Proven Marketing Ideas

Hello!

Marketing is fun!

Alissa Conklin, ChFC

With Trustmont 14 years

APPELMAN FINANCIAL

Two Disclosures:

ACADEMY OF PREFERRED FINANCIAL ADVISORS

Partnering with the Industry's Best Advisors

- All marketing ideas presented are approved prior to use by Trustmont Compliance.

Marketing Ideas

Here we go…

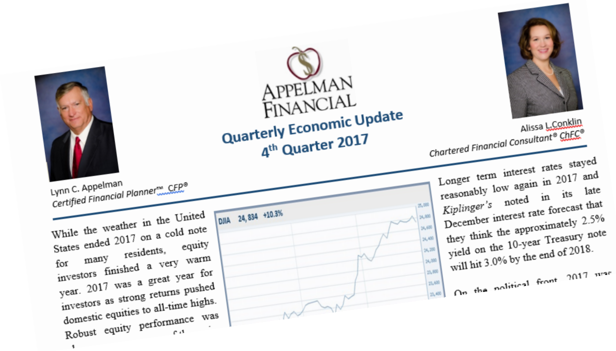
Proven Marketing Ideas

Our Multitouch Marketing System

- Monthly newsletters
- Client Appreciation Events
- Semi-annual and annual review process
- Client Advocate Club (referral club)
- Prospect Tracking Program: w/ quarterly calls and monthly mailings
- Birthday Cards/Birthday Lunches
- Holiday Gifts
- A-typical Holiday mailings

Monthly Newsletters

Our Multitouch Marketing System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Quarterly Economic Update

4th Quarter 2017

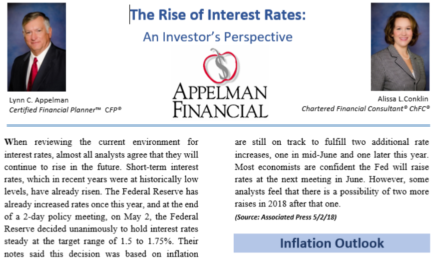
Lynn C. Appelman
Certified Financial Planner™ CFP®

Alissa L.Conklin
Chartered Financial Consultant® ChFC®

While the weather in the United States ended 2017 on a cold note for many residents, equity investors finished a very warm year. 2017 was a great year for investors as strong returns pushed domestic equities to all-time highs. Robust equity performance was

Longer term interest rates stayed reasonably low again in 2017 and Kiplinger's noted in its late December interest rate forecast that they think the approximately 2.5% yield on the 10-year Treasury note will hit 3.0% by the end of 2018.

- Welcome to 2018 Letter
- Tax Report in March and Year End Tax letter
- Quarterly Recap Letter
- Seed Packet Mailing – asking for referrals (A+/A)
- Various Tax, Investment, and Estate Planning Articles
- Christmas Letter – personal from Lynn and Alissa


The Rise of Interest Rates:

An Investor's Perspective

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Lynn C. Appelman
Certified Financial Planner™ CFP®

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When reviewing the current environment for interest rates, almost all analysts agree that they will continue to rise in the future. Short-term interest rates, which in recent years were at historically low levels, have already risen. The Federal Reserve has already increased rates once this year, and at the end of a 2-day policy meeting, on May 2, the Federal Reserve decided unanimously to hold interest rates steady at the target range of 1.5 to 1.75%. Their notes said this decision was based on inflation

are still on track to fulfill two additional rate increases, one in mid-June and one later this year. Most economists are confident the Fed will raise rates at the next meeting in June. However, some analysts feel that there is a possibility of two more raises in 2018 after that one.

(Source: Associated Press 5/2/18)

Inflation Outlook

“Help Us Grow” on each mailing…

Help us grow in 2018!

This year, one of our goals is to offer our services to several other people just like you!

Many of our best relationships have come from introductions from our clients.
Do you know someone who could benefit from our services?

We would be honored if you would:

- → Add a name to our mailing list,
- → Bring a guest to a client event,
- → Have someone come in for a complimentary financial checkup.

Please call us at (570) 784-1716 and will be happy to assist you!

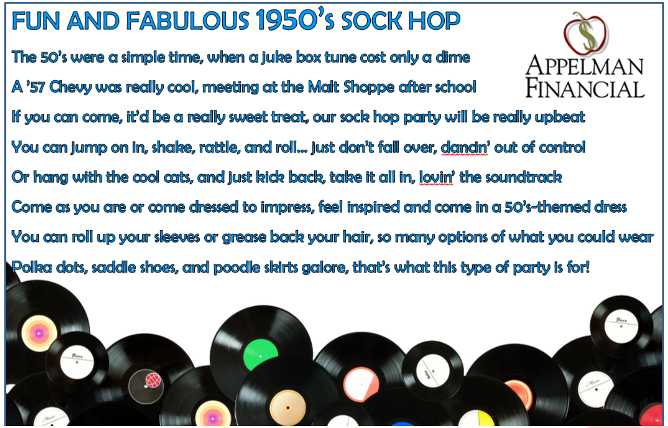
Invest in Your Clients

How are you enriching your client's lives? If you build your business on meeting client's needs – it will grow itself.

Client Events

Our Multitouch Marketing System

- New Client Dinner (new clients (A+/A)
- Platinum Client Event ($500K+)
- Client movie in the summer (A+/A/B)
- Annual Client Dinner A+/A



Client Review Process

- Semi -annual and annual review process
  - Postcard mailed and then staffs calls to schedule review
    - 2x year for A+
    - 1x year A and B
    - C and D offered review in annual mailing

Client Category Breakdown

- Semi -annual and annual review process

Platinum $500K + for Special Events
A+ Clients = $300,000+
A Clients = $100,000 - $299,999
B Clients = $50,000 - $99,999
C Clients = $10,000- $49,999
D Clients = < $10,000

Client Advocate Club (referral club)

Our Multitouch Marketing System

- If you have a system in place for referrals it will become natural and clients will understand what you are trying to do..grow! Part of our system is the “Client Advocate Club.”
- We hold events for our clients and ask them to bring guests in the invite. We ask for names for our mailing list. Once a prospect comes in for an initial meeting, we then reward the client for helping grow our business by inviting them to a "Client Advocate Club" event. Last month we invited 31 club members to brunch and a historical collection museum to say thank you.

Client Advocate Club (referral club)

Our Multitouch Marketing System

- Ask for referrals in review appointments.
- Ask for referrals at client events and seminars.
- Ask for referrals in monthly newsletters.
- Get your staff on board too. Have someone devote one day a week to implement your marketing program.

Thank you

Thank You for Helping with Our 2018 Growth Initiative

What is a Client Advocate?

A Client Advocate is a client who refers us to a friend, colleague, or family member who can potentially become a Gold Medal Services client that fits our Ideal Client Profile.

Whether this friend or family member does business with us or not, you qualify to be a client advocate.

Client Advocate Event

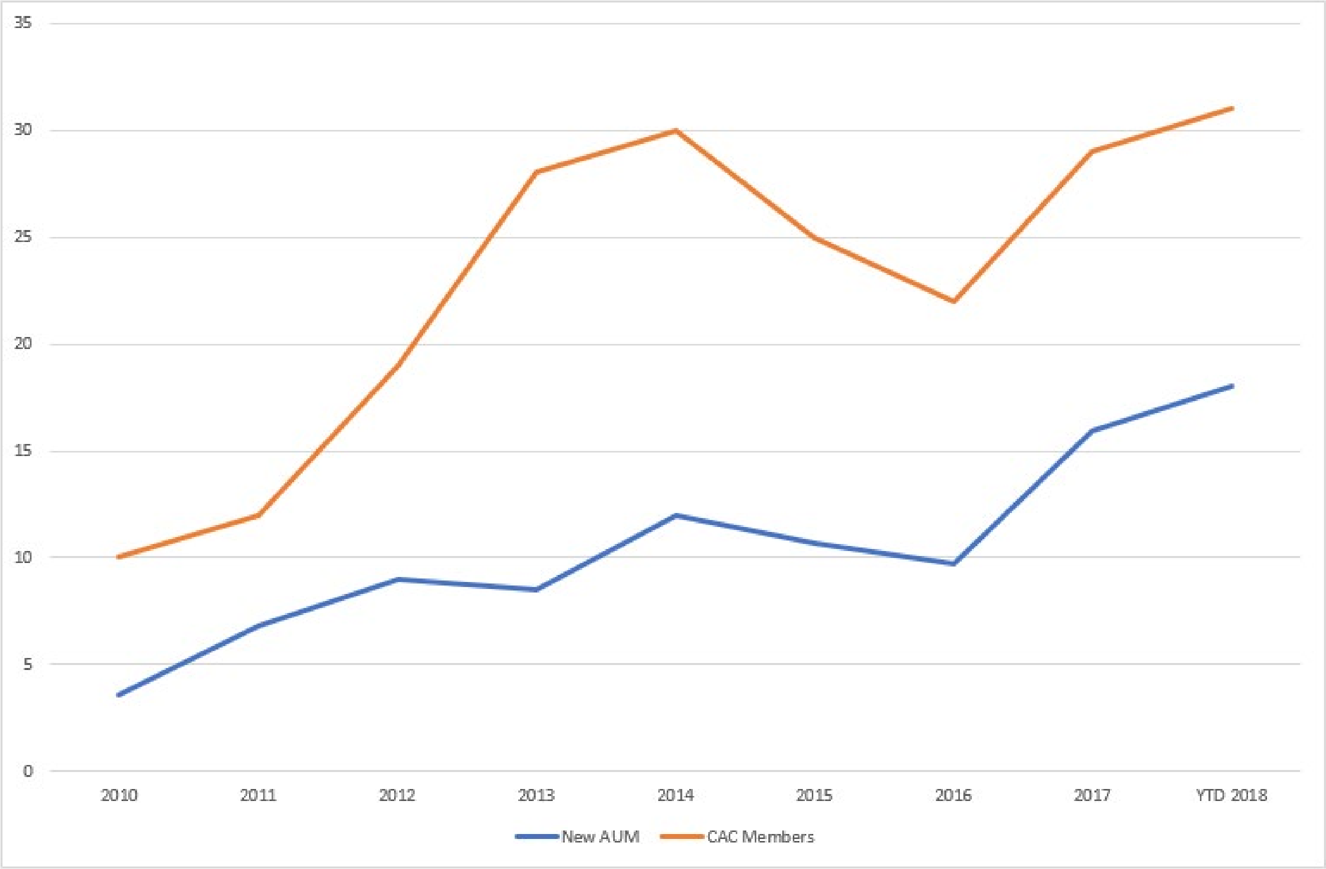
In 2018, those clients who refer someone who then comes in for a free financial checkup will be invited to a special Client Advocate Event during the summer.

This year we will be enjoying a brunch and visit to a one-of-a kind collection!

Client Advocate Club 2018 Event

Brunch at Rolling Pines & a Visit to Bill's Bike Barn

We are pleased to offer our Client Advocates a unique outing they will not want to miss! We'll share a delicious brunch at Rolling Pines then go to nearby Bill's Bike Barn for a trip down memory lane! Bill's has local treasures and surprises from around the globe! This is a small sample of some things you'll see there:



Client Advocate Referrals & New AUM

Just Ask!

"Are you aware we are accepting new clients? Do you know anyone who might benefit from our services?"

Prospect Tracking Program

Our Multitouch Marketing System

- We make quarterly calls to our prospect list and send monthly mailings
- List of prospects can be generated from:
  - Any guest who attends an event
  - Referrals from clients
  - Referrals from other professionals
  - Clubs and Organizations

Birthday Cards/Birthday Lunches

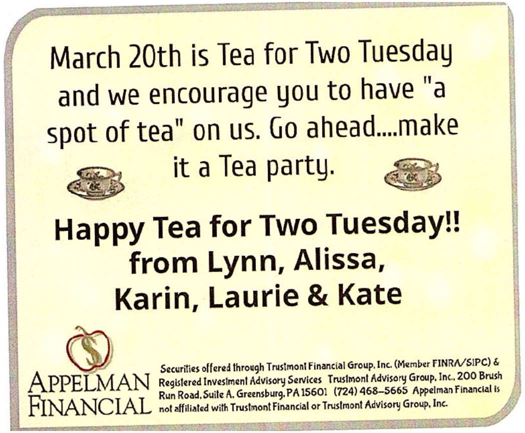
Our Multitouch Marketing System

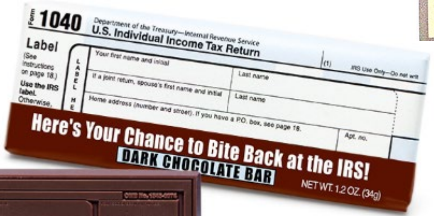
- Hand written birthday cards with a $5 DD gift card A+
- Hand written birthday card for A and B clients
- Group Birthday lunch at local restaurant for A+ clients (as well as their spouse's birthday)

Holiday Gifts and A-typical Holiday mailings

Our Multitouch Marketing System

- Bite back at the IRS cookies or choc bars
- "Send a Ball" to retirees
- Holiday Gift – Pie, CD, Sparkling Cider etc.
- A-typical mailings – Tea Day





Operations Ideas

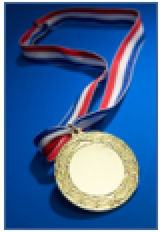
Here we go…

Service = Referrals

- First, you have to have grounds to ask for a referral?
- Are you giving them top notch financial services?

Service = Referrals

- We strive to provide service to our clients that exceeds expectations!



Gold Medal Services

The New Standard in Personalized Wealth Management

At Appelman Financial our clients come first!

Service = Referrals

- Help them! Go the extra mile.
- Always return calls promptly
- Always educate and calm concerns for clients
- Always have friendly and warm staff….so important!
- Send cards as needed(condolences, get well, congrats)
- Advisors need to invest in their education
- Tax Planning – being Proactive, not Reactive

Initial Meetings = Referrals

Initial Client Interview

- TELL THEM the 1st appt is only to gather data
- Gather information – Goals, Needs, and Worries
- Build trust and show knowledge
- Focus on taxes, estate planning, and social security topics first – investments last
- Discuss fees, services, and referral expectation
- Goal of the 1st appointment is to make a 2nd appointment!

“

Bring your authentic self to the table. **Authenticity builds trust**. Trust is at the heart of any successful relationship. - Carla Harris

Client Reviews = Referrals

Serve and Protect your existing book

- “How is your health? Cash flow? Any major changes lately?”
- Economic overview and tax law updates
- Results of their portfolio – discuss any upcoming changes
- Have any “action items” been completed since last meeting?
- Talk about upcoming client events
- ASK for referrals – “Do know anyone who could benefit from our services?”

Marketing Calendar = Referrals

Serve and Protect your existing book

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2018 Marketing Calendar

*Please note: We need to leave 14-day lead time for compliance approval!

January	FB x4, Color P.E. Ad x3, Electronic Sign x2, Website Updates	Clerical–$800
	AGAPE Dinner, Jan 3rd @ 5 p.m.	$1500/yr
	Birthday cards, Send-a-Ball to Retirees	Kate –$40
	Mailing: from APFA-Welcome Letter (with Gold Medal Services cover page to clients + Compare Our services cover to prospects) A+/A clients & prospects	Kate/Laurie-$300
	Birthday luncheon, Jan 18th, noon @ Perkins for A+	Lynn/Alissa - $150
	Tax Prep Letter to clients who use AF and 529 Plan letters	Alissa–$50
February	FB x4, Color P.E. Ad x3, Electronic Sign x2, Website Updates	Clerical –$800
	AGAPE Dinner, Feb 7th @ 5 p.m.	All –$1500/yr
	Birthday cards, Send-a-Ball to Retirees	Kate –$40
	Mailing:4th Quarter Tax Report (A+/A clients & prospects)	Kate/Laurie - $400
	Special Mailing: Bite Back at the IRS Cookies (A+ clients)	Laurie/Kate - $1150
	Birthday luncheon, Feb 22nd, noon @ Perkins for A+	Lynn/Alissa - $150
	New Client Dinner at O Li Ran, February 12th @ 6:30 p.m.	ALL–$800
March	FB x4, Color P.E. Ad x3, Electronic Sign x2, Website Updates	Clerical –$800
	AGAPE Dinner, Mar 7th @ 5 p.m.	All –$1500/yr
	Birthday cards, Send-a-Ball to Retirees	Kate –$40
	Mailing Newsletter (none this month, APFA sent tax letter very late)	0
	PF Banquet at the Pine Barn Inn March 24th at 6 p.m.	ALL–PF budget
	Birthday luncheon, Mar 22nd @ Perkins for A+	Lynn/Alissa - $150
	Call 1/3 Prospects/Offer Appointment	Laurie–$0
	Mailing: Tea bag (March 20th)	Laurie–$200

Want big impact?
Focus.

Focus

Visualize your goals. Then, write them down.	Take Steps	Avoid Distractions
How many new clients do you want next year?	Now implement them…one at a time.	Technology
How many client events should you hold?	Keep reviewing your process and goals.	Social Media
How many client reviews do you need to conduct in the next 3 months?	Stay Determined - Don't leave a goal unfinished before you move onto the next.	Multi -task less
		Daily business activities

Invest in Your Staff

You are only as great as your team . You can teach anyone anything… *except how to care for people* .

This program is scalable up or down.

2 Advisors

3 Part time assistants –

Each work 2-3 days week

Invest in Yourself

Find energy sources in people and programs so you can stay focused.

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OCTOBER 18-19

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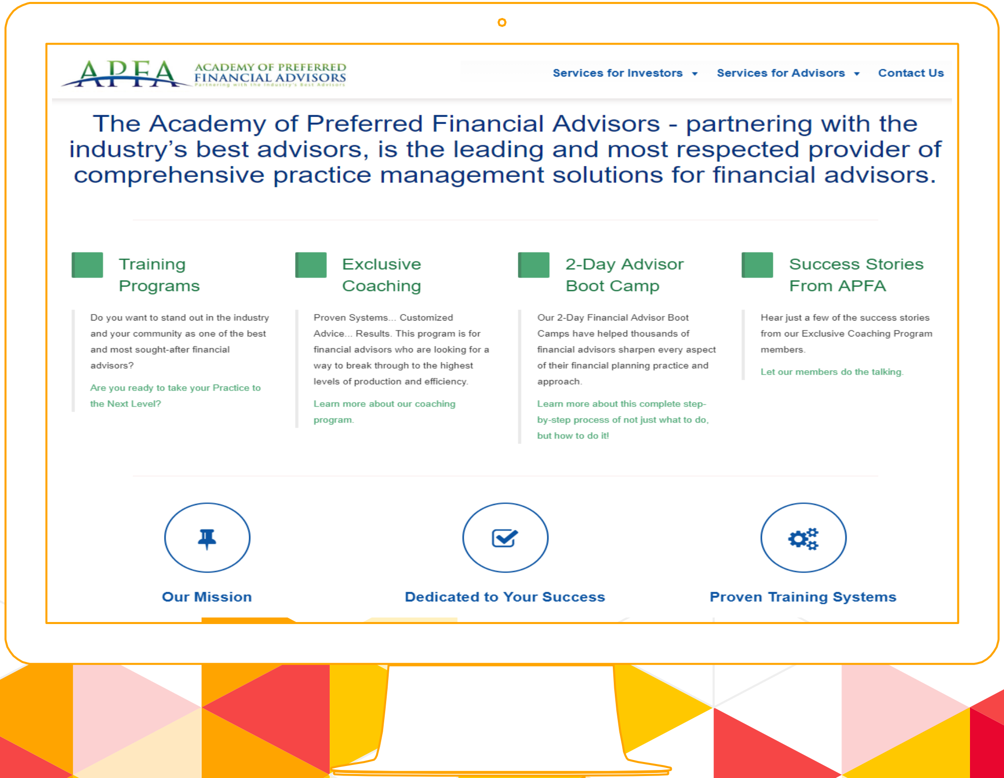

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"Not just what to do, but HOW to do it."

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They focus on office management systems, elite advisor client services, business growth and education for advisors.

Don't be distracted by "what's new." Keep doing what works a little better each year. We have stayed focused in the program since 2010. Since 2012 we have more than doubled our total AUM book of business. Each year we evaluate and tweak our plan.

“

A vision gap is the space between what you are doing and what you could be doing. - Chris Hodges

Q & A

Questions?

Thanks!

You can find me at

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