dynamicDIRECTIONS®

Building a Better Life and Practice for Financial Advisors

# TOP 100 WORKBOOK

# Who do you want to know?

# What is the Top 100?

As you build your business, you want to make sure you are positioning yourself correctly. You are not just selling a product or a service – you are selling the feeling that results when people use your product.

To do this, it is important to manage the impression that potential clients have of you. What do they think about you before they meet you? Why should they do business with you? How are you different than the competition?

These questions and many more are vital to help you build credibility and add value to people's lives on a regular and consistent basis. You want to stay at the top of their awareness and shape their opinion of you without leaving that to chance.

One of the best ways to do this is called the Top 100. The Top 100 is a list of your top clients, your best referral sources, your biggest prospects and potential advocates who can help you create more credibility and visibility for your practice.

The Top 100 isn't just a list, though. You make use of your list by sending items of value to these people every four to six weeks.

These items of value – such as articles or unique gifts (more below) – show people you are thinking of them, and they create conversation points when you ask them to lunch or see them around town.

This exercise will help you duplicate your best clients, deepen your relationships with prospects and obtain more advocates.

## WHO SHOULD BE ON YOUR LIST?

Your list should consist of people from several different groups:

• Clients and prospects in your niche markets: If you have not defined your niche markets, complete the Niche Marketing Workbook.

• Referral Sources: referrals are one of your best marketing strategies. If you have not yet identified clients who do the best job of referring you to others, complete our Referral Tree Exercise Workbook.

• Top Shelf Clients: Your best clients should be on this list as well. If you need to determine who they are, complete the Top Shelf Client Workbook.

• Advocates: Who do you know who will promote you and your business?

• Prospects: Think about people in your community who should be on the list (especially anyone in your niche markets). They may be people you want to meet but haven't had the chance yet. They should fit into your criteria of top shelf clients.

Now, start to create your own list. Remember that Top 100 is just a name or a symbol – you do not literally have to have 100 people on your list for this process to work. Whether you identify 30 or 300 people for your list, the idea is just to get started.

Fill in the chart on the next page with as many names as you can. You can also enter the info in this spreadsheet which may be helpful later for mailing purposes.

## ITEMS OF VALUE

Now that you have your list of names, you need to decide what to send to them. This is not just a random touch plan – it's a targeted approach that uses customized items of value. Look first for universal items that would appeal to a wide range of people such as gifts or books having to do with travel, retirement, how to live in balance, etc. If you know the person's likes and dislikes, send a custom item every third or fourth mailing. For example, if they are a fly fishing enthusiast, send a unique lure or a special edition of a fly fishing magazine.

Local gift shops can be a great help here. You can also check the latest edition of the D2 Wow Handbook for specific gift ideas. Don't skimp on the quality – you want items that will inspire wow and that will last. For example, about eight years ago, we had bobbleheads made of Travis Chaney, CEO of Dynamic Directions. Someone who received the gift just mentioned the other day that she saw the bobblehead in her office and it reminded her of Travis and Dynamic Directions. This is from a gift we gave eight years ago!

## OTHER EXAMPLES

Small Bluetooth speakers
Journals
Drinkware
Paper weights with messages
Cuff links
Cable management clips


Do not include any sales material in these packages beyond your contact information. This is not the time to sell – your goal is just to give them something of value with no expectations in return.
After the first couple of mailings, it might be a good idea to ask a few people on your list to coffee or lunch. Again, this conversation should not be a sales pitch. You should focus on getting to know the other person and how you can help them.

List some items you might be able to send to your list:

1.
2.
3.
4.
5.
6.

| NAME | CATEGORY (prospect, client, advocate) | ADDRESS | CITY | STATE | ZIP | DESIRED RESULT | CUSTOM ITEM OF VALUE |
|---|---|---|---|---|---|---|---|
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## BUILD YOUR SYSTEM

You may be wondering how you're going to pull this whole thing off. Here's the secret: you're not going to do it alone. In fact, as the advisor, your role will be to determine who is on the list and offer suggestions for custom gifts based on how well you know the people on the list. Your team will carry out the rest of the mission – you should give the overall responsibility to a certain team member and let them run with it until they are ready for your final approval.

You should also put a system and timeline in place to make sure everything happens on schedule. For example, if you want to do a mailing to your list every six weeks, how long before each deadline do you need to choose the gifts? When should they be ordered? When do they need to be packaged? Here is an electronic version of the spreadsheet.

| | MAILING DATE | PACKAGE DATE ( __ days before mailing date) | ORDER DATE (__ weeks before mailing date) | DEADLINE TO CHOOSE ITEM (__ weeks before mailing date) | ITEM OF VALUE |
|---|---|---|---|---|---|
| Mailing 1 | | | | | |
| Mailing 2 | | | | | |
| Mailing 3 | | | | | |
| Mailing 4 | | | | | |
| Mailing 5 | | | | | |
| Mailing 6 | | | | | |
| Mailing 7 | | | | | |
| Mailing 8 | | | | | |
| Mailing 9 | | | | | |
| Mailing 10 | | | | | |

Make sure your packaging is top-notch. If you're sending an envelope, what does it look like? Is it thin and generic or thick and high-quality? One of our clients once sent a book to Travis Chaney as part of his Top 100 system. The envelope was cheap and wrinkled, the address label was printed and generic and there was no note saying who it was from or how to enjoy it. The idea was good, but the execution was bad – you need to nail both!

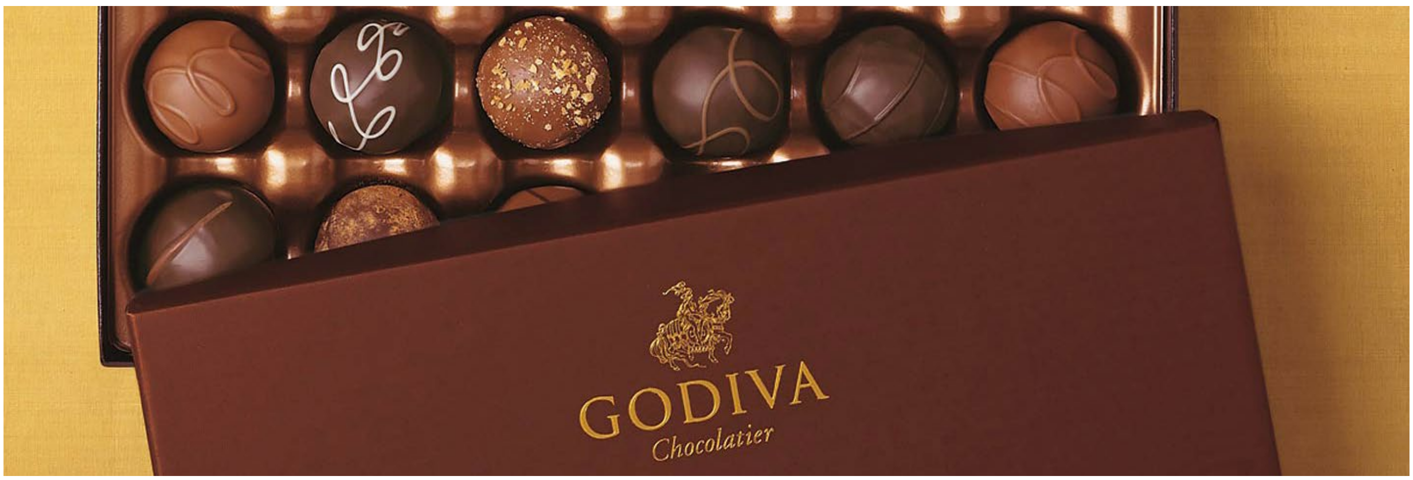
## HERE ARE A COUPLE OF SUGGESTIONS:

Invest in some quality wrapping paper and ribbon, and use the same material every time so your Top 100 know when something is from you just by looking at the packaging.

Also buy some nice stationary with your name printed on it. Use this to add personal, handwritten notes to the gifts you send.

Speaking of handwriting, you should handwrite addresses when you mail a package. This is more personal and shows you took the time to think of the person rather than just slapping a pre-printed label on the package.

As you put this part of your system together, think of Godiva chocolates. Women love to receive Godiva chocolate not just because it tastes good, but because the packaging is luxurious. Hershey has its place, but if you're going for memorable, stick with Godiva-level materials.




## TARGET AND HARVEST

You may have a fantastic social media presence that provides regular touches to clients and prospects, but this method of spraying and praying is a wide net that brings in unpredictable (and sometimes undesirable) results.

To achieve the level of business growth you are seeking, employ a target-and-harvest approach such as the Top 100. This approach focuses exclusively on those who are your best clients and those who have the capability to become your best clients.

Keep in mind that this method does not produce immediate results. If you are expecting new clients as soon as you send your first mailing, you will be disappointed. It takes some time to build relationships with those on your list, but it will be worth it if you stick with it. You never know when you will harvest the crop from the seeds you plant. Now go out and connect with your Top 100!

# Whatever success looks like in your mind, we can help you get there.

*We are an award-winning coaching and consulting firm specializing in building a better life and practice for financial advisors. We have won Franchise Consultant of the Year at our broker dealer three of the last six years, and we work with 75 practices across the country, including members of the Barron's Top 1,200 Advisors.*

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