

CHOOSING YOUR CHANNEL



STEPHANIE
BOGAN

SO MANY CHOICES

- What's your entrée?
- What goes well as sides?



WHAT IS YOUR CORE CHANNEL FOR DEMONSTRATING YOUR EXPERTISE?

AUDIO

Do you like to talk?

AUDITORY

- Podcast
- Radio
- Live Stream

VIDEO

Do you like to perform?

KINESTHETIC

- Webinars
- Seminars
- You Tube

WRITTEN

Do you like to write?

VISUAL

- Blog
- Writing
- Content Creation

Choose Interview or Monologue

Yes, you really
do have
something
VALUABLE
TO SHARE



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MENTAL HURDLES

- I don't know what to create
- It's not going to be good
- No one is paying attention
- I'm going to look bad



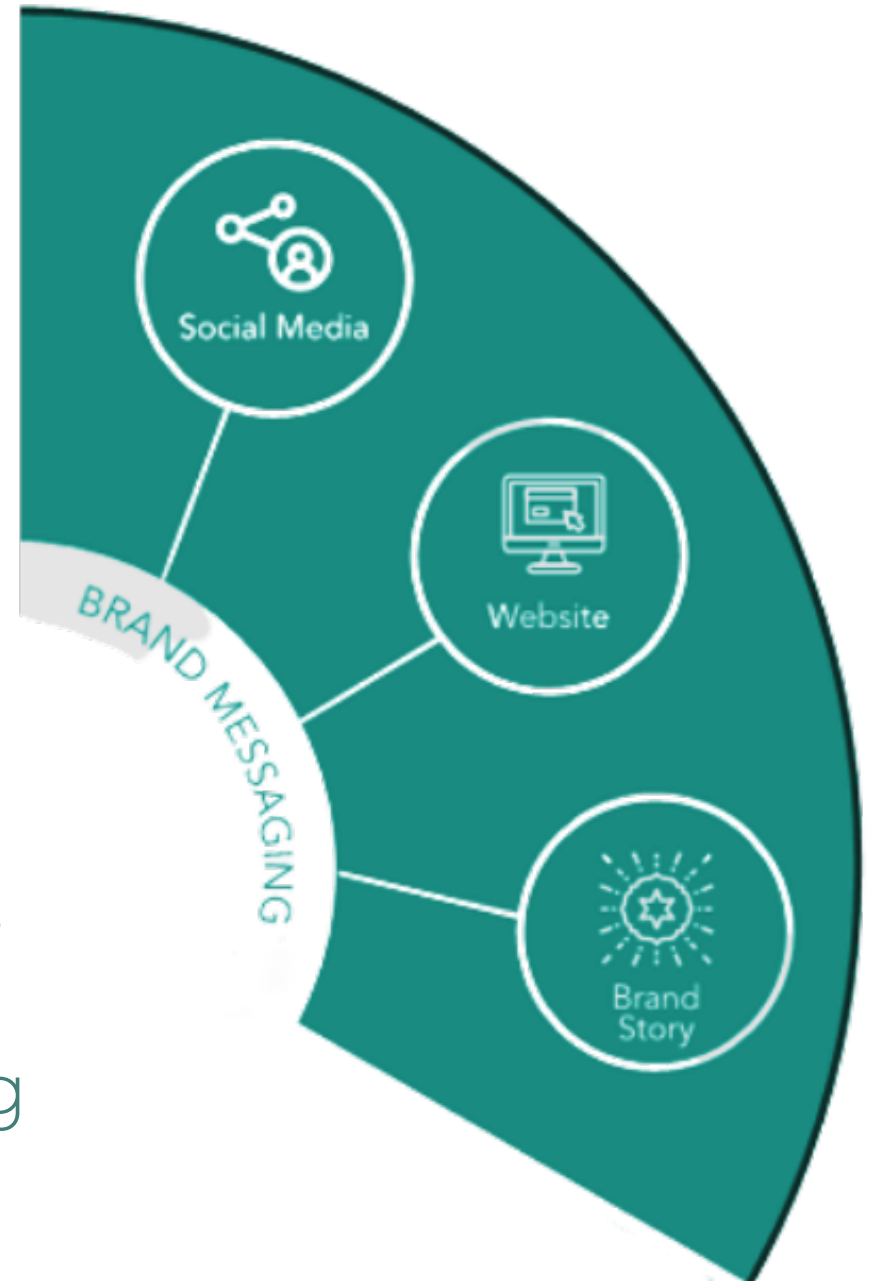
MARKETING WHEEL



*Any strategy should
always include **SEO***

WHAT IT TAKES:

- Understand your target market & what they care about
- Clarify needs and pain points
- Clear, concise and compelling story you tell consistently





WHAT IT TAKES:

- Authenticity
- Go where your target market is
- Consistent demonstration of capability and authentic, ongoing connection

WHAT IT TAKES:

- Choose your platform
- Define your position
- Consistent demonstration of capability and authentic, ongoing connection



DON'T BE A

DIGITAL

SHARECROPPER

STRIKING A BALANCE

What is
easiest
for you?

That you can
compound
over time?



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Demonstrate Your **EXPERTISE**

(easier than you think to be an expert)



LEARN MORE

- The Power of Practice Management: Best Practices for Building a Better Advisory Business, Stephanie Bogan
- How Financial Planners Actually Market Their Services, M. Kitces
- My Top 5 Tips for Blogging Success as a Financial Advisor, M. Kitces
- The 1-Page Marketing Plan, A. Dib
- Creating Blog Content as a Financial Advisor – Coming Up with Content Ideas and Other Best Practices, M. Kitces



ADAPT & APPLY

- Determine whether you lean more toward audio, visual or written communication
- Use your Marketing Action Playbook to define which channels best fit with your brand and niche



TAKE ACTION

- Align your personal marketing, brand messaging & digital marketing to your channel



LIMITLESS Q&A