

# LIMITLESS Coaching Call Transcript

MARCH 7<sup>TH</sup>, 2023  
TELLING YOUR STORY

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We're gonna talk about telling your story. Why is it important?

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Have you all heard of Charlie Brown's mom?

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What's Charlie Brown's mom sound like?

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The whole point of telling your story is to not sound like Charlie Brown's mom.

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Like. They gave me things to throw that aren't gonna we have ammunition now so well, what we should do is slice them open, put the poker chips in them, and they go and put the poker chips in them, and there you go people adam do you want your squishy ball.

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You want to break this on your head. There you go see.

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That's why I don't play baseball.

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No, not nearly. I don't feel so bad, man.

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I'm like. Come, to an event, so I can beat you up.

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It'll be amazing. What do you do? Who do you do it for?

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And what does it cost? Or the 3 questions that you have to ask anytime?

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Again that the quoting piece might be a little further into the conversation.

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But those are the conversations you have to have to tell people who you are and how you can help them.

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The problem is, we get a little bit hung up on it.

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So we wanna really look at who are ideal clients.

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We talked about that in the nailing your niche session for those of you who are virtual, right.

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Same exact thing. What I do what do I do is on the plane.

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Yesterday I was sitting next to someone in first class, and he said, What do you do?

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And I said, I'm a business coach, that's it.

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I didn't overwhelm him with my ghastly firecracker speech.

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You're not a financial architect, I'm not a financial architect.

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I'm a financial dream. Weaver oh, my God, yeah, that's amazing. That's way, too. We're trying too hard.

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I just said, I'm a business coach usually I work with friends and financial services like, literally, I was on.

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This was all I was doing. I cannot make this up I'm literally sitting on the plane I'm in First class.

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I've got my laptop open. I'm just cruising, and he's like, Hey, can I ask you question?

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Sure. And he's like you seem really high-powered.

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What do you do? I'm not making this up and I was like, Wow, you need to get out more.

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Dude. I just cracked open the laptop and started typing.

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I wasn't like, Oh, my God, yeah. So 50 this and do that, and put the jet here I was just like working on my laptop, and I was like, Oh, I'm I'm like, no, but it was so bizarre right.



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And like if I'd wanted to turn that into a moment.

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But I didn't, and even if he'd been a financial advisor, I'm not gonna be like smoking on this guy on the plane and be like I'm a business coach.

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I work with financial service founders, and he was like, Oh, my financial services!

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We might had a cool chat like, Tell me more like what kind of business you had on this side of the institutional like we would have just. And then, if if then it would have ended up where it needed to ended up, which is I can help you.

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My point. There is telling your story doesn't have to be a fireworks show all the time.

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It's Ok to say, when I walk up to an architect.

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And I say, What do you do? They don't say I'm a dream builder.

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They just say I'm an architect when I'm sitting on a plane and they don't want to talk to people.

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I say that I'm a teacher, Tim Parris, if there's no one ever said like, Tell me more to that is, I'm a drug dealer.

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Yeah, I'm a drug dealer he'll say, if he just doesn't want to engage in conversation, we do.

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I'm a drug dealer which I think is that it might actually invoke more questions.

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But you know, I'm a drug dealer. Yeah, I like, oh, gee!

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The point here is, can we get to a place?

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Where we're so clear on our story that we know how to tell it.

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Just period, and then can we get so compelled about the value behind that story that we can't not talent?

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That's the difference.

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That's one Gmail. I know the flickers a little.

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There we go! We have a geriatric clicker.

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It's tired, aging, so we gotta like hit.

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It, it just takes a little bit to kind of get in the present.

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By the way, one of my favorite, Mark Twain quotes was, if it's the end of the world, I'm moving to Nebraska because everything in the Nebraska happens 10 years later.

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So seemingly when we push the clicker is anyone here from Nebraska?

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So my husband is boring in Nebraska. So on the offense scale, I'm gonna take, hey?

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I'm just the messenger here. This is just this is just blaming on.

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Mark Twain is where Adam's number here. This is.

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My husband loves this quote, a man can learn something caring a cat by the tail that he can learn, and no other way.

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Say it again. What was it? A man can live? I, my husband's like brilliant but freaky, but yes, a man can learn something carrying a cat by the tail that he can learn in no other way.

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My kids trade to do stuff, and they're like who I want.

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And he's like a man and a cat go for it.

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Have you ever tried to pick a cat up? You can't do it.

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By the way, the only way that you configure that is, when you try, you're gonna realize what a horrible messy experience it is like.

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It is very much a quote, for like Go for it you're gonna learn the hard way oh, my beer, watch this!

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Yeah, yeah, exactly, it, said. Hope. My beer watches this way straight from the marketing perspective.

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And that's the power of storytelling. Ladies and gentlemen.

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So, Marx, just tell the truth. It makes remembering the past a lot easier.

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And that actually, parlays. I didn't plan this, but that actually parlays very well into this.

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Into this slide, your value brought that back around right? Yeah, I did that.

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Yeah, my, our value is advice. It's not information. Let me just pause here for 1 s.

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How many of you like you probably not going to want to raise your hand is anyone stuck or struggling with the idea that the paper that you push to someone is?

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Why they're coming to you, cause it's a fundamental conversation around what's the story that we're telling?

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What is your value? This plans, those papers, those projections, have value in the context of your technical analysis.

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But everybody's got the same software. So it's really about what you're gonna do with that, and how you're going to engage with clients that's going to differentiate you.

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This is gonna suck for you to hear, but I have to tell you the truth over the sugar coding.

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It is not about how competent you are been doing this for third years.

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I've worked with brilliant marketers who are utterly average, planning, and they're thriving for a growth perspective.

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And I've worked with geniuses who sit on their high horse and their office and they're like, but I'm so awesome, and people are supposed to get me, and I'm like not gonna quite work that way.

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This is not a conversation about your competency. And I'm just gonna apologize for the whole world cause it's not fair, but that's not my job.

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My job is not to make things fair. My job is to help you be more successful, which means I don't make the rules.

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I help you leverage them, and the motivating factor in this of your value is advice. It's not.

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Information has been technology, right? Anybody use this new thing called Chat Gpt, hey, chat gpt, how do I sell my optometric practice for Max?

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Valuation. It works so now we have to ask the question, How are you showing up in your clients?

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Live and candidly, why are we there? And it's not because we can push a bunch of paper across the table and show them graphs and it's not because we can push a bunch of paper across the table and show them graphs my told me how Chat Gpts the the college

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phrase is going to change radically over the next 5 years.

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If I can be like, Hey, chat! Bv, write me a paper on blah blah blah! And that isn't.

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It is good. So this is where it's not about the value.

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The value is not the advice that we're going to be giving.

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It's or it's. It is the value of the advice.

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And even that one could say is being challenged and how even the advice has been democratized. Right?

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Google, I've always kind of thought of the work that we do as advisors, as 3 concentric circles, or where we want to shine.

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The first concentric circle that encamped encapsulates everything is information.

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Google has forever comeoditized all that, and chat.

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Gpt has poured fuel on that fire. So that's information.

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There's no shortage. None of us here in the room know anything different, or know anything special that isn't public knowledge, including the specialization.

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That's some of our clients are in physicians, engineers, dentists, optometrists, even that is available online.

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So we can all agree that our value is not information. Our value.

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That second concentric circle that I think of before inside.

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There, now we have to think about it from a knowledge perspective which I kind of define as all right.

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I've distilled the world of information down to something that I know applies to the field of automometry.

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So now I have the knowledge, but where do I sit next?

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In that middle circle of wisdom, and that's where I think advisors are going to be.

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If we quote Wayne Gretzky here, the mark of a great hockey player is going to where the Puck is going to be, not where it is, or certainly where it's been.

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The market advisors going forward with obviously the advent of access to everything online information.

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And now something like Chat gpt not to make it all about chat.



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Gpt here, but is even boringing the lines of knowledge to wisdom.

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Here's my again my opinion. Take it for what it's worth.

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The one thing that Chat Gpt can cannot do, that we can is to emotionally connect with someone and have a and have an emotional dialogue with them and give them permission.

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So much of what we do. When John and I get together and talk from an advice standpoint, and I'll be curious to hear how many of you feel this way as well.

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The most common things that we observe ourselves doing with our clients is reaffirming what they already know.

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Yes. You can't. Yes, you're thinking about this correctly and giving them permission. Wait!

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I can buy the boat. Yes, you can buy them.

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Are you sure? Yes, but I want to buy the soct and that, okay, we've got a plan to fund that to finance that you can buy the boat climbed a new client of ours up in Wisconsin biggest thing that they wanted to do.

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She bought the practice from her dad. They wanted to buy this awesome pontoon boat.

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Her and her husband to spend time with their family. Cash, is sitting there in the bank.

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Could she have gone online and said, Chat Gpt, can I buy this boat?

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Yes, you can.

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It's that dialogue. It's that advice.

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It's going from a product. When we think of it from a cost standpoint.

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That's right. In the absence of value everything comes down to cost to now the advice and the relationship that, my friends, is where we sit in the



position of delivering that value, that we all aspire to to provide to our clients, we're in a profession that has for the last 30 years focused on

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information, and what you heard, Julie, definitively. I hope what you took away from Julie this afternoon this morning saying, was the value is all about engagement.

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It's about how you help people assess, identify, and apply the information to their situation.

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Adam hit that nail on the head. We talked about it this morning.

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You are a partner and a permission. Grantor you're a lifelong problem solving partner.

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You're a co-create like you are sitting in that space.

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And when you put information plus engagement together, which is what Chat Gbp cannot do for you, you get the experience of, I love my Guy.

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I love my Guy. I love that I could just call Michelle and get answers to my questions all the time.

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I love the Jennifer totally get like she gets me.

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She lives on an island like I do, and she understands the tax and the implications like.

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I love the Guillermo really knows who I am, and all the stuff that shows up for me.

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Do you know how much people will pay for connection? Exceptance belonging and understanding?

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And you know how much more they'll pay for an experience to boot on top of it.

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So that's what telling your story about is, how do you take all that awesome sauce, and how do you communicate it?

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At any point in the lifecycle. From the what I do, hey?



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I'm Stephanie I help financial advisors accelerate their success, gain back their time and freedom, and live while these successful businesses and lives.

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They love. That's my story. It's the same over and over everything.

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You see from us everything you hear accelerate your success.

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Game, back your time and freedom. We're going to elevate your work, wealth and well-being. We're going to help you create new love, success.

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Those are the 3 key marketing messages that I've just go look at our stuff. You'll be like. Oh, my God!

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There's a system those are the 3 messages that are embedded in app, because that's what I know.

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The pain points are you wanna get there for? And better, you would like to have your life right. And you'd like to make good money and have an expert like all of those things are baked in the reason that we don't tell that story more clearly is what?

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We're just so freaking, afraid of what people are.

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Gonna think when we do. And I just don't get it.

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You literally had people give you their life savings, millions of dollars.

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They trust you infinitely. You have a history of people doing that, and when we go to tell someone else we shrink.

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And I just don't get it. Because you should be standing loudly and proudly, not like a Schmucky salesperson, and that's the problem.

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Our brains think talking about what I do makes me schmucky salesperson, or talking about what I do means rejection or talking about what I do means.

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X. What if talking about what you did meant that you were accompanied, capable, professional, who really believed in the cause and calling of



financial planning and you would not hesitate to tell people in case they happen to have a need for it?

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How would that show up in your life like? How do we set aside that Christ?

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So I want you to really check. If I were to say to you, I want you to call 50 people and tell them how awesome the work that you do is.

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Your brain will be like, Oh, my God!

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So you don't have to do that. But I want to challenge you to ask yourself what would be in the way of me calling 50 people.

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There's a story that story will say, Jen, you can't do that.

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They're going to be like, why are you calling, or Hey?

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You can't do that, or you don't have your nit shit, or like.

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That's the work. When it comes to telling your story is, if I said, call 50 people and do it what would make you pause?

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That's the work. I don't have a clear story. I don't have my script written. I'm not sure that's the work you've got to do.

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And the clicker fixes. Yeah, I've we're clicking over here. I'm I I I I brought it right through, or I thought I was on that crisis of confidence which I think you hit so maybe we can just stick on here the danger

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of the salesperson. So how do you show up and tell your story?

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On fricking apologetically. So when I worked in a practice in my twenties, my principle was brilliant.

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I don't know if this replies and reflects on any view.

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He's brilliant, and he sucked it, selling.

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Oh, my God! This saying that he would go to quota fee would be like, I'm so awesome, and I'm so smart, and I'm so capable, and it'd be like I mean, he was just like and I was like, you gotta stop. I was like 23.

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And I was like, Stop! I'll do it. Not like I had any idea what the hell I was doing but I was like, you're so bad.

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You have to let me do this. I have no idea what was qualified, but he was so clearly not that I was literally the better option.

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That's not saying a lot. By the way, but I got bonus based on growth, and I was broke, which meant we had to grow like.

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So I get the. And I ultimately had it said to him, Here's the story we're gonna tell.

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So where I invented that we do our best work with I don't know where that came from, but it works so good, and then I was like, here's what you're gonna say. Here's how you're gonna quote the Fee.

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And you're gonna say it. I didn't even know I was doing it at the time.

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Turns out it's like a whole coaching thing in neural pathways.

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We gonna say it 5 times a day out loud. I don't care who you say it to the gas station.

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Pump the dog the mirror when you're shaving.

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I don't care, but you must say it out, freaking loud 5 times, because I was smart enough to figure out like, if you do something and you practice, it's a lot easier than practicing on the 25 million dollar prospect that we might have or the 200 million dollar

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prospect. That's not cool. And do you know what happened?

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All we did was have him recite that story 5 times a day per month. The closing rate went from 44% to 87%.

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With 80. Something I might be in, Billy. Let's go with 80.

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It was radical. All he did was stop like in front of our clients.

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He just showed up and told the story, went to our cois.

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This is who we are. It's what we do. We do our best work with.

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And they were like, Okay, great. We get it. So you heard, Tiffany?

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In that nailing the niche session.

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If you were in it, talking about like how that conversation starts to get really focused.

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And how you can really differentiate yourself. The goal is to do it on aapologetically.

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If any part of your story causes you to shrink, that's where the work is.

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The challenge that most advisors and myself included in this before, to Stephanie's point you rewire and rethink about the way in which you're showing up and engaging in conversations is that we think that oh, I'm selling someone that I don't wanna be I don't

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wanna be viewed as this bad salesperson that me pitching myself and my services is somehow bad, and I'll never sales.

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Is nothing more than influencing the outcome of an opportunity.

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It's all it is. If we walk out this door right now, and I want you to go right. But you wanna go left.

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I have to sell you on, why we should go right. How do I do that?

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Well, I wanna communicate effectively. I want to relate to you.

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I want to understand why you wanted to go left, and I Gene, to sell you on, why we should go right, and if we go right, if you end up buying into my story and believe me, because I influenced, I provided additional information that influences the outcome of the opportunity, doing that period full stop is quote



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unquote. All sales is but yet somehow we shrivel up, and we don't know how to do that.

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And for me. My story was I didn't know what the hell I did.

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I do this thing called financial planning, it's a lot of stuff.

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It's the most abstract, non-aranted, touchy-feely product that exists.

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I felt like I would have been a much better big big screen TV sales person.

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Right. I can memorize the the benefits and the feature of it. I can.

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Customers come in. I can pitch the product. I provided them all the information that they need to make an edited and informed decision, and when they take it home they can put it on their wall.

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They can plug it in, and it works. I'm done.

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But when we talk about financial planning, everything past performance is no guarantee of future results.

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Carl Richards always talks about. Well, the plan is extinct.

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The day after they leave the office. So for me it was such a crisis of confidence because I wasn't clear, compelled and convicted in the message that I was positioning, which was amplified because I was trying to do it for everybody, and when you put those 2 things together and you're

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not clear and convicted and compelled, in. Why, you're showing up.

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And having these conversations with clients, they can't see the value in that.

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And what does everything come down to in the absence of value?

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And, by the way, I wasn't even clear on my pricing, and so now I've got that battle to fight, and the confluence of all of those factors meant



that I viewed myself as this salesperson that was not like it was just it was a mess my friends.

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And so our goal here as we're talking is to help rewire and frame for everybody.

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How you think about what you do. Yeah. Why, someone would engage with you.

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What that experience looks like. And ultimately what it means for you to be in their life the mark of a great advisor is not what we do for clients, but what we empower clients to do because we are in their life as we work through this and as you start documenting and writing out to stuff's point

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say it 5 times over and over and over again. What you do for clients.

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It becomes a fabric of who you are, and then you can write, you can recite off with anybody that asks to the extent that you want to engage, who who you work with, what you do and why they would work with you, and then it really boils down to I want you to imagine your

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everyday you're out there. You're going to work checking your email.

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You're taking good stock of practice. You're doing like you're reading your blog.

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You check Cnn, like whatever it is in the process of doing all this things.

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You are bombarded with a 100 million impulses a second.

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We are in a 24, 7, 3, 65 world and your brain's job is to filter that noise.

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Which is why you cannot show up sounding like Charlie Brown's mom wah doesn't kind what it doesn't.

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By the way, mean you have to get all flairy and become a financial architect either, if someone needs a financial planner at some point in their life, and you do a good job of telling the story they'll know that you're there you're not how many of you feel like every conversation you have is like a sales.



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Job where it's like a hard yes, or a hard note.

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Let that go. I talked to thousands of people a year. They don't all hire me, and here's what I came to.

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It's a journey I don't know where I am on their journey.

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I might plant an idea or a seed that someone germinates on for the next 3 or 4 years, and they might go hire another coach and have a breakthrough, and God bless them for that.

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That was my job, apparently my job is not to be everything to all people Adam said it, cause we've taught it limitless forever.

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You have one job it's your core job. It's not to sell.

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People, persuade them, cajole them, or snow them.

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And it's to give people the information they need to make informed, educated, and confident decisions about their financial life and the operator to make them but if we're so busy stumbling over the story and apologizing for who we are and what we do improving and protecting and

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defending, we can't ever sit in the sea, being that trusted advisor.

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What does the trusted advisor do? Do they shrink?

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Do they apologize to? They worry, or do they show up and say, Hey, here's who I am.

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This is what I do. If you want on board, like you're my jam, let's do this.

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You're in this room because you're my jam.

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Right, wrong. We're indifferent. I'm unapologetic about our approach, because it was a very personal life experience for me.

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I'd done all the working and the succeeding and the striving.



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If you want to do that, call somebody else. If you want to do that and have a hell of a great time, call me, and there are a lot of people that don't call me.

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Ask me how much sleep I'm running over them. I'm not, and I remember the way that I thought when I was in the estate planning practice and I got so tired of following up with prospects, and I realized at some point if you could live without a plan I need to live without you

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having a plan I didn't need to be like chasing you to the finish line and calling you 19 times.

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If you can sleep at night without a financial plan, I think I can sleep at night without you having a financial plan.

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And that's how I feel like coaching like, hey?

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If you can sleep a night without hiring me, I'm good with that.

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If you're good with that like, how do we get to that space where we have that kind of breakthrough where our brain doesn't stop us?

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And so it really hits like, how do you hit that sweet spot?

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Well, and and it's so amplified right now.

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Given the bull horn that everybody has, with all the different social media platforms is, it's very easy to make a bunch of noise.

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Yeah. How many people on Tiktok are giving quality, financial advice? Who wants to buy?

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And I you will! Oh, my gosh! This guy! Right and then we get so offended, don't we were like, Oh, my God!

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Who did they think they are? They're meeting people where they are, the informed and educated entrepreneur person is not.

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Gonna look at that and be like yo. Let's do it the 25 year old might.

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And so where are you? In that voice space like, how are you showing up as much as we depending on where you're at?

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On the spectrum of feelings right that may be, might be vital to you, or entertaining at best.

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You gotta give them credit they're convicted they're compelled in their story and they're motivated.

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Might not be by the right thing, but they're motivated.

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Well, and what it tells you is telling your story with conviction, irrespective of the quality of your story, works.

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It does work. And this was the point I was making earlier.

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If you were sitting there on your moral high horse about what an awesome above the line, advisor you are!

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God bless you! Cause we love you. That's why you're in this room.

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But you know what no one out in the world knows, that.

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And that story isn't gonna work like, what is the story that I'm gonna drop on people?

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If I if I don't care. I'm a business guy right if I was like oh, I'm in a conference, and someone was like, Oh, stuff!

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Why are you speaking to this conference tomorrow like that happened 3 times last week?

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They're like, I literally walk into a room and like half the people totally know who I am, and the other half have no idea it's really cool at dinner because, like they're like, Oh, yeah, like, whatever.

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And then, after you give your speech in the morning, like everybody wants to come up and talk to you, and I was like I was right there at dinner last night, you didn't seem to care that much.

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It's really awesome because the story is different. Who was I the night before?

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He didn't know me.

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Just to check it. A table literally just chicken a table, talking about my kids you'd be like, oh, this chatty chick!

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Whatever totally I was. I was like talking about my gaze every time, that you know, like whatever. And the one guy was like, what do you know? Are you with the firm?

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I'm like, no speaking tomorrow, and he's like, see?

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My real question this whole story is, did you actually eat your dinner, or did you just spend the entire?

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Year I did. I ate all of it. It was like steak and I did. I ate all of it. It was like steak, fillet, mignon, and shrimp and potatoes, and I ate everything. I've still seen that plate in front of you and You'll still pass it.

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Over, because, yeah. But they didn't. The idea here, though, is that we're going from a position of just making noise back to the Charlie Brown and Walt want of.

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Hey! Look at me, wacky, waving inflatable arm, flavoured it. Did it show up, by the way, and like, dump it all over that I like. You didn't ask, but I'm gonna tell you who I am, or what it no, I just sat there having my dinner.

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And then I showed up and did my work, and the rest of it.

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Now again, you're situated, but that's the point.

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Like, can we sit in the space where we don't have to prove we don't have to cause?

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That's what feels icky right? And then we don't like that space so how do we get to that space where we're a persuasive educator?

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My job is to show up and just rush justrupt people.



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And what I know is, if I disrupt enough people, a few of you are, gonna be like, oh, I want more.

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And those are the people in this room like, How do you do that when you go out?

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And you tell your story, and it starts with what I do, and in, good man, I love this clicker.

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I just want it is now just me is what we're really learning right?

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So what do you do?

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Selling is one thing, value is another you want to really communicate the message.

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I didn't say to you, I'm gonna help you build systems and people and processes and platforms, although we do a ton of that here.

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And we talk about that in the webinar right? What do they tell you in the beginning?

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What do you remember about limitless, when you were like way back in the like, I wonder?

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Machine. What do you remember?

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What did you feel? What were you aspiring to?

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Better more right, efficient, effective, enjoyable success is the core right? Elevate the experience.

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It shouldn't have to be this hard I wanted like we know what all those messages are.

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They're all on a great. We get it, but you have to say, What do I do?

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I'm the business coach. I'm not a dream architect.



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I'm a business coach. So like that whole like shelly smelly thing like you don't have to do that. Now, if you're talking to a prime candidate, then I might be like, Hey, I'm a coach that helps founders build happy high-performing businesses notice I

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don't have one story. I have my, I don't really care.

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And I just wanna sit on the plane story. I'm a business coach or a teacher depending on the day I have my, who you might be like someone in my space story.

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Like, Oh, I'm a I'm a you know.

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I'm a coach that helps people build happy, high performance. And if you come up to me and you're a 2 billion dollar firm that's scaling growth.

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I'm going to be like, Hey, I've really got a background.

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And really helping firm scale growth and create a special right blah blah blah like it totally. It's like a tweak on the story.

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So our on this point, right? We're trying to emphasize and shift the conversation.

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Not so much to what we do, but how clients feel because they do it.

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So we help optometric practice owners nationwide proactively, manage cash, flow, reduce taxes, and invest prudently to help them live their best life on purpose.

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Have you ever heard Adam say of a financial planner? Have in that sense?

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Have you ever heard me say I'm just a busy script right like we're sitting in that space is the end of that sentence.

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What do we do? Well, we productively manage cash, flow, reduce taxes and investmentally.

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Those are the 3 tenants, the 3, the 3 legs of the barstool right.

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What do they feel? Because they go through that process? We help them plan life on purpose.

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Oh, that sounds interesting! What do you mean by that? Well, what we and but it's the layers of that conversation of who we do it for, so that we can ultimately align with the person that has the 3 most important traits of anybody that we'd want to work with they're

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motivated. They see the value in the process, and they're willing to willing to exchange a check for the experience.

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Happy to pay. That's the emphasis. Yeah, at any point. Say to you, I am a practice management consultant. I'm gonna help you consult your practice better.

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Did I ever say that ever? No! What did I say? I'm gonna help you accelerate your success I'm gonna help you gain back your time and freedom.

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I'm gonna have people to wild, successful business and life you love, and some part of your little brain went, oh!

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It's available to me. I know it is. I saw it on Google.

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I just don't know how to do it. Everything we teach you everything you're clients need to know is on Google.

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You just gotta know that you are not here for the information you are here for the engagement.

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So if you cannot explain what you do in 20 s or less, even, you know from I'm a business coach, too.

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Right. I work in financials, too. I have blah blah blah!

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That's the. So we're going to talk about that story.

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But that's what we really want you to nail like.

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What do you do? Who do you do it for? And that?

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And I see in in the audience. I see a couple of people have it.

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Have this worksheet that we're referencing on the slide here. Who you do it for?

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Right. What do I? What do I do? Who do I do it for?

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And what's the outcome that they feel? I do blank for blank so they can blank blank and blank.

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We've done this a 1,000,000,000,000 times, and I haven't changed it yet, because it still works.

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What grade school did we start with? No dish machine?

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What should we do? The cost of mill quarter some extra benefits from moving to reusable?

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Okay, Sofia and Diane have a lot of questions to answer. Not today.

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So obviously there was a conference the funny thing, while she's flipping that over my mastermind group.

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When we got together this last year in San Antonio for golfing, there was one of these flip charts not today. So obviously there was a conference here. The funny thing while she's flipping that over my mastermind group there was another Financial advisor mastermind because we had 3 Pages.

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Of notes about pricing to service models like we were trying to identify.

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This has got to be someone that limitless. It was so weird we never figured out who it actually was, but that's the second time that has happened. Very interesting.

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This is oversimplified. But it's gonna work.

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You're gonna thank me. Later, I help your ideal client avatar to brand promise, outcome, accelerate through success filled white.

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Whatever, so that they can benefit one benefit, 2, and benefit 3.



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If you listen to our stuff, you're gonna notice that this model is in there.

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I helping financial advisors to accelerate their success?

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That's the outcome. Michelle was like, Yeah, I want to get there faster and better.

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This shit's way too hard. Give me the shortcut that's why you're in this room, so that I can right give back my time in freedom. Build Western life of that. You're like, yeah.

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Who doesn't want that? You have to be able. You can use slightly different words.

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I'm not gonna get hung up on it. I'm Switzerland, but if you can't tell me who you're client is the outcome that you deliver, and the 3 ways that they're most gonna feel it you don't have a tight story and that should work, that in and of itself

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is gonna radically like clarity confidence like how we communicate, how it comes in the conversations that we write the scripts, what shows up in the conversation we have to know this.

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So for us to stay at you happy to say it out loud.

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I cannot emphasize. She's not bsing!

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I made this shit up in a room one day on a piece of paper, and I was like, oh, that sounds pretty good.

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I think I'll just say that a lot until I say it like it's my middle name that's my litmus test for everything.

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I told Galen, my adviser, like a billionaires ago, I was like, do you have to say this pricing speech like your it's your middle name, like my name is Stephanie Lynn Bogan like I didn't hang up on the land.

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You didn't even catch it. It's not even the best middle name, man Lynn kind of flat, like, whatever right Langland do.

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I look strike you as the win. Not so much.

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Whatever got to say it like your middle name, if you cannot say it like your middle name, it means there's a belief standing and sticking you standing between you and sticking you.

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That's the word. Can you show up to anybody, anywhere, any place, and give them one of those verbs I'm a business coach, my little.

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Eye, care answer, or my really care? Answer, right? You've got an I don't care.

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Answer a little bit, care, answer, and a really big care. Answer.

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But that's level 2. I help to blank so that they can blank if you can nail that.

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You know who your client is, you know what the outcome your brand promises that's the reason people are hiring you, and you're the 3 biggest benefits they're gonna get which should to Tiffany's conversation earlier really rally with the benefits that they want and this matters because

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of the intangibility of what we do yeah, you can't be squishy Charlie Brown's mom no one's going to buy Charlie Brown's mom.

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If Charlie Brown's mom was a financial planner, wah! Wah! Wah! Wah! Wah! Wah! Wah! Wah!

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Wah wah wah! Wah! Like that's essentially with love and respect.

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What you guys sound like out in the marketplace want retirees?

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One of 5. Grand, who's in?

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Don't do that. Can someone turn that into a mean?

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Please, that's like that should be on social media there. If it's social. That's a 5 book Chips right there.

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You want to go to dinner, and I just social that you're in.



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You are the brand, regardless of how you're building your firm and the role that you're going to play in that's the social that 5 folks chips right there's a little of of how you're building your firmware and that initial dialogue and conversation with a prospective cliché phrase you never get a second

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chance to make in first impression. This is the opportunity to competently position yourself in the marketplace and say what you do, who you do it for the stinky prop we could talk about later Alright, here's an example of the script.

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I'm not gonna read the whole thing to you. We can talk about later.

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Alright! Here's an example of the script. I'm not gonna read the whole thing to you.

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We've got a Zillion scripts in the right library. And why? Because if I can give you words that represent how you feel, and you didn't have this is your version of a paint by numbers.

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Right. If you wanna take this script that we use in our firm and and literally copy it. Godspeed.

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That's what it's there for. Yeah, this is Adam script, but it can also be the framework, and be that paint by numbers, and you can move words around.

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Obviously the fee schedule might be differently. The point here is communicating what it costs to work with you matters a lot less.

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Once you're able to clearly and confidently articulate what they're going to get in exchange for a check because, quoting the fee just honestly, just speaking from my own personal experience, it became exponentially easier to unapologetically and confidently state our fee structure when

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I was very, very clear on car payment story. Oh, yeah, I'll talk about this in in the feast schedule when I was very, very clear on car payment back when my practice was dysfunctionally functioned.

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I would have. I had clients all over the board from a fee schedule standpoint.

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I had some clients that were paying \$600 a year for financial planning, and I had some that were like 2,000.

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It was a cluster. You know what? And so I went through a whole fee-raising conversation, and one of our longer existing longer, tenured client relationships had been getting financial planning bundled under the aum approach, and I drew a line in the sand we're going to charge for financial

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planning charge for investment management. So I said, going forward, our fee structure for clients in your situation is going to be \$3,300 per year, broken up into 12 monthly payments.

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That comes up to 275 per month. We use this nippy little tool that will bill on the fifteenth of every month, and then she looked at her husband.

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And mind you, this was kind of early on. They were one of my longer clients, so I was kind of warming up with them.

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So I'm just kinda sitting there like, how's this gonna go?

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Best poker face on, and she turns to her husband. Brad, and she's like that's like a shitty car payment.

00:43:31.000 --> 00:43:38.000

Okay, what's next? True story. It's not our job.

00:43:38.000 --> 00:43:53.000

Like legitimate, true story. Our job is to back to the profitability analysis, the whole left brain aspect of what we do right do the metrics of your business which we'll talk about in the fee schedule for the feed conversation as well, assuming you have that taken care of then it's a matter of

00:43:53.000 --> 00:43:57.000

saying Okay, here's my fee schedule here's how I'm gonna charge.

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And this is what it is so I've decided, this is going to be okay. Here's my fee schedule. Here's how I'm going to charge. And this is what it is.

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So how much is the average car payment these days? A lot more than 275.

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So I have a tahoe right, whatever you know, super vehicle that can hold like many kids, and all that, because I have all those kids and skis and went around like grand a month or something.



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And then, Parker, my 15 year old, is decided that we need to be ballers right like he's like, why aren't you gonna drive this car out by Q. 7.

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And I was like, Oh, I had an audi! I love those, and so you know, I was like looking it up.

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It's like 100 grand, you know. It's like, Oh, it's gonna be like a \$2,000 a month car payment like, okay, you know, like, I'm like, I grew up in a trailer park.

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I'm not really it, anyway. Long story.

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Most of you are cheaper than a car payment.

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I don't want that to sit with you, because you're sitting in a space of apologizing.

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90% of the time. And you're less than a car payment.

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And if someone doesn't understand that the value that you provide is equal to, or greater than their ability to have a transport car move them around, they're probably not an ideal client.

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Now your job is to communicate that value so that they know that it's more than a utility vehicle. Right?

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That it's an experience. Right? You're on. How do you make the story, pop?

00:45:12.000 --> 00:45:16.000

Is what the question becomes. So let's talk about like, how do we put all this together?

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Alright! There we go! Is it gonna work? I don't know.

00:45:20.000 --> 00:45:24.000

It's my magnetic personality. There we go, there we go!

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I helped to blank so that they can blank blank blank. So you have the story worksheet. We're not going to get through all of it today, but I want you to take the next couple of minutes.

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We're gonna take 2 min. And I want you, as of this moment, your best answer we're not judging.

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Don't feel like this is going to be permanently tested on your backside and put on Youtube.

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Mvp. That can be the enemy. Approach you were to walk out of here today and run into someone that might be a potential client, and they were like, Oh, and you like.

00:45:53.000 --> 00:45:56.000

First of all, you've gotten past the hey? What do you do like?

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Let's just acknowledge that it elevators when was the last time anybody got in an elevator and has them to go?

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What do you do? Everybody has air pods in right now. No one even talks in the elevator whatever, and it's like, what do I do?

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Are you really gonna be like? Oh, I had an accelerated no, that's cheeky and lame. I'm not going to be like oh, I hope I'm going to be like I'm a business coach.

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So step one is stop trying. So damn hard to sell when you're not supposed to sell.

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If someone asks you what you do, answer the damn question and move on.

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I'm a financial planner. I'm a wealth manager.

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I run an investment shop, I run an investment shop I run an investment shop that specializes in optometrist right, that are at the tip of their career like, okay, feel free to add a little color.

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But don't make it like some shiny, smooth thing that it isn't.

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I don't go to my architecture. My account. He's like I am a tax harvest. law, especially an expert. He's like I'm an account.

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I know what accounts do. The story is what's behind that you could say I'm an investment advisor that specializes in working with retirees to help them avoid the biggest 3, the 3 biggest mistakes that retirees make this and mind you this exercise is amplified.



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Or I should say the importance of this exercise is amplified because the public doesn't know.

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We know I'm an accountant. Oh, I know what that is. I'm an architect.

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Oh, I know what that is. I'm an architect. Oh, I know what that is!

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I'm a financial advisor like there's a lot of territory that is, I'm an architect. Oh, I know what that is.

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I'm a financial advisor. Oh, like there's a lot of territory that our industry, which I define as a lot, something that Manu dispensing advice.

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That's kind of how I've always thought about the progressiveness of the of the financial advice.

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The financial realm.

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Has we collectively, as a body, as an organization, have made it very, very difficult for people to understand what we do.

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And so that's why your job to sit in that space and write down what we do, what you do is amplified because the general public doesn't know what we do, even in even an accountant that does have a niche.

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They can just still say accountant, and everybody knows what.

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We're so afraid of what people will think when we answer the question that we bake a whole bunch of stuff into it.

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I'm giving you permission to not worry about that.

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People that have their Bernie Madoff hang up aren't hiring you.

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Let it go. People think financial advisors are selling lot like great. Let it go.

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Those people exist. They really do just like Schmucky.



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Real estate agents and Schmucky Carrie, like.

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There is a worldfull of high quality, high-class professionals in low-quality, low-pass professionals in every profession.

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Just don't be that person, and it's fine.

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Just don't let that hang up in your head. Still, you all right, you should. At this point we're gonna start writing.

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I help Blank, who's your ideal client?

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Avatar to blank. That's your brand promise.

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So that they can. What benefit? One benefit? 2, benefit? 3. If you were to walk at of this room, and you had to have a high quality conversation with someone about what you do beyond.

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I'm a financial planner, right? That's step one.

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This is, step 2. What would you say?

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Ben had one of the best she uses it to this day. I still love it. Ben says I teach people how to retire. Ben Brand.

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He was with Year One, and he's like Steph.

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I just teach people how to retire. I was like use. That man.

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It's awesome and like quick story to that. The first in person which I believe was Denver, that we did.

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And we did this exercise where we sat and wrote it down, and then we got up and had to exchange it with, don't worry. Your time is coming.

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Yes, so I'm sitting there, and, by the way, this is when I was still trying to do the whole optometry dentistry, pharmacy, and physician.

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So I like I had this law. I tried to condense it down right.



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Another twain quote this letter would have been shorter, but I didn't have enough time, so I write this whole thing down it is, and I try and get it as concise as I can, and then just I serendipitously walk up to ben and I didn't know him at the time yeah, and I

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recited in true, and you can so he is. Well, he he just looks at me.

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He's like like Ben served in. Iraq, and was like, if anybody have seen that, has it has seen the hurt locker.

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Ben was the herd locker like he was a Ied diffuser, whatever their technical term is.

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So Ben is like practical. Get it done. So I say, what's yours?

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I teach people how to retire. That's but that wasn't his first time doing that.

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And Ben is very like Borrow it. I don't care.

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Yeah, literally, one of our advisors was like Ben. We were on tribe this, where tribe is so powerful.

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And they were like, I need a download does anyone have an example? And Ben's like, here's mine change the cover, go for it.

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Like. That's the community that you're in. But like, that's the cool thing like we're so easy to overdo.

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It, to protecting the proving, the hiding and the defending kick in.

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And I finally realized, like at the end of the day, the one thing I do above everything else I've been working on this in my mid-life crisis last spiritual Waking.

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And I'm getting really clear on this. I help people elevate their experience.

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It might be over here in the consulting world, it might be in the coaching world.



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I might be like helping my friend build a restaurant like I'm just all about elevating the life experience.

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I want to squeeze every little bit out of it, so, no matter what business I'm in, we have like multiple businesses.

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You know what that psychosocial profile is with every person that we work with, like you've got to be that kind of person, or I just can hang out with you.

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You're not my people.

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And so it gets so compelling that you get to a point where the people that don't click.

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You're not worried about them anymore. You're like, Hmm, blue ocean, you're not here doing this really cool stuff. And you're over there doing like, I don't want to do that.

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So what's your I help statement? I help. Does anybody got one?

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Poke, Adam.

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Do you have a mic by chance that we can? Sorry, Jackie?

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Jackie is getting her steps in today. Where's Adam? Hey?

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Where's Andrew today, Jackie?

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Andrew! Hi!

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So this is something I've kind of had for a while, but I'm ongoing.

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Well, anyway. So I help successful entertainment loan out owners work only when they want on projects.

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They love with people they like. There you go. So what did you catch from that?



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So. The only issue that I have with that is, I still don't know what you do yeah, no. I was thinking about that.

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Yeah, yeah, so we're you and that space are sort of assuming that they get that you can't necessarily assume that right?

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Yeah. So that the first part of the question is going to be like, I'm a wealth manager.

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I'm a financial Blake, right? And then we can move into right on.

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You know that helps successful entertainment executives to.

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I don't know maximize their wire like well, blah blah blah, so that they can insert your 3 bullets right.

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Do projects blah, blah, blah, I'm like, yeah, that's exactly what I want to do. So that's for you.

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It's gonna be that maximize their wealth, because that's really the fun that's gonna make all those other things possible, because that's really the fun that's gonna make all those other things possible.

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Right? So that's what I want to do. So that's for you. It's going to be that maximize their wealth because that's really the funds that's going to make all those other things possible. Right? So that's where that target.

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Piece might be Isaac was in the room earlier. One of our leaders, right?

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His clients or tech execs. Google Intel, like Ras used yet, you know, to for conflict.

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All this you can get really specific right to maximize your comp for your equity.

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So that's where the benefits can be really qualitative, and they can be really quantitative.

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And here's the cool thing there's no right or wrong answer it depends on the psychosocial qualities of your client for us.



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They're a blend right you've gotta have people like, oh, yeah, stuff.

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I just like someone was on tribe like I joined for the systems.

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It was great. And it turns out this mindset thing is really okay.

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Cool. So I understand that we have multiple entry points in terms of what someone wants, but what I know is the mindset pieces.

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Ultimately, if they get it, it's gonna kick it.

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So I don't always lead right accelerate.

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Your success isn't like. Mindset. It's just like I'm gonna do this cool thing we're gonna trust. How we do it.

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And then you're gonna decide how you feel about it.

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Along the way, so I get a little bit more specific about that middle section yeah, I mean going back to the short of us as long as pretty long already.

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Yeah, I teach entertainment executives how to retire in style or in confidence or rate.

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Right, and I feel like people that they see this on the website right?

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They already know what I'm doing there, and well, and here's that's a really important point that I didn't make. So one, no matter who you are, who you are talking to.

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What is the one thing that you can assume that everyone will do?

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Check you on on your website, so that's why you don't have to do all that.

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Show up and throw up. You're just like here's what I do, and if you wanna learn more, go to my website, that's where calls to answer really elegant calls to action are really like, Hey, we have plans.

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Blah blah blah! We've got this great webinar.

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We've got a great resource. We've got some great tools.

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If you want to learn more check it out on our website.

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Blah done anybody else. Wanna share.

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What you got somebody.

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Okay, we gotta get Adam on poker chip. Oh, look now, I feel like, Oh, party foul casualty!

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It's not like it was working or anything just saying now I'm gonna fix it.

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Watch, this! Hey? Watch this! Oh, my! I can't see whether it's in or the right way or not.

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We're gonna figure it out. Jen, go at Patterson partners.

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We are financial planners and tax preparers for Americans in Bermuda and Bermuda.

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Residents transitioning to the United States. We help our clients go beyond multinational tax and planning complexity to build generational wealth and achieve true life satisfaction.

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That is so awesome. Does anybody remember what she said? No, so this is where this is really important.

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I mean that with love, you know. Love Jen like she got all the good stuff in there and the kitchen sink so it's what I call the show up and throw up method of sales.

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We want to share all the smart stuff. Jen, you have a big brain.

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I know you want to share. Stop! People are making a value decision.

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Are you connecting? Are you engaging? Do you relate to me in a way that works?



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So that is all awesome, and it's there. So a lot of what we try to pump in will show up in our marketing messages.

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So it's nothing is for not on this exercise so if you go through that worksheet, you're gonna see?

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It takes you through the high level, which is what we're doing today.

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But it also takes you to the value prop, and then how you define your role, hey?

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As an advisor, I'm here to be a trusted partner to sit with you.

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Life, like, whatever your story is, the process our work together will include will sit down on a consistent basis, and we will, to make sure right and the value over time.

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The value that we add is gonna be planning. It's going to be portfolio.

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It's going to be like. It's a great story.

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Wrote an article on it, read it like it's on the lesson.

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It's all there. It's all got to be there. So there's substance which Jennifer's nailed, and most of you are really good at that.

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But we missed the second part because of that kitchen sync syndrome.

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We lose this sticky people's brains, get one fifth of a second.

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I was checked out, and I was trying 7 words in.

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You got like 7 words. That's why I teach people how to retire over 5 words.

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And anyone in that space is like, yes, I don't know.

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You can help. I help people traveling internationally make the right tax decisions the first time so I help people traveling.

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Then you should make smart financial decisions for the life. Like, yeah, I'm an expert.

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I was like Jen, I so all that other stuff functional benefit it's features that you're leading with the smart.

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Don't do that. Now. If your clients are tech execs and they're coming to you for their like, you've got to show up right there with the tax, and you do, too. But what I know I'm dealing with right away is can you take away.

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The.

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Yeah, on virtual, we have a conversation going here, Christian, Vatticelli is taking his statement, and he says, I run a financial planning firm for successful consultants who want to be more intentional with their life in business.

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Oh, Christian, good job. Yeah, right? And you can also like, if you're on a.

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Which is why, like on the plan I go with, I'm a business coach right? But if I'm on the plane with someone I care, so I love that.

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So just now, Christian, look at that through the lens of an easy bit of sticky, that outcome piece.

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Michelle really stuck with like, who doesn't want to accelerate their success in this room you're all here because you want the shortcuts that you believe we have to offer.

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We did a really good job of convincing you that we had them. We actually do.

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That's your work, right? So when you think about what's on that page, we're gonna it's gonna go deeper because it's then going to take you into how you show up on that right role process and value if you follow that formula and there's an article that I wrote

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for investment, news that's in the library where we literally spell it out like it is a full-proof formula for really telling your story.

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There's 90,000 ways to do it. By the way, this is one way that works.

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So you want that short like, I'm a coach this is one way that works. So you want that short like, I'm a coach.

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You need like. Tell me more. Oh, we really help.

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Now, here's where you can help people's brains organize it.

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We help in 3 really compelling ways. One more virtual.

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Oh, we help! Boom right! So as soon as you do that their brain goes 3 ways.

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Okay, what are the 3 ways? Another virtual question, virtual is on fire.

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They've got Melissa Marshall says it's she says I help corporate executives optimize their finances and taxes so they can focus on career and family.

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Daniel Danie Michael says we help people avoid the 3 biggest mistakes in retirement.

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One paying too much tax on their income to spending less than they can afford, and 3 passing less to their heirs right? I shot the last half off of Danny's.

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I would start with. I teach people how to retire. And then, when the conversation continue, I would be like, there are 3 ways that we do that.

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Boom, boom, boom! Boom! You, Danny! That's that's the 7 s.

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So that's the permission base. You get 7 s to tell this first part of the story. Okay?

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Alright we have. I'm sorry, Tracy, as a quick question so that's the permission question here. So and this might be too squishy. But for those



of us who have 2 very unrelated niche markets, how would different story for different niches you have to basically so this is

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the benefit, and the downside is, you basically have 2 stories.

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You want to have a second landing page or micro site for that second niche so that you can send them there and then you're just gonna build 2 parallel stories.

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And then ultimately, like we should have a conversation about picking unless you're not asking that 2 messages to what like the website for one isn't gonna fit the other.

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I'd be like great. I know how to fix that.

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We're gonna build a microsider and landing page.

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We're gonna take them there. We're gonna talk to them and and then it's okay, like they'll get over the hump.

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They'll never know. But you have to do that work.

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So it's extra. It's duplicitous.

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Everything, you gotta write 2 stories. You gotta have 2 websites.

01:01:36.000 --> 01:01:43.000

You're gonna have to write 2 stories. You've got to write 2 stories. You've got to have 2 websites. You're gonna have. You got to track the data if you're doing it right, you gotta track the data. On those 2 things to see what messages.

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Are like if you're really running a business right? Having multiple client segments is freaking overwhelming.

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Been there done that? Yeah, so the goal is like is my again, you can totally do it as a transition strategy.

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Right Mvp. Container versus where you're going, and don't get too good at it.

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Adam, do you have a shorter version of yours?



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Cause, yours, yeah, I run a wealth management firm that serves out metric practitioners nationwide.

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And then you kind of extend it.

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That the intentionality between that, even in my basic one, I want to make sure that only people that even remotely might know an optometrical practice nationwide.

01:02:20.000 --> 01:02:30.000

Right. I insert that nationwide because intentional I want to know that we work with clients all over the country.

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So it's as much as who I'm saying no to is who I want to say yes to Gotcha. Thank you.

01:02:31.000 --> 01:02:32.000

So it's as much as who I'm saying no to is who I want to say yes to Gotcha. Thank you.

01:02:32.000 --> 01:02:47.000

That's for you, Adam.

01:02:47.000 --> 01:02:51.000

You got one. Okay, I was like, I can do it. I won't hurt anyone as far.

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Okay, so.

01:02:54.000 --> 01:02:56.000

I'm an easy mark, so mine is so mine is.

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I helped Nissan employees to live their best life.

01:02:57.000 --> 01:03:07.000

Now and to retire with confidence alright. So what if we just switch that?

01:03:07.000 --> 01:03:25.000

I helped me. Some employees learn how to retire with confidence, so that they can live their best yeah, it's like a compound so now it's like a compound. He's trying to solve notice the problem. No problem like he could say, that'd be but notice how your brain is trying.

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To be like, I gotta I gotta like add the compound messaging too many commons is the problem.

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Jen, we do this and this. This is all approving strategy.



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By the way, I'm really smart. You can trust me, and I'm really smart, and you can trust me, and I'm really smart, and you can trust me, Jen.

01:03:40.000 --> 01:03:45.000

We know that your release work and we can trust you. Just assume that, and tell me how you can help me.

01:03:45.000 --> 01:03:58.000

Please. Alright, we can we do one more, and then we're gonna be wrapping this session, Liz, on time, I might add, I know pretty well I wrote.

01:03:58.000 --> 01:04:05.000

I hope women retiring alone after loss to invest their money well, so they can recapture more money.

01:04:05.000 --> 01:04:14.000

Okay, so what did you guys hear from that? Capture? Joy?

01:04:14.000 --> 01:04:20.000

So what is the biggest need that widows are trying to solve when they come to you?

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I'm not gonna say that they don't wanna capture Joy, but most of them didn't send down that morning.

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Be like, wow! I want to capture some more joy. I think I need to call my financial planner feel good about money again.

01:04:31.000 --> 01:04:32.000

You are so good at like your whole brand is pleasant.

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Well, why aren't you using that? Hmm! Why are you using it?

01:04:39.000 --> 01:04:42.000

We help women in transition, learn how to feel good about their money?

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Again it starts with having different conversations they've ever had.

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We have really pleasant conversations with our clients. It means we get to ask those quite like again.

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I'm like way past the elevator at this point. Now, that's that.

01:04:54.000 --> 01:05:07.000

I could turn that. I'm like way past the elevator at this point. Now that's that. I could turn that now we're going up i' we help women go that



that have recently gone through a loss of pleasant conversations around money.

01:05:07.000 --> 01:05:10.000

Right like, think about the motives. It's clarity.

01:05:10.000 --> 01:05:17.000

It's an hourment like, what are women in that space, feeling every single time powerless?

01:05:17.000 --> 01:05:33.000

I don't know what about the uncertainty. The doubt is overwhelming, so what she's really trying to tap into is the empowered version you can market to either side by the way, the fear or the greed I want to feel good or I want to feel bad she's right she's ready for the people who don't

01:05:33.000 --> 01:05:36.000

want to sit there and bitch about their life for the next 18 months, and how unfair it is Liz wants to work with the people who are like this.

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Happen. It's super unfortunate, right, Clinton, like, hey?

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But we're gonna sit in that saddle with you, and we're gonna figure it out.

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We're gonna help you figure out how to make life feel good again.

01:05:46.000 --> 01:05:47.000

And that means you're going to have to worry about this money thing.

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You're going to have to get good at it, because somebody else was always taking care of that, so that whole feel good about money and pleasant conversations like you've just got it like not.

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And you've got that sale in the thing which I'm still, you know. I want.

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I mean, I know it's history and legacy but you've either got to pull that like.

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Pull that into the conversation like, Hey, it's kind of like writing rough seas like sometimes things are wonderful and saley, and then sometimes the storm sets in and we didn't expect it.

01:06:11.000 --> 01:06:19.000

But we're going to an island and we got to have we got a chart, a course like there's so much good stuff in that brand.



01:06:19.000 --> 01:06:24.000

But, I think to Adam's point like, How do you just get to like we help women who are experiencing like what?

01:06:24.000 --> 01:06:31.000

What life, on this life on their own right. So this is the work. This is the MVP.

01:06:31.000 --> 01:06:38.000

That we did right here to quote Twain again. Right? It takes more time to write shorter.

01:06:38.000 --> 01:06:39.000

So refine this down the resources you already have.

01:06:39.000 --> 01:06:47.000

Some here. There's more recent resources online.

