# Money Now Campaign

## Campaign overview

Many FMO’s do what I call “prospecting by recruiting”. They are only interested in recruiting you to gain access to the trusted relationships that you have worked so hard to cultivate. They want you to go back to your client base and sell them some new hot product or some new feature.

This creates a real problem for you. Selling your clients, or even talking to them about new hot products or features improperly frames you in the minds of your clients/prospects. By doing this, your clients/prospects are forming a mindset about you... they are seeing you as a salesman and a product pusher. That is NOT what you want to do. And the sad thing is that most FMO’s do this, or at least encourage this, without realizing the damage they are doing to you, your clients/prospects and even to themselves.

This is the wrong way to sell. As a matter of fact, we at BHFM do NOT want you to be seen as a salesman anymore. We want you to be seen as either a fiduciary or a trusted advisor.

We are only interested in helping you to add value to the lives of your existing clients. Further, we want you to use the revenue that you make from adding value to the lives of your clients/prospects to jump start your business. We want you to take most, if not all, of the money you make from helping your existing clients/prospects and put it into new marketing systems that we will get to shortly.

So, the first step for you is add value to your current client base. Here is what you do:

## Action Items

Build Longevity Plans

|  |  |
| --- | --- |
| Action | Important Information |
| Schedule a call with your BHFM Consultant to discuss what to look for in your current client/prospect base. | Be prepared to take notes during this call. The goal is to end up with a list of characteristics which will help you build part 2 below. that you are looking for to identify the best clients/prospects that you will be contacting to discuss Longevity Software with them. |
| Make a list of the top 100 clients/prospects (or top 20, 17, 42 or top 300 or whatever you can, it doesn’t matter how big or small the list is… just create it). | To do this, you will need to carve out at least 4 – 8 hours in your schedule to solely focus on this task.  Identify the following characteristics for each client   * Revenue/Revenue potential 4-5 categories * Ease of working with the client 4-5 categories * Investment philosophy/suitability * Communication preferences (How often and preferred method of communication)   Leverage the table below to help you map out your clients. Ideally your initial focus will be on the top four boxes in the upper left quadrant. |
| You will use the scripts provided to you by your BHFM consultant to contact the “Top Clients/Prospects that you’ve identified. Your BHFM consultant will give you further instructions on the implementation of this step |
| Follow the instructions given to you by your BHFM consultant on what to do when you contact these clients/prospects, and your consultant will help you to help your clients/prospects by: | Helping you put together Longevity plans for your clients/prospects |
| Going over the key points you will need to make so that your clients/prospects will see the wisdom of following your advice.  Give you the words that you’ll need to relay that “wise advice” to your clients |
| Give you the words that you’ll need to stay on track in case your clients/prospects try to drag you into the weeds. |
| They will also do a post meeting debrief with you on your cases to figure out what you did right and wrong and help you improve. This goes for cases that result in a “yes” or a “no”. Either way, we want to debrief it. |

**Partition map sample**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | A – Accepts recommendations | B – Most of the time | C – Some of the time | D - Rarely |
| 1:AUM > 1mm | Smith, Jon Fire, Amy  Jamison Family | Jeffrey, Landry  Jones family |  |  |
| 2: 500k-1mm |  |  |  |  |
| 3: 100k – 500k |  |  |  |  |
| 4: < 100k |  |  |  |  |