positions, right? Some of the people with concentrated stock positions are not going to come to us

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04:22:50.600 --> 04:22:53.989

Allison Foulk: because they're like. Oh, my Gosh! I have all of this Amazon stock. It's going to be great. Now.

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04:22:54.000 --> 04:22:54.490

Allison Foulk: What?

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04:22:54.500 --> 04:23:10.400

Allison Foulk: Yeah, They're not looking for us. So who are the people that are looking for us. It's the people that are looking to divest themselves of their concentrated stock positions. And so the question is, why would they want to? What's going on in their head either. Number one they're like. Oh, I want to try and

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04:23:10.410 --> 04:23:23.599

Allison Foulk: get out before things go bad, because I think things are going bad, or things have just gone bad, and you said they've lived through it. They've just lived through, and they're like, Oh, how am I going to get rid of the rest, or alternatively, they're looking to retire.

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04:23:23.610 --> 04:23:35.899

Allison Foulk: The bomb has managed not to go on yet, but now they've got millions and millions of dollars in concentrated stock, and they want to promote themselves of that in a way that minimizes their taxes, which has been my position,

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04:23:35.910 --> 04:23:52.430

Allison Foulk: and so probably something along those lines would minimize the taxes or optimize between minimizing taxes on one side and diversifying yourself out, maybe building an income stream, whatever it is that you find your clients are thinking about it in terms of.

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04:23:52.440 --> 04:24:02.489

Allison Foulk: I guess that would be one place to start if you want to check out an advisor that's done a pretty good job of doing this check out. Meg: Bartel Flow. Financial Meg:

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04:24:02.500 --> 04:24:03.460

Allison Foulk: Yeah.

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04:24:04.120 --> 04:24:10.880



Allison Foulk: The Our T. Elt, I think, flow financial. She works with a lot of women in tech,

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04:24:11.010 --> 04:24:23.709

Allison Foulk: and therefore a decent amount of their compensation structure. Another guy that you can check out a friend of mine, Michael Polkar. I call the car out in Washington from a target market standpoint. Mike and I were working through some things a couple of years ago, and

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04:24:23.720 --> 04:24:33.409

Allison Foulk: I believe he's still on this trajectory, but at that time his target market was helping Costco executives, where fifty percent, where more than fifty percent of their compensation comes from

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04:24:33.750 --> 04:24:50.710

Allison Foulk: their their executive stock stock plan on the stock. So he was targeted and saying, Well, a lot of people in Costco get options or get stock as part of their calm. But I only really want to focus with people where over fifty percent of their comp comes from executive stock

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04:24:50.760 --> 04:24:52.089

Allison Foulk: from executive stock plan.

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04:24:52.100 --> 04:24:52.980

So

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04:24:53.010 --> 04:24:57.530

Allison Foulk: Israel is trying to. How do I help de-risk

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04:24:58.420 --> 04:25:20.340

Allison Foulk: consistency and income? Because that sock plan of the vesting schedule, and how it all works and our right. Rs use when they best. Now there's tax implications on the Rsu. Do I sell it? My greater question is, well, if I give you ten thousand dollars. Would you go? Buy your company stock? No, and sell the stock? I mean just some of these different like that, some of them

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04:25:20.440 --> 04:25:29.470

Allison Foulk: initial messaging that I would start trying to put down on paper. I don't know if that helps. But we're trying to identify the problems that people have.

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04:25:29.790 --> 04:25:33.779

And again, that's where i'm saying problems equal to characteristics. Now,

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04:25:34.790 --> 04:25:37.060

Allison Foulk: it's illustrating sheet. Does that make sense?

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04:25:38.900 --> 04:25:39.900

Allison Foulk: Okay,

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04:25:43.140 --> 04:25:45.900

Allison Foulk: like? I said, this gets easier. If you

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04:25:46.270 --> 04:25:53.390

Allison Foulk: the more narrow your your niche market is, I help people with money? Well, that's

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04:25:53.400 --> 04:25:55.360

Allison Foulk: yeah, exactly right.

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04:25:55.380 --> 04:25:57.389

You I do have a question

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04:25:59.710 --> 04:26:00.909

it up,

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04:26:03.520 --> 04:26:11.840

Allison Foulk: and that can be part of the messaging of showcasing them where they're blind spots.

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04:26:11.850 --> 04:26:13.660

Allison Foulk: They don't

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04:26:13.690 --> 04:26:14.770

every once in a while

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04:26:16.070 --> 04:26:18.360

Allison Foulk: that's a good point.

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04:26:19.240 --> 04:26:20.369

I don't

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04:26:20.950 --> 04:26:22.309

you know how to do it.

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04:26:22.320 --> 04:26:24.620



They want to know how states.

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04:26:24.720 --> 04:26:27.159

If they don't know what everything is,

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04:26:28.660 --> 04:26:30.180

you watch out the right

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04:26:30.840 --> 04:26:32.060

thing out there,

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04:26:37.590 --> 04:26:41.990

Allison Foulk: optimizing income, optimizing your income through your executive stock option plan,

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04:26:42.000 --> 04:26:44.680

Allison Foulk: or through your executive stock options, strategies

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04:26:45.000 --> 04:26:45.690

where

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04:26:45.700 --> 04:26:47.859

Allison Foulk: maximizing, optimizing

722

04:26:49.960 --> 04:26:51.039

what?

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04:26:57.380 --> 04:26:58.750

That's why we

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04:26:59.610 --> 04:27:03.580

so solve your problem that they may not know that they have.

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04:27:04.330 --> 04:27:15.590

Allison Foulk: He's got the mic.

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04:27:15.600 --> 04:27:16.920

Allison Foulk: Yeah,

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04:27:18.540 --> 04:27:25.609

Allison Foulk: all right. Thank you. Sorry about that. If it doesn't work, plug it in. If that doesn't work, turn it on



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04:27:25.990 --> 04:27:26.990

Allison Foulk: right?

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04:27:28.000 --> 04:27:34.340

Allison Foulk: Okay? So i'll try to repeat the question here. If we're trying to solve a problem

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04:27:34.500 --> 04:27:36.949

Allison Foulk: trying to solve a prospects problem, We

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04:27:37.000 --> 04:27:38.940

Allison Foulk: but they don't know that they have the problem.

732

04:27:39.190 --> 04:27:42.940

Allison Foulk: So we're identifying the problem that they don't know that they have.

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04:27:43.310 --> 04:27:44.709

Allison Foulk: How can we

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04:27:44.720 --> 04:27:46.440

Allison Foulk: craft that

735

04:27:47.620 --> 04:27:52.880

Allison Foulk: both problem and solution quickly, in a way that they don't feel

736

04:27:53.490 --> 04:27:58.749

Allison Foulk: dumb or stupid. That geez I didn't even know that I had that problem. One is over

737

04:27:59.160 --> 04:28:11.089

Allison Foulk: a clarifying question that I were to have to. That is, where are we trying to solve that? Are we solving for that? And is this a question that's coming up in the prospecting process is this on the website? Is this: See more on the website and just chase, get? These are a great way.

738

04:28:11.100 --> 04:28:18.149

Allison Foulk: Yeah, he says. I was talking with, talking at lunch with with unwritten mics here about.

739



04:28:18.420 --> 04:28:26.059

Allison Foulk: Were we doing our website right now to create case studies on the website that are going to show three

740

04:28:26.770 --> 04:28:35.230

Allison Foulk: three avatars of optometric practice owners that we work with, and the surgical needle that we have to thread here is,

741

04:28:35.240 --> 04:28:53.060

Allison Foulk: be concise and clear enough in the before, during and after right, this client came to us because of this problem. This is how we solved it, and here's the result. Here's The feeling here is that here's the the execution of the plan, and do that in a concise enough way to communicate that to three avatars,

742

04:28:53.070 --> 04:29:03.080

Allison Foulk: and do it broad enough so that as ods come to the website that that that that Michael talked about yesterday right, the net is still big enough, but yet people can say. Oh, that's me.

743

04:29:03.210 --> 04:29:05.740

Allison Foulk: That's my problem that I have.

744

04:29:05.750 --> 04:29:24.729

Allison Foulk: I'm a practice owner. I bought my practice five years ago. The cash flow is now consistent enough with a free cash. Flow after debt. Service means that I don't know what to do with the excess cash, and I don't know how to get it out of my practice. I want to do these things at home. I've got a patio that I want to do. I want to buy this rental property. Can I do that? Should I do that? Should I re mess it back in the practice, like

745

04:29:24.740 --> 04:29:39.390

Allison Foulk: as I just regurgitate all that right now, my packaging process or my packaging homework in front of me is, how do I build that into and above the full, or into some part on the website that someone could say, Oh, yeah, I have this exact problems as well.

746

04:29:39.400 --> 04:29:43.290

Allison Foulk: Case studies are a really good way to try and communicate that that's why you

747

04:29:43.300 --> 04:29:53.689

Allison Foulk: again. We're building that on our website. If you go to Taylor's website, he has his three avatars of who he does his ideal work with his ideal client.



748
04:29:54.730 --> 04:29:56.730
Allison Foulk: That's a great way to do it. Does that help

749
04:29:58.180 --> 04:29:59.310
right?

750
04:30:00.130 --> 04:30:03.999
Allison Foulk: Are we good any other questions before we kind of move on here

751
04:30:05.560 --> 04:30:06.650
Allison Foulk: so?

752
04:30:07.690 --> 04:30:20.890
Allison Foulk: And candidly. When i'm looking at this deck and knowing where I want to take conversation, i'm going to go off the rails a little bit here. I'll touch on this, but I do really want to make sure that we get through that in the time that we have that you leave with that

753
04:30:20.900 --> 04:30:40.590
Allison Foulk: good messaging on how you communicate your value, and what what your value prop is to your to your client. One of the things that we do here again, from a differentiating standpoint is the type of advice that we get. Like. I said, I didn't realize just how basic the advice was, but how impactful it was to communicate how to take distributions out of an s corporation.

754
04:30:40.620 --> 04:30:45.179
Allison Foulk: It's something called unconscious competence. Right that level of mastery that we

755
04:30:45.840 --> 04:30:48.980
Allison Foulk: one of the phrase i'm talking with Michelle last night at dinner.

756
04:30:49.180 --> 04:30:53.190
Allison Foulk: One of the observations that I've had in the work.

757
04:30:53.200 --> 04:30:58.450
Allison Foulk: The niche that we built has been kind of this interesting paradox of

758
04:30:58.780 --> 04:31:03.119
Allison Foulk: the amount of extra knowledge that I have about optometry.



759

04:31:03.130 --> 04:31:12.989

Allison Foulk: Isn't a whole lot more than probably everybody in this room has, but it's the right amount. It's just the right amount package the right way to make all the difference to the world to them.

760

04:31:13.280 --> 04:31:15.610

Allison Foulk: Right in s corporate's in s corporate and's escort.

761

04:31:15.760 --> 04:31:23.209

Allison Foulk: If any of you work with the business owners in here, there's nothing different about that. But the question is, how much cash should they leave in their business.

762

04:31:23.220 --> 04:31:24.859

Allison Foulk: That is a different question.

763

04:31:25.220 --> 04:31:27.529

Allison Foulk: It would take all of you in a room here.

764

04:31:28.280 --> 04:31:34.299

Allison Foulk: I don't know you a half hour to read some of my articles that I've written on it.

765

04:31:34.430 --> 04:31:48.449

Allison Foulk: Listen to a couple of podcasts, read some practice management with some practice Management chapters, and come up with some pretty good recommendations that end up with that. An optimometric practice should keep about two months of operating expenses in the minus cost of goods in the bank. Now,

766

04:31:48.870 --> 04:31:59.659

Allison Foulk: the fact that I can give that recommendation, and that that's a pain point for them of how much cash they keep in the business. And how do I harvest it out. That's what matters to them,

767

04:32:05.020 --> 04:32:19.160

Allison Foulk: because we've got kind of a built into some of the deliverables here. But what we did here is created based off of that question, based off a lot of the feedback that we were getting from Ods in. How do I understand whether I can afford to buy this practice.

768

04:32:19.290 --> 04:32:35.229

Allison Foulk: How do I understand how much that I can take on in the business before it starts hurting the cash flow in my business before it



starts inhibiting my ability to live the best life on purpose before I have so much debt into practice that I can't take that I can't take the distributions that I need

769

04:32:35.340 --> 04:32:50.950

Allison Foulk: to enjoy life on the home phone. Where's that balance, or is that? Or is that so? We built some spreadsheets. We replace. John put some spreadsheets because i'm still going down in the record books as being the most excel. Illiterate adviser out there, and i'm proud of that.

770

04:32:51.630 --> 04:33:08.700

Allison Foulk: So the idea here is from a deliverable standpoint. Again, I know a little bit of a left turn off of what we've been talking about thus far, but the connection of as you're communicating verbally on the website about who you do your best work with. How do you actually show up and deliver that?

771

04:33:09.130 --> 04:33:23.219

Allison Foulk: The idea of creating whether it's your one-page plan, or in this case some deliverables that we sent out to them that gives them that information. That's the next that that again a little bit a little bit further down a rabbit hole here. But that's just some of the

772

04:33:23.669 --> 04:33:26.340

Allison Foulk: some of the next level build-ups that you can have

773

04:33:26.759 --> 04:33:45.830

Allison Foulk: our three points that we saw for Od's again communicating with them that one of the biggest questions that they have is, how much should I invest back into my practice? When should I invest back in my practice? And so we prioritize it? Best back into business until we're solving for an income goal, et cetera. So again I'm. I'm vacillating back and forth here on on, on where we want to go.

774

04:33:45.840 --> 04:33:46.900

Allison Foulk: But

775

04:33:48.279 --> 04:33:49.990

Allison Foulk: when you think of the

776

04:33:51.070 --> 04:34:06.820

Allison Foulk: the problems that you've identified on that top sheet. Now I think what i'd like to do is either have some discussions about it, or take some time to work on it to essentially answer that question from here like that from here. Here's the before. Here are the problems that they have.



777

04:34:06.830 --> 04:34:20.499

Allison Foulk: What are the solutions and benefits right back to what I said earlier. We talk in all the benefits, so you get access to E money and you get access to Orion. Look at all these pretty reports, and blah blah blah! But at the end of the day that's not necessarily what they care about.

778

04:34:20.509 --> 04:34:34.529

Allison Foulk: What are the solutions that we're offering. What are the benefits Those are the features that we talk about versus what are the benefits that they experience. So to use the stock option Example: We,

779

04:34:34.710 --> 04:34:44.710

Allison Foulk: the problem that they have is optimizing my stock plan, optimizing my executive plan. What's the benefit in doing that?

780

04:34:44.880 --> 04:34:52.200

That's one example that I that to think through what's the benefit to the end? User? What's the benefit of the client? Put yourself in a client situation,

781

04:34:52.460 --> 04:34:54.719

Allison Foulk: The feeling that they're going to have the

782

04:34:55.080 --> 04:34:58.310

as a result of you taking them through this process.

783

04:34:58.410 --> 04:35:02.840

Allison Foulk: And again, What's that? Before after state I go from? Confused to confident the

784

04:35:03.029 --> 04:35:08.489

Allison Foulk: we take, we help optometric practice. Owners go from a state of being confused and overwhelmed to clear and confident

785

04:35:08.500 --> 04:35:10.950

Allison Foulk: in their business.

786

04:35:11.650 --> 04:35:16.050

Allison Foulk: What's the problem? What's the transfer. What's the What are the benefits?

787

04:35:16.580 --> 04:35:18.080

What's the before and after?



788

04:35:19.140 --> 04:35:24.289

Allison Foulk: Let's take another a couple minutes. Here again, we can certainly turn this into a dialogue and work. Smith is together,

789

04:35:24.300 --> 04:35:39.160

Allison Foulk: and if I may make something that hopefully is useful to other people here. As i'm thinking about this and trying to answer your questions. I'm, realizing that as part of my prospect prospecting process as part of my discovery call process, I ask potential clients.

790

04:35:39.169 --> 04:35:48.410

Allison Foulk: Of what is it that you're looking to get, and why, and what are the good scenarios you're hoping to get to, and what are the bad scenarios you're hoping to avoid? And they are telling me

791

04:35:49.060 --> 04:35:51.589

Allison Foulk: be from here and to here.

792

04:35:51.599 --> 04:36:07.490

Allison Foulk: From that they are literally giving me the answer to the question. Now I don't want to solve for everybody from here to here, but I can find my best clients. I can go back and look at my discovery notes and go. Oh, there's a pattern. Here. I've got a whole bunch of clients that have the same pain points because they want to get

793

04:36:07.500 --> 04:36:12.289

Allison Foulk: wherever to, wherever and there they have. They have done my word for me. Thank you, clients.

794

04:36:13.090 --> 04:36:20.190

Allison Foulk: So do you. Have you? Do you have a discovery? Template where you're asking the same questions? Yes,

795

04:36:20.200 --> 04:36:28.020

Allison Foulk: yes, as everybody here have a clear agenda, a clear question set that they go through with every single prospect.

796

04:36:33.740 --> 04:36:35.249

Allison Foulk: Can I ask? Why,

797

04:36:38.509 --> 04:36:40.259

Allison Foulk: All right, That's all right.

798



04:36:40.500 --> 04:36:42.659
Allison Foulk: What's that? Other?

799
04:36:43.910 --> 04:36:45.940
Allison Foulk: Okay, Okay,

800
04:36:46.300 --> 04:36:48.230
Allison Foulk: I think it's

801
04:36:49.340 --> 04:36:52.299
Allison Foulk: so. Sarah's question online by clear

802
04:37:01.500 --> 04:37:06.430
Allison Foulk: I wing it.

803
04:37:06.439 --> 04:37:08.450
So

804
04:37:08.529 --> 04:37:10.140
the same.

805
04:37:10.869 --> 04:37:12.430
Okay, That's on.

806
04:37:15.050 --> 04:37:18.220
Allison Foulk: Yeah.

807
04:37:23.349 --> 04:37:25.889
Allison Foulk: Oh, we have. I'm: sorry. Thank you.

808
04:37:25.900 --> 04:37:31.530
Allison Foulk: I will go about it differently, based upon

809
04:37:31.540 --> 04:37:41.889
Allison Foulk: the tone of the culture and what I then began to identify as specific pain points for that particular individual. And then I just kind of weave around,

810
04:37:41.900 --> 04:38:01.490
Allison Foulk: and that's the art of the relationship. Right? That's the art of the conversation that so many of us in here are really good at doing is gauging and feeling the atmosphere and the tone of the call. And who that person is, I think it's really important that an advisor have a



set of three to four questions that you want to get on every conversation that you're going to see where it goes, unless it's one of those conversation where

811

04:38:02.180 --> 04:38:20.789

Allison Foulk: exit stage left as quickly as possible, because this just isn't a good fit, and you want to give them and your time back. But if you're still feeling your way through that, I think, having a really good skeleton or a really good kind of center line of here are three or four key questions that I want to ask one of those we kick off the conversation.

812

04:38:20.800 --> 04:38:38.820

Allison Foulk: So this is from a value standpoint and our unique and and to the point of the exercise that we're doing here. I want them to tell me what is the biggest financial concern you're looking to have solid right now. That's the intake form question. When they schedule a triage call that's a question that they have to answer in order to put the appointment,

813

04:38:38.830 --> 04:38:53.399

Allison Foulk: so i'll lead into the triage call with pleasantries. Blah! Blah blah! I set the expectation of how I defined success in this call. There as a result of our conversation. The only thing that I want to make sure that you have clarity on is what's going to be your next best step at the end of this conversation. If that's continuing

814

04:38:53.410 --> 04:39:05.389

Allison Foulk: our process great, we'll talk about what that's going to be if we find out that we're not the best fit for what you're looking for, but a problem that you're going to have solved. I want you to leave with that next conversation to have. That's my definition of success. Is that okay with you?

815

04:39:05.400 --> 04:39:11.610

Allison Foulk: Great sounds good. So on your intake form. You mentioned that your biggest financial concern that you're looking to have solved right now is

816

04:39:11.700 --> 04:39:19.159

Allison Foulk: I almost, unless sometimes they'll write a paragraph. I'll summarize it there. But tell me a little bit more about that,

817

04:39:19.250 --> 04:39:29.170

Allison Foulk: and then from there the conversation will start meandering right, though. But at the end of the day I will always ask, What is your experience in working with a financial professional.



818

04:39:29.919 --> 04:39:37.369

Allison Foulk: All right. Are you looking at? Are you looking to hire an advisor, or are you just determining whether or not you need one

819

04:39:37.760 --> 04:39:52.179

Allison Foulk: that can also help some of the tire kickers to people like. I don't really know if I need one or no. I'm definitely shopping for an advisor. Right Now we're interviewing you and Natalie down Atlanta, which is usually what i'm up against. She's the other od advisor

820

04:39:52.290 --> 04:39:53.690

Allison Foulk: friends. It's fine. It's a blue ocean.

821

04:39:53.700 --> 04:39:59.470

Allison Foulk: There's thirty six thousand optometrists in there. There's two of us.

822

04:39:59.620 --> 04:40:06.959

Allison Foulk: And then the classic Dan Sullivan question Fast forward, twelve months from now. How do you define success in this relationship.

823

04:40:07.390 --> 04:40:09.300

Allison Foulk: I love that question from Dan.

824

04:40:09.310 --> 04:40:13.620

Oh, credit the ban. I know it's his,

825

04:40:14.330 --> 04:40:14.990

Thank you.

826

04:40:15.000 --> 04:40:15.490

Which one

827

04:40:15.500 --> 04:40:16.590

Allison Foulk: back, then

828

04:40:16.600 --> 04:40:22.810

Allison Foulk: the so that the statement was, You should ask that Dan Sullivan question every single time. Right? Managing expectations.

829

04:40:23.270 --> 04:40:28.390

Allison Foulk: Ok, from Terry online, Adam, can you go through your I do my best work with statement again.



830

04:40:28.400 --> 04:40:34.930

Allison Foulk: Yes, so we do our best work with optometric private practice owners nationwide, who are looking to solve

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04:40:35.290 --> 04:40:48.250

Allison Foulk: right this way, because when you say it that way. We We do our best work with optometric private practice owners nationwide, to help them proactively manage, cash, flow, reduce taxes, and invest prudently, so they can live their best life on purpose.

832

04:40:49.680 --> 04:40:56.640

Allison Foulk: And that on-purpose point is kind of a play on words right. You can say or not really play on words. But you can define that in two different ways,

833

04:40:56.720 --> 04:41:11.600

Allison Foulk: on purpose, as in intentional or on purpose, as back to maybe, maybe this is semantics here. But right Carl's whole statement of financial purpose, aligning action with intention.

834

04:41:11.660 --> 04:41:23.990

Allison Foulk: That's why we've chosen to phrase it that way to help you live your best life on purpose. It's an alignment with what's on our website on the hero spot on our website, so that we're trying trying to be on point with the brand

835

04:41:24.000 --> 04:41:42.720

Allison Foulk: at every stage of the journey, and that's what makes our for me. I am much more touchy-fly than what Taylor is. I do we, John? As well as an advisor, really embrace that on on purpose, on intention, and that translates into the practice management work that we do with our business owners.

836

04:41:43.520 --> 04:42:00.460

Allison Foulk: We tell clients, and again managing and setting expectations. I know i'm deviating here a little bit, but we tell them just to draw that line of sand. If you're hiring us to analyze your frameboard pricing, it's not us. If you're hiring us because you're not happy with your buying group,

837

04:42:00.470 --> 04:42:03.920

Allison Foulk: not us, we can facilitate, and we can fix.

838

04:42:03.930 --> 04:42:16.550



Allison Foulk: But we're not going to. Those are Those are examples of where we will facilitate an introduction to someone else. The benefit to you, Dan, is that you don't have to worry about spending your time to find the resource because we've got everybody in our backpack,

839

04:42:16.590 --> 04:42:28.430

Allison Foulk: so I don't You don't have to spend that time worrying, but on the fixing side, once it hits a bound sheet statement, a cash flow or income statement. Now you're in our sandbox, and so our planning process right back to

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04:42:28.700 --> 04:42:36.560

Allison Foulk: how we organize this. And this is again i'm sharing my example in hopes that it inspires some

841

04:42:36.780 --> 04:42:43.789

Allison Foulk: correlation to your clients if you think through your clients. So our goal integrated income planning cycle is

842

04:42:43.800 --> 04:43:03.659

Allison Foulk: is what is the dollar amount needed, and then you find it one hundred and one right time. Value money. How much money do you need to save to live your life on purpose, Enjoy life today saving for them. I write all the work that we do here for planning, but now the unique value proposition is with that number. How do we build a profit first business,

843

04:43:03.720 --> 04:43:22.660

Allison Foulk: and so we have an exercise that will take clients. This is how much we've determined that our that our practice needs to produce. We need to make two hundred and seventy five thousand dollars out of our practice, whether it's That's how much we need to harvesting cash flow. That's what the conduit of cash flow needs to be for that practice great. What are your margins?

844

04:43:22.670 --> 04:43:34.610

Allison Foulk: And then you just walk up the income statement up the profit loss statement. Instead of starting with gross revenue, we figure out what is the gross revenue that it needs to produce in order to net that cash flow.

845

04:43:34.780 --> 04:43:37.089

Allison Foulk: No one's ever talked to him about that before.

846

04:43:37.100 --> 04:43:44.059

Allison Foulk: Everybody always talks about gross revenue, gross revenue, build a million dollars, practice, build a million out of practice. Okay, what you make here, what you keep.



847

04:43:44.300 --> 04:43:47.039

Allison Foulk: So that's again that messaging the

848

04:43:47.050 --> 04:44:04.940

Allison Foulk: it comes with practice, and it just comes with with the at bats and the reps with your clients, and that's why I keep coming back. If you're struggling with some of these things and you're trying to figure that out. Go back to your clients. Go back to assuming that you have an idea of who you do your best work with, and that you already have a couple of clients in your sandbox.

849

04:44:04.950 --> 04:44:17.699

Allison Foulk: That's who you want to replicate. Go back in inventory, Then think through the plan. I analyze. What was it before? What was he after. What was the feeling? What was the effect of going to that process? Because, like associates with life?

850

04:44:17.710 --> 04:44:25.919

Allison Foulk: And if you and then now I think of the marketing. How did you find them? What was the best way in which you attracted them? Great go fish in that pond

851

04:44:26.380 --> 04:44:28.769

Allison Foulk: again, not to deviate too much here. So

852

04:44:29.530 --> 04:44:31.120

Allison Foulk: other questions

853

04:44:33.610 --> 04:44:37.019

Allison Foulk: don't think we have much yet. There's there's not a whole lot of There's not a

854

04:44:38.530 --> 04:44:39.609

Allison Foulk: save price.

855

04:44:41.400 --> 04:44:43.920

Allison Foulk: Crisis averted right,

856

04:44:55.030 --> 04:44:56.920

Allison Foulk: Adam. I've got a question.

857

04:44:56.930 --> 04:45:04.930



Allison Foulk: Yeah, there we are. You've indicated earlier that the only best interest all of those are

858

04:45:06.180 --> 04:45:09.750

Allison Foulk: basically table stakes at this table stakes at this point.

859

04:45:10.000 --> 04:45:12.630

Allison Foulk: Um, i'm paraphrasing

860

04:45:13.420 --> 04:45:18.339

Allison Foulk: question I have is recognizing that the

861

04:45:18.600 --> 04:45:31.540

Allison Foulk: most everybody in this room has higher level of uh either credentials or experience than the average financial adviser out there, and that we are going head to head with some of them,

862

04:45:31.550 --> 04:45:44.950

Allison Foulk: and that our clients, if they have a medical issue, they're not going to just their regular. They want to see the specialists. They want to see. The

863

04:45:46.140 --> 04:45:48.940

Allison Foulk: how much can we

864

04:45:49.760 --> 04:45:51.060

Allison Foulk: um

865

04:45:51.780 --> 04:45:53.040

Allison Foulk: highlight

866

04:45:53.170 --> 04:46:07.190

Allison Foulk: that we're kind of best in the class here in that we collectively have the credentials, or we are at the upper echelon and not just. Are you looking to hire? You mentioned something?

867

04:46:11.480 --> 04:46:22.010

Allison Foulk: Determine advisor. I don't want to put myself in the camp of a financial advisor. I want to put myself in a camp of Cfp. Cpwa, like I'm already at the top ten percent.

868

04:46:22.020 --> 04:46:29.429

Allison Foulk: And I just curious as to how you would respond to trying to position it of



869

04:46:30.000 --> 04:46:35.590

Allison Foulk: a way, recognizing that everybody in this room is in the top ten percent.

870

04:46:35.600 --> 04:46:53.889

Allison Foulk: So that is something that we communicate. And we've scaled that in the in our acuity confirmation schedules in the acute email compromise that gets sent out as part of the prospect process. I forget which line it is. But it basically goes through, and says,

871

04:46:55.120 --> 04:47:11.880

Allison Foulk: I think it's for the one-page plan presentation. Maybe it's a I don't remember, but it basically lays out here's who the firm is. We're excited to talk with you over the over the X number of years we've helped optometrists in over thirty States do the like correctly managed to like.

872

04:47:11.890 --> 04:47:39.010

Allison Foulk: See, we're continuing to seed that level of expertise. The other thing that we do is um it gets sent. Kathy sends it out after she so someone books a triage call in twenty-four hours. Kathy Doesn't outbound a proactive outbound phone call, and then she'll uh the the triage call after that, assuming that they're wanting to go through or that I'm. That I tell Kathy, Hey, this is a good fit for them to the discovery process.

873

04:47:39.020 --> 04:47:55.819

Allison Foulk: The next email that she sends out includes basically an Faq. Of questions that if they're interviewing other advisors they should ask, and it's my answers to the question, and those questions are intentional in that it does showcase

874

04:47:55.830 --> 04:48:14.650

Allison Foulk: why we're different than any other advisor. One of the things that we hang our hat on is that what other advisors consider as world-class financial planning or bare bones, table stakes for us. The difference between our form and any other advisory from the country is that we know what questions to ask, and solutions to consider that neither you nor your advisory team thought to ask, because we know the business of the

875

04:48:15.390 --> 04:48:17.190

Allison Foulk: I've said that a few times

876

04:48:26.880 --> 04:48:32.920

Allison Foulk: you're asking. Do you have the credentials page as



877

04:48:32.930 --> 04:48:33.950

Allison Foulk: sorry

878

04:48:38.190 --> 04:48:40.690

Allison Foulk: on the bottom. Push it in, you think?

879

04:48:42.000 --> 04:48:55.189

Allison Foulk: Oh, there we go! I was just saying it was from my Raymond James Days in my welcome packet. I have a team credentials page that basically goes through what all the letters mean by my name,

880

04:48:55.200 --> 04:49:00.140

Allison Foulk: right? So that people because there are so many letters I feel like now, right

881

04:49:00.260 --> 04:49:00.990

up,

882

04:49:01.000 --> 04:49:04.870

Allison Foulk: the most of them especially clients, that aren't

883

04:49:05.440 --> 04:49:09.810

Allison Foulk: savvy, and our industry don't know what they mean So agreed. I think that's all.

884

04:49:09.820 --> 04:49:15.650

Allison Foulk: I think it's helpful. Only if it's relevant to you being able to answer their question

885

04:49:16.180 --> 04:49:23.169

Allison Foulk: right credentials. I don't think really matter, unless like, maybe said differently.

886

04:49:23.630 --> 04:49:31.690

Allison Foulk: If they don't understand that you can solve their problem, you could have kits, this alphabet soup after his name.

887

04:49:31.700 --> 04:49:34.160

Allison Foulk: It's still not going to resonate with them,

888

04:49:34.170 --> 04:49:41.439



Allison Foulk: because they don't know whether awma is going to be able to answer, Well, how do I again go back to my distributions out of an s corporation

889

04:49:41.930 --> 04:49:43.870

Allison Foulk: Cfp doesn't teach that

890

04:49:44.410 --> 04:49:46.190

Allison Foulk: they do. I mean, I

891

04:49:46.200 --> 04:49:49.729

it talks about the taxation of s-corp distributions, but it certainly doesn't

892

04:49:50.260 --> 04:49:51.670

Allison Foulk: illustrate

893

04:49:51.680 --> 04:49:56.189

Allison Foulk: fact that, like you'd be surprised. I mean, I can just transfer from my business bank to my personal.

894

04:49:56.200 --> 04:49:56.730

It's a

895

04:49:56.740 --> 04:49:59.169

Allison Foulk: I don't have to write a check for a paper chill.

896

04:50:00.620 --> 04:50:01.890

Allison Foulk: It's like a

897

04:50:03.760 --> 04:50:05.280

Allison Foulk: um

898

04:50:06.670 --> 04:50:13.530

Allison Foulk: credentials letters. I still go back to. How are you communicating that you can solve their problem?

899

04:50:14.730 --> 04:50:22.870

Allison Foulk: The credentials would be, maybe, after just in the sense of building that brand equity and building that here's the trust that we have.

900

04:50:22.960 --> 04:50:30.830



Allison Foulk: But you have to establish that you're the solution to their problem before you leave with the credentials before you leave it, the letters

901

04:50:30.940 --> 04:50:32.790

That's my personal thought.

902

04:50:33.920 --> 04:50:35.010

Allison Foulk: So

903

04:50:35.020 --> 04:50:36.140

Allison Foulk: okay,

904

04:50:38.460 --> 04:50:49.030

Allison Foulk: you can you down on the bottom of this page, where it goes through the section of role, approach and process. Do you have your own personal example or examples of kind of

905

04:50:49.230 --> 04:51:07.650

Allison Foulk: what is that building towards? Or you know, the things that go into those pieces. So the role for us serving as their trusted advisor is that kind of back to what I said. We're going to proactively ask you the questions that you should be asking. We're going to start. We want you that we'll start with that idea of

906

04:51:07.660 --> 04:51:20.780

Allison Foulk: We're actively asking them the questions. The approach is talking to them about our integrated income planning model and the service model that we have one of the phrases that we use, which is really resonated with our clients. And this is why

907

04:51:21.570 --> 04:51:29.690

Allison Foulk: this is why the traditional surge approach that we talk about in limitless. We surge with an asterisk in the sense. Excuse me,

908

04:51:29.750 --> 04:51:43.989

Allison Foulk: in a sense, that we still do. We call them cornerstone client reviews in the spring and in the fall, ie. Surge. But we also tell clients. We know that life doesn't wait for our proactive outreach, so the best way that you can start. A conversation with our firm

909

04:51:44.000 --> 04:51:47.180

Allison Foulk: is, Hey, John, we're thinking about doing this

910

04:51:47.270 --> 04:51:50.290



Allison Foulk: the worst way you can start A conversation with our firm is, Hey, Guess what we did.

911

04:51:50.300 --> 04:51:51.210

Allison Foulk: Here we go,

912

04:51:51.370 --> 04:51:59.950

Allison Foulk: and I joke about that, and we talk about that in the prospect process to manage and set expectations. We want you to think of us first, last, and always.

913

04:52:00.020 --> 04:52:06.130

Allison Foulk: So that process and that like to kind of connect the dots. And this is this isn't necessarily in the in. The

914

04:52:06.380 --> 04:52:18.549

Allison Foulk: I would consider this more seeding than messaging, and maybe i'm split and Harris here, but it's managing the expectation of what creates a great client experience for them,

915

04:52:19.690 --> 04:52:23.220

Allison Foulk: and subconscious or not subconsciously, but

916

04:52:23.300 --> 04:52:27.609

Allison Foulk: therefore creating a really good client that we want to have.

917

04:52:27.670 --> 04:52:38.449

Allison Foulk: And I learned this, I mean we had one client that I'm almost embarrassed to admit. This sold a rental property in Florida, and didn't tell us about it,

918

04:52:38.550 --> 04:52:42.600

Allison Foulk: thought that they could one thousand and thirty five it, or to be one thousand and thirty one.

919

04:52:43.170 --> 04:52:47.519

Allison Foulk: And this year they're going to have a seventy thousand dollar tax game

920

04:52:47.530 --> 04:52:50.970

Allison Foulk: after the zone after they sold it,

921

04:52:51.100 --> 04:52:52.410



Allison Foulk: and

922

04:52:52.440 --> 04:53:00.760

Allison Foulk: the admission from my standpoint that i'll own, and I feel just it's one of those things where part of me is like I can't push a role.

923

04:53:01.150 --> 04:53:08.910

Allison Foulk: Ironically enough. This is a client that would. You would call the office for the most administratively,

924

04:53:09.220 --> 04:53:10.300

Allison Foulk: he said,

925

04:53:10.590 --> 04:53:24.499

Allison Foulk: and then you don't call us with something like this. You just assume that you could do it one thousand and thirty-five I own that and that I didn't communicate effectively with her. We want you to think of us first less and always whenever you're making a decision that has dollars at stake.

926

04:53:25.230 --> 04:53:35.490

Allison Foulk: I didn't do a good job of that. So to this point of the role that I didn't communicate in this is, we want to be your trusted adviser that you think of first, last, and always,

927

04:53:36.160 --> 04:53:42.100

Allison Foulk: and the approach for that is the best way that you can start that conversation with us is we're thinking about doing.

928

04:53:42.690 --> 04:53:55.690

Allison Foulk: I want them to think about that the worst way, and I would joke about it. The worst way you can start is, hey? Guess what we did, and the benefit here is that again? I always want them to think of, even if it's something that we can't solve.

929

04:53:57.460 --> 04:54:02.190

Allison Foulk: How do I think about putting that in three lines I don't know

930

04:54:02.640 --> 04:54:04.589

Allison Foulk: I would use that.

931

04:54:04.600 --> 04:54:05.530

Allison Foulk: Okay,



932

04:54:06.260 --> 04:54:17.389

Allison Foulk: I think, as you're putting this together, there's ways to state this with fear. There's ways to state it positive. Do you have any like?

933

04:54:17.400 --> 04:54:19.390

Allison Foulk: What is the first word that you use? Fear?

934

04:54:19.400 --> 04:54:20.789

Allison Foulk: Okay, I don't like here.

935

04:54:20.800 --> 04:54:21.690

Not yet.

936

04:54:21.700 --> 04:54:23.390

Allison Foulk: I don't. I don't want to scare people

937

04:54:23.400 --> 04:54:24.270

Allison Foulk: all right

938

04:54:24.280 --> 04:54:25.829

Allison Foulk: on an educated inform

939

04:54:25.930 --> 04:54:27.140

Allison Foulk: in power.

940

04:54:29.720 --> 04:54:31.449

Allison Foulk: My personal preference

941

04:54:31.490 --> 04:54:36.699

Allison Foulk: on the same token, Psychologically, people either move in two directions

942

04:54:36.910 --> 04:54:49.299

Allison Foulk: towards pleasure or away from pain, we're much more likely to move away from pain. I think there's a difference between pain and fear. We help clients reduce taxes. I don't want them to be fearful of taxes,

943

04:54:49.850 --> 04:54:54.000

Allison Foulk: paying taxes suck. So if I can help them, reduce their tax bill, the



944
04:54:55.100 --> 04:54:56.620
Allison Foulk: that's a benefit.

945
04:54:57.050 --> 04:55:08.389
Allison Foulk: Does that answer your question, or is that I just kind of jumped in before I even let you finish your question. I was like you had me on fear, and I just now squash that real quick. So I actually, in the course of this

946
04:55:08.400 --> 04:55:21.489
Allison Foulk: Yeah, we're working with divorced women. But I actually kind of up my game with this, too. I want to work with women who are thinking about divorce, whose husbands have complex businesses or stock options, and so I think that That sounds heavy,

947
04:55:21.500 --> 04:55:26.090
Allison Foulk: right holy, Moly. I I need one of those.

948
04:55:26.100 --> 04:55:28.090
Allison Foulk: What's that? I said. Only need a hundred of them.

949
04:55:28.100 --> 04:55:33.490
Allison Foulk: God bless you! What but What was it? What was it?

950
04:55:33.500 --> 04:55:36.490
Allison Foulk: Yeah, you need less than one hundred.

951
04:55:36.500 --> 04:55:43.600
Allison Foulk: I think the fear there is that they're not going to be able to find the assets that they're going to be hidden. They're going to be manipulated.

952
04:55:43.720 --> 04:55:47.430
Allison Foulk: So that's the concern. I'm trying to address

953
04:55:48.000 --> 04:55:58.290
Allison Foulk: right so helping bring clarity to family's financial picture like i'm thinking of clarity and transparency. Those are the two immediate words that came to my mind.

954
04:55:58.300 --> 04:55:58.790
It's okay



955

04:55:58.800 --> 04:56:07.220

Allison Foulk: of how can you weave those into the messaging. Because, like you, said the hiding of assets, the underlying message, there is.

956

04:56:07.510 --> 04:56:11.379

Allison Foulk: I like the feeling that someone has like That's the symptom

957

04:56:11.430 --> 04:56:12.690

Allison Foulk: us.

958

04:56:12.740 --> 04:56:24.289

Allison Foulk: What's happening. The symptom is my husband is like. I don't know what accounts that he owns. He He might have a five hundred thousand dollars stash somewhere, and I don't even know about it.

959

04:56:24.300 --> 04:56:27.730

Allison Foulk: I don't know if i'm in the right kind of marking up the right tree here,

960

04:56:28.220 --> 04:56:40.560

Allison Foulk: so that's the symptom that they have. That's the fear that they have what they're longing for, what they're feeling. The problem that they're looking at solved the benefit is, how do I get transparency

961

04:56:41.110 --> 04:56:42.890

Allison Foulk: on what we own.

962

04:56:42.900 --> 04:56:43.770

Allison Foulk: Okay,

963

04:56:44.670 --> 04:56:47.389

Allison Foulk: I don't know just word smithing us off the off the cuff. But

964

04:56:47.400 --> 04:56:48.090

Allison Foulk: all right.

965

04:56:48.100 --> 04:56:48.940

Allison Foulk: Okay,

966

04:56:49.410 --> 04:56:53.800

Allison Foulk: Adam, that Faq. That you mentioned. Is it in the library?



967

04:56:54.010 --> 04:56:56.190

Allison Foulk: That's a good question. I don't know.

968

04:56:56.730 --> 04:57:02.180

Allison Foulk: Maybe the so the Faq. That we send out as part of our prospect process.

969

04:57:02.230 --> 04:57:03.809

Allison Foulk: I don't know.

970

04:57:05.000 --> 04:57:06.620

Yeah,

971

04:57:06.960 --> 04:57:12.920

Allison Foulk: Okay, I can. Yeah, I can send it to Alison here. I've got my laptop where I can do that.

972

04:57:13.310 --> 04:57:15.700

Allison Foulk: It's long. I think it's

973

04:57:16.020 --> 04:57:17.629

Allison Foulk: seven or eight pages

974

04:57:19.570 --> 04:57:25.539

Allison Foulk: notes Candidly, it's not real sexy. It's just a word document on letterhead

975

04:57:26.070 --> 04:57:28.190

Allison Foulk: the works, and using that

976

04:57:28.200 --> 04:57:31.699

Allison Foulk: after the triage call and before the one-page plan presentation.

977

04:57:31.760 --> 04:57:34.670

Allison Foulk: That's kind of the seating and the branding of

978

04:57:35.330 --> 04:57:39.820

Allison Foulk: building even more of the credential, which candidly,

979

04:57:39.830 --> 04:57:48.290



Allison Foulk: I probably don't need as much as another advisor that doesn't have that brand recognition in the implementer space. But it's still narrowing down the message of

980

04:57:48.300 --> 04:58:02.810

Allison Foulk: and if you're considering, or if you're working with another advisor. I want to very intentionally see what we do really well, that other advisors might not, and why you would consider hiring us as opposed to either sticking with your current advisor or one

981

04:58:03.280 --> 04:58:04.690

Allison Foulk: hiring someone else

982

04:58:04.700 --> 04:58:07.570

that we should. Yes, you're you're welcome.

983

04:58:08.900 --> 04:58:11.030

Allison Foulk: Yeah, I it's uh

984

04:58:12.350 --> 04:58:19.320

Allison Foulk: I can probably find it real quick. It's. I know the email itself is a text expander that Kathy just types.

985

04:58:19.350 --> 04:58:26.790

Allison Foulk: By the way, we pulled the report last month on text expander. I think it's saved. I posted it in tribe. I think. Our

986

04:58:26.800 --> 04:58:29.640

Allison Foulk: what was it? It was like? Fourteen hours, I think.

987

04:58:29.870 --> 04:58:30.690

Allison Foulk: Twenty four hours.

988

04:58:30.700 --> 04:58:35.090

Allison Foulk: Yeah. I think it was fourteen hours in a thirty day period. That tax expander saved

989

04:58:35.100 --> 04:58:36.860

Allison Foulk: Kathy. Um.

990

04:58:36.980 --> 04:58:40.860

Allison Foulk: So that's why I love. I love that piece of software

991



04:58:46.970 --> 04:58:48.690
Allison Foulk: Let's see here.

992

04:58:59.900 --> 04:59:03.700
Allison Foulk: I can't find it right now. I know It's a template somewhere that Kathy has.

993

04:59:04.510 --> 04:59:07.089
Allison Foulk: I'll see if I um who have it.

994

04:59:07.100 --> 04:59:15.699
Allison Foulk: I Isaac the other. I'll see if I can find that incentive to the Faqs just kind of a language that's included in the email that we sent one line. I mean It's nothing

995

04:59:16.080 --> 04:59:17.110
Allison Foulk: special.

996

04:59:17.670 --> 04:59:19.529
So you know, the

997

04:59:21.520 --> 04:59:24.090
Allison Foulk: the question is to ask other advisors.

998

04:59:24.100 --> 04:59:28.319
Allison Foulk: Yes, right we have that. I'll send that. I'll send out. And then the Okay,

999

04:59:28.330 --> 04:59:30.399
Allison Foulk: the follow up on that was

1000

04:59:40.380 --> 04:59:41.820
Allison Foulk: on the back

1001

04:59:41.830 --> 04:59:50.159
Allison Foulk: is the finished product that we eventually want you to get through. I know we're coming close to what time are we done here, Allison?

1002

04:59:50.840 --> 04:59:54.489
Allison Foulk: Okay, I know. That was actually accurate. If we had to wrap up sooner than that.

1003

04:59:54.500 --> 04:59:55.550



Allison Foulk: Yes, okay,

1004

04:59:56.750 --> 05:00:04.319

Allison Foulk: this is the eventual goal that we want you to get to be at where again, back to what I said in the very beginning

1005

05:00:04.710 --> 05:00:15.710

Allison Foulk: we help Blank to blank blankets so that they can again. I just phrase it a little bit differently. Here I have chosen to emphasize three key problems that we'd like to have solve

1006

05:00:15.750 --> 05:00:19.210

Allison Foulk: product. We manage cash, flow taxes, invest prudently

1007

05:00:19.350 --> 05:00:22.390

Allison Foulk: so that they can live their best life on purpose,

1008

05:00:22.950 --> 05:00:26.110

Allison Foulk: variation. The theme of what we have here on this sheet question:

1009

05:00:26.120 --> 05:00:32.949

Allison Foulk: Ok, Adam, from online, What are some examples of key outcomes? One, two, and three.

1010

05:00:40.970 --> 05:00:52.589

Allison Foulk: So i'm going to look for a ripcord all here and jettison the parachute, because this isn't I don't know, like at the end of your phrase, those three things that you promise you'll deliver.

1011

05:00:52.600 --> 05:01:00.789

Allison Foulk: Yeah, and I've just done it. I mean, as I think of the key outcome. One, two, and three. I've condensed all that down to just helping an autonomous live on purpose

1012

05:01:00.950 --> 05:01:18.289

Allison Foulk: of their best life on purpose. The key outcomes in our situation proactive manage cash, flow, reduce taxes, invest prudently the antithesis of that or the the opposite of that is to all like Barbara, what you were saying. What are the pain points that we're looking to solve? What are the outcomes of the work that we're going to do here.

1013

05:01:18.300 --> 05:01:24.589



Allison Foulk: You know we have a sample of this filled out on the resources as well. If you want to take a look at that. That might be helpful, too.

1014

05:01:24.600 --> 05:01:26.090

Allison Foulk: Okay. Thank you. Thank you.

1015

05:01:26.100 --> 05:01:28.410

Allison Foulk: The ones that I came up with for

1016

05:01:28.420 --> 05:01:36.690

Allison Foulk: organized, confident and control, You know, when you're talking about helping people simplify and organize playing for retirement, make work optional.

1017

05:01:36.700 --> 05:01:37.590

Allison Foulk: Yeah. So

1018

05:01:37.600 --> 05:01:38.790

Allison Foulk: yeah, in that, for example,

1019

05:01:38.800 --> 05:01:43.850

Allison Foulk: kind of like to a Barbara saying as well, Barbara saying as well, going from art to Dan,

1020

05:01:44.510 --> 05:01:47.990

Allison Foulk: going from confused and overwhelmed to clear and confident,

1021

05:01:48.190 --> 05:02:00.649

Allison Foulk: that's what our process is going to do. When you think of what we do as advisors. And this is the whole idea of why we have workflows, and why everything is systematized. You're taking a client through a manufacturing process.

1022

05:02:01.390 --> 05:02:04.600

It's what we're doing. We're taking a raw material in one door.

1023

05:02:04.740 --> 05:02:08.499

Allison Foulk: You're putting it through hopefully A standardized process.

1024

05:02:09.150 --> 05:02:17.760

Allison Foulk: The asterisks there are the art of the relationship, and that's candidly why we get paid to do what we do, because we're managing humans, which is not easy.



1025

05:02:18.470 --> 05:02:36.599

Allison Foulk: But the process is still the same. We're taking a raw material in the door, putting it through a process, and we come up with a finished product. The product in this case that we want to encourage you to think of is not necessarily again what we always have here limitless, and what the profession is shifting to

1026

05:02:36.610 --> 05:02:38.909

Allison Foulk: It's not the product of the plan

1027

05:02:38.930 --> 05:02:51.479

Allison Foulk: it's about the action being taken by the client, and the feeling and result that we're able to deliver because we're in their life. I had a coach that I worked with years ago, and we said it was something that really hung with me, he said.

1028

05:02:52.090 --> 05:02:55.210

Allison Foulk: The value. That is the

1029

05:02:57.350 --> 05:03:06.900

Allison Foulk: I'm trying to think of. I know the end part of this. He's like the mark of a great advisor, is not necessarily what we do for clients. But what clients are empowered to do because we're in their life.

1030

05:03:08.990 --> 05:03:25.070

Allison Foulk: And so some of like. If I were thinking this key outcome, one of the things that I've observed, and I haven't touched on this much, but it's just as i'm thinking about it. I'm curious if anybody else resonates with this I have been surprised at how many times all the client means is permission.

1031

05:03:27.680 --> 05:03:35.759

Allison Foulk: I'm amazed at how many times the quote, unquote advice that we give is just permission to do something.

1032

05:03:36.320 --> 05:03:40.509

Allison Foulk: I mean, I can buy that seven hundred and fifty thousand dollars. Steelage.

1033

05:03:41.060 --> 05:03:42.120

Allison Foulk: Really.

1034

05:03:45.250 --> 05:03:47.989

Allison Foulk: Yeah, yeah, yeah, Spend your money.



1035

05:03:48.000 --> 05:04:03.479

Allison Foulk: It's your money. Right? Yeah, Exactly. Amen to that. And we've said that your balance she doesn't change You're just shifting it in elements. You're just shifting it from your You're just shifting it from your equity. Risk over your real estate, your real estate term,

1036

05:04:03.820 --> 05:04:05.670

Allison Foulk: don't you? It's the same

1037

05:04:06.410 --> 05:04:09.169

Allison Foulk: permission. So that is, we think about the

1038

05:04:09.320 --> 05:04:11.310

Allison Foulk: kind of back to the question as I

1039

05:04:11.700 --> 05:04:17.680

Allison Foulk: at midnight. I don't know what you, but we have one filled out, but that's one of the outcomes that I could think of.

1040

05:04:17.720 --> 05:04:23.189

Allison Foulk: That, I think would be pretty. I mean, as I said, that almost every single one of you shook your head.

1041

05:04:25.510 --> 05:04:28.340

Allison Foulk: We help you feel good. We we I'm like

1042

05:04:29.090 --> 05:04:33.480

Allison Foulk: empowering you to make your I don't know. I'm trying to forward Smith. This on the fly here

1043

05:04:33.840 --> 05:04:36.700

Allison Foulk: noodle on that noodle on the permission,

1044

05:04:37.660 --> 05:04:49.389

Allison Foulk: and to what extent you feel that that is the work that you do. And I go back to what that adviser said, the mark of a great advice. There is not necessarily what we do for clients, but what clients are empowered to do because we're in their life.

1045

05:04:49.730 --> 05:04:52.540

Allison Foulk: Sometimes it's as simple as giving permission.

1046



05:04:53.600 --> 05:05:04.059

Allison Foulk: Sometimes it's as complex as a stock option strategy, and how to minimize the taxes and understand the tax. Blah blah blah blah, and sometimes it's as simple as just giving permission.

1047

05:05:04.420 --> 05:05:07.269

Allison Foulk: The common denominator, though, is all, comes down to a feeling

1048

05:05:07.330 --> 05:05:12.329

I feel clear in not being surprised by a tax bill on April the fifteenth.

1049

05:05:12.740 --> 05:05:18.710

Allison Foulk: I feel clear about. Yeah, I can't afford that. Three over four or that three over four of a million dollars. Ski Stay, condo.

1050

05:05:19.230 --> 05:05:27.559

Allison Foulk: Strategies are different, but the feeling is the same as you think about all of this. Try and put it to that filter of how you make your client feel

1051

05:05:27.650 --> 05:05:29.379

Allison Foulk: not necessarily what you do

1052

05:05:31.050 --> 05:05:42.889

Allison Foulk: as long as they feel thoroughly diagnosed. As long as they feel like you understand, you've heard them. You understand the problem. You've demonstrated that you have the quality and the competence to be able to solve that that's what they're buying from you

1053

05:05:43.110 --> 05:05:46.230

Allison Foulk: is that as cliché as it sounds at peace of mind.

1054

05:05:49.870 --> 05:05:51.210

Allison Foulk: Questions

1055

05:05:53.970 --> 05:05:55.140

Allison Foulk: we good.

1056

05:06:01.500 --> 05:06:02.890

You could only practice the one.

1057

05:06:02.900 --> 05:06:04.770

Allison Foulk: Yeah.



1058
05:06:04.780 --> 05:06:05.840
Oh, yeah.

1059
05:06:09.900 --> 05:06:16.590
So the compliment the compliment was, I have a microphone, too, but now i'm

1060
05:06:20.990 --> 05:06:21.690
as I

1061
05:06:24.310 --> 05:06:27.289
Allison Foulk: There we go.

1062
05:06:29.350 --> 05:06:59.239
Allison Foulk: It's just quite the build up. I know It's like all right. Light on me. Come on, you do a really good job. This different phrase, I guess my question is around. And what did it take to get there? How many times do you practice these? How much do you iterate and evolve them? What does it look like to get to this polished level where you're just off the cuff. Here's what we do

1063
05:06:59.250 --> 05:07:09.679
Allison Foulk: for people. It's interesting that you ask the iteration, because I sometimes I have the impostor syndrome In the theory I always got to be improving

1064
05:07:10.220 --> 05:07:11.990
Allison Foulk: Now it's working. It's It's

1065
05:07:12.000 --> 05:07:12.590
Allison Foulk: that as I.

1066
05:07:12.600 --> 05:07:17.740
Allison Foulk: Yeah, I think that's my problem is like, just continuing to iterate, and you don't get to the place where it's

1067
05:07:18.720 --> 05:07:36.679
Allison Foulk: as as smooth right, because you're constantly changing, and then it's new every week for me it really it it took. And And this is the This is the easy answer, but it's hard to hear in the sense that it just took a lot of reps and the benefit in doing the rep with the same different, with the same type of client

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05:07:36.870 --> 05:07:53.670

Allison Foulk: as opposed to a generalist adviser that's going to hear different problems. I might, and a journalist adviser might hear from someone that works at Google Airbnb and then a school teacher. Or maybe those are bad examples. But right, you're not as

1069

05:07:53.750 --> 05:08:13.410

Allison Foulk: the type of questions, and the problems are so across the spectrum that it makes it difficult to hone those questions down really well. For me it was practicing just with prospects. I mean, if I pull the list of last twelve months of then eighty, four triage calls, and so it's eighty, four times that I've been asking those four questions. What's the primary, what you know? What's

1070

05:08:13.420 --> 05:08:32.049

Allison Foulk: so? What's the primary financial concern that you're looking to solve right now? How are you Are you looking for a financial advisor, or are you determining whether you need one? How do you define success in the next twelve months, like those are maybe more generous. That would apply across the board. But I mean, if we did eighty, four in the last twelve months over the past three years have probably done one hundred and fifty

1071

05:08:32.060 --> 05:08:38.209

Allison Foulk: well, over two hundred of them, so candidly limitless, helps me practice

1072

05:08:38.540 --> 05:08:48.290

Allison Foulk: coaching in here, and having these conversations allows me to reaffirm that I have rehearsed into the office and done it myself.

1073

05:08:48.300 --> 05:08:49.940

Allison Foulk: I've rehearsed it in front of Kathy.

1074

05:08:50.020 --> 05:08:51.210

Allison Foulk: Oh,

1075

05:08:52.070 --> 05:08:55.959

Allison Foulk: I know that might not be the exact answer other than or that

1076

05:08:55.970 --> 05:09:04.590

Allison Foulk: like I said, it's not a good answer, because there is no, it's just practice, and I don't know how to quantify that. Do it fifty times, and then you'll be a master.

1077



05:09:04.600 --> 05:09:07.770

Allison Foulk: Oh,

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05:09:07.780 --> 05:09:10.400

Allison Foulk: okay, says Malcolm Gladwell. Um,

1079

05:09:13.490 --> 05:09:17.790

Allison Foulk: I got really good at just understanding what their problems were,

1080

05:09:18.020 --> 05:09:28.230

Allison Foulk: and that took the guesswork out of it. And I think that's what makes rehearsing a lot easier because I don't have to guess. Do they want to hear this, do they not? Which makes the reiteration

1081

05:09:28.330 --> 05:09:31.949

Allison Foulk: not really a concern, because we keep hearing the same problems We,

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05:09:32.030 --> 05:09:38.939

Allison Foulk: So, as long as we keep hearing the same problems. I'm going to keep saying the same things, because that's ultimately what matters. And I think that's

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05:09:38.980 --> 05:09:40.180

Allison Foulk: where

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05:09:40.380 --> 05:09:52.490

Allison Foulk: so much of what we talk about here and limitless like. I said Number One, making sure that you have that that ideal client target market is really important. If that's one, A, one. B is, ask

1085

05:09:52.510 --> 05:09:54.100

Allison Foulk: and just survey.

1086

05:09:54.240 --> 05:10:08.110

Allison Foulk: Call your clients. I can't tell you how many times over the past four years, as I openly admit to clients that we're building this airplane as we fly the service model for? Ods. What do you want us to do More Of what are we doing that isn't valuable to you?

1087

05:10:08.400 --> 05:10:09.990

Allison Foulk: What would you like us to do?

1088



05:10:10.000 --> 05:10:29.439

Allison Foulk: I like one of the things that we're trying to do in two thousand and twenty three is, figure out. How do we do, mastermind groups because I talk to my Ods about the fact that i'm in a great mastermind group with Taylor and Roger and Peter, and we have a lot of fun. We get a lot of work done. That sounds really cool. Would you ever think about doing that for? Ods i'd love to get

1089

05:10:29.450 --> 05:10:30.969

Allison Foulk: God Analysts like.

1090

05:10:31.100 --> 05:10:35.210

Allison Foulk: Ask your clients. They want to help you. They want you to be successful, You

1091

05:10:35.230 --> 05:10:36.880

Allison Foulk: you've already helped them.

