

White Paper on Marketing For Financial Advisors:

THE FIVE-TOUCH MARKETING SYSTEM

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THE FIVE-TOUCH MARKETING SYSTEM

HOW TO ATTRACT THE WORLD TO YOUR BUSINESS AND HAVE THEM CONTACT YOU ALREADY COMFORTABLE WITH YOU AND YOUR COMPANY BEFORE YOU EVEN MEET THEM

In sports, if you have ever tried to learn something new, you know it can be a frustrating process. For example, if you have ever learned to play golf, you know it can be challenging to learn how to drive a golf ball off the tee. There you are, hitting ball after ball on the driving range. Along comes golf pro and gives you a few pointers and you try them. You decide that no matter what, you are going to learn how to hit a tee shot. Remembering that you have that company golf tournament next week and you don't want to be embarrassed. But you only have a few days to learn it. Ball after ball, trying to change your grip, change your stance, change your swing. Testing and trying and slowly it is starting to take shape. Then, to your amazement, all of a sudden, you drive one effortlessly like never before. Wow, you say to yourself, was that easy. I wish I knew how easy it is. You lean over and reach for another ball and put it on a tee. Stance ready, grip ready, head down, and then whack. Wow, another beautiful shot. Now your excitement comes over your body and a grin from ear to ear automatically appears. You discovered the secret. You hit another, then another, smashing them straight down the driving range. You look around to see who's watching. You notice a young man struggling to hit the ball as he turns to watch you whack yet another ball straight down the fairway. You decide to go over and offer a few simple tips, then resume your booming drives. You have mastered it. Learning how to hit the ball like a master is learned by doing.

LEARNING INVOLVES ACTIVITY MARKETING INVOLVES ACTION. ARE YOU STANDING IN YOUR OWN PATH TO SUCCESS ?

You cannot pick up a book, then hit a golf ball like a golf pro. You cannot go to a golf seminar then join the pro golf tour. You learn by doing. So true is marketing. I learned by trying this, trying that, testing this, implementing that. Then all of a sudden, I discovered my booming drive in marketing. It is called the five-touch philosophy. The only way to learn how it works is by doing it and trying and testing and implementing. Then finally it all comes together because you were not afraid to try and learn how to accomplish your five touches. I will explain the philosophy first, and then show you step by step how to implement it and learn by doing. Once you see yourself actually implementing and" doing " your five touch philosophy, you will discover the secret of marketing and why the five touch philosophy works so well, compared to most marketing methods I have learned and tested while reading hundreds of books on marketing. I learned to attract people to our financial advising business (total strangers who called me), told us everything about themselves and then invest their life savings with our firm. I discovered the "Five Touch" philosophy while testing and implementing different marketing ideas into my business in 2002 while I was co-writing and researching information for my first guerrilla marketing book " Guerrilla Marketing For Financial Advisors " with Jay Conrad Levinson, Trafford Publishing September 2003.

Let's say you own or manage a small business. You are trying to figure out how to attract more people (customers, clients, consumers etc.) to your business. Yet, you have tried several marketing ideas, all which work to some degree, however you know there must be better and simpler ways to attract the right people to your business. Let me share with you the "five touch" system I discovered while trying several (I mean over forty) different marketing ideas when I was doing research. So what is the five-touch system anyway?

WHAT IS THE FIVE TOUCH MARKETING SYSTEM ?

If I asked you the name of a great marketing idea, you could probably name a few. However, if I asked you the name of a great marketing system for small business, could you name any? The five touch system is exactly what the name implies, a system to develop five touches or contacts with new customers or prospects.

For example if I asked you the name of a great financial advisor and you said a name I have never heard of, I might not feel comfortable going to see them. But If I had heard of them before, saw their ads or marketing and received possibly a mailing, seminar invitation and phone call, I would feel more comfortable in seeing them. Here is another example. Imagine you are driving along a highway and your spouse turns to you and says, we need to eat, but we don't have much time. The next stop there is two restaurants, one is a common food chain, and the other is a local diner. Which one do you choose? Like most people when asked this question, they are in a rush, so they go to the recognizable name brand or chain food restaurant. They go to where they are going to be most comfortable. Now I did not say the cheapest, the best service or best value. Did I mention quality? No, none of these entered the equation, yet so many businesses try to market themselves as good value, good price, excellent service or great quality. The diner across the street from the chain restaurant offers great service, selection price, value and quality ingredients, yet day after day people pass by this restaurant and they wonder why. Is it for only people who are not in a rush? Guess what. The whole world is in a rush. The owners thought they put the proper ingredients together to make a great restaurant, yet the doors are open and the parking lot across the street is full every day and theirs is empty. They have not learned the five touch philosophy of marketing.

HOW DO PEOPLE GET TO KNOW YOU AND OR YOUR BUSINESS ?

Use the law of familiarity to your favor. Successful marketers know that through their constant marketing programs, people want to know about your business before they will do business with you. How do they get to know your business?

I discovered that I was 80% more successful after the fifth contact. People knew us and we comfortable in choosing us. For example, I developed a system, which I will share with you to develop five touches or contacts. The reason why is in the numbers:

5-10% chance of having a person become a customer or client after one contact

10-20% chance of having a person become a customer or client after two contacts

20-30% chance of having a person become a customer or client after three contacts

I also discovered that most marketing programs stop or marketers give up after three tries

30-40% chance of having a person become a customer or client after four contacts
50-70% chance of having a person become a customer or client after five touches or contacts
It amazingly jumps up after five touches
70-80% chance of having a person become a customer or client after six and seven contacts
50-80% of all new business developed after the fifth, sixth and seventh touch or contact

I also spoke to several financial advisors who were doing different marketing strategies and discovered some interesting information.

40-50% of advisors will call once and never call again

25-40% will contact a prospect the second time and follow up

10-20% will contact them three times

5-10% Will contact or touch people five times or more before doing business with them and become very successful opening new accounts 70-80% of the time and earning in the top 5-10% of advisors.

Why stop marketing after two, three or four times when you are halfway there. Your chances of success can be greatly increased if you continued or developed a strategy to do five touches or contacts.

QUICK FIX MARKETING DOES NOT WORK

When was the last time a prospect or customer gave you a big account or bought a big-ticket item on the first meeting? The system is to have as many touches as possible. So why don't people do business with you or your company? There are several important reasons why people do not do business with you. First off, they don't know you, have never heard of you, therefore, you don't exist in their mind. Second, even if they have heard of you or know you slightly, they really don't know you, your company or what you or your company really does. Most company names you mention to someone, the first question they will ask is what do they do. Whenever you meet someone new in business, you usually ask, "What do you do?" People want to know what you do. Third, and most important, even if they know you they are not familiar with you or do not feel comfortable doing business with you. In other words they don't trust you or your people or your business enough to engage in any transaction. Fourth, now they know you, possibly even comfortable enough to do business with you but do not see the perceived value or benefit of doing business with you (meaning you, your staff or your business) Fifth, you now have to differentiate yourself from the competition. Someone or business they already know and trust, and see the benefits. It is a five-step process.

Once they know you, and are familiar with you, trust you and see the benefits to them, and they see why you versus the competition, you know have a greater chance of doing business with you than the one down the street. They will respond to your marketing and have a 50% or greater chance of attracting a new customer through your marketing than you did before you started reading this book. Here are the five key steps to overcome on your marketing:

5 KEYS TO OVERCOME ON THE PATH TO SUCCESSFUL MARKETING

1. Get to know you (or your staff and business etc.) familiarity
2. Get to know what you do (what your business does) and see what the solutions are that you offer-solutions
3. Get to trust you and or your business-trust
4. See the benefits to them (not to you) -benefits
5. See why you are different from competitor -differentiation

Once you have built a system to develop familiarity, solutions, trust, benefits and differentiation, then they will respond to your marketing and be more receptive to your offerings.

Attract customers to your business, and have existing customers develop loyalty like best friends.

HOW DO YOU ATTRACT PEOPLE EVERY DAY TO YOUR BUSINESS ?

Did you know that a typical ad, which runs every week, is not usually seen by your prospects after it is run for eight months. A guerrilla ad can be seen much more quickly. I found talking to marketers of small businesses that they sometimes give up after the fourth contact and wonder why they are not successful. They are 80% of the way there and all they have to realize is people will not do business with you until they are familiar with you and comfortable. They fail to realize that you need to constantly market to your prospects and customers in different ways to make them familiar with you. During one seminar I gave, a financial advisor asked when should I give up on a prospect? The answer is simple, when they are no longer qualified. If you believe that you have answers to their problems and you can solve their problems better than anybody else on the planet, then why wouldn't you want to continue to try to help them? Believe in yourself through your marketing. You have the power to help them.

Here is an example. First you need to get the customers attention. Whether you do a targeted mail drop, email or ad to your target audience, you are trying to generate a response to have them take another step in getting to know you or your business. For example here is what I set up in my financial advising business. It started with a simple advertisement in a local paper targeted to retirees (my target market for this campaign) that had a strong call to action in it (which I will explain in more detail later) The call to action is to give FREE information that solved a problem for my prospects. In this case it was how to avoid costly money mistakes such as paying too much tax, taking too much risk in retirement or not properly protecting your assets. In the ad there is my website address and my business address. I ask them to call for the free, but problem solving information. In the ad it states that they can call 24 hours with the use of an answering machine. They could also drop by my business since the address is on the ad. If anyone read the ad and are interested, then they could also learn more at my website. The same ad is on the website, so if they are interested, now they have the option of emailing me a request to receive the free information (which is always mailed and never emailed). They are now online reading and learning more about us. The natural tendency of people doing

business with you is they want to learn more about you and your business. Give them that opportunity. That is one of the main reasons why every business on the planet should have a website. It allows people to connect with you and your business in a comfortable way. At this point they have not contacted you. In the local paper I would always back up an ad with an article or advertorial, which is a paid article. The article would talk about all of the financial errors retirees make with their finances and the problems it can cause. I see people making simple but costly errors with their retirement plans every day, so I developed a few articles to address and identify problems I have seen with my experience, making it realistic and illustrating true life examples that people may relate to. At this point, they have seen one of my ads(one touch), which I run every few weeks, see articles(two touches) which are also run every few weeks, and go to the website (three touches)to learn more. Then they possibly may ask a few people (four touches) if they have heard of our firm or us. At this point they have not contacted us, and I do not know who they are. However, they know who we are, and what we do and how we specialize in our business with retirees. They have three or four touches. An ad, an article, possibly the website and possibly ask a friend or colleague about us. It is only then that they know enough about us to request free problem solving information designed specifically for them. The program is repeated every few weeks. In the financial business I know that people have a major money or tax issue at least two times per year. I know that they may have a money issue coming up in a few months, so they choose to ignore the ads for now, but I have planted a seed. Eventually the money issue comes up, they have a financial problem and my booklets of information that they can get for free can help solve their problem. They decide to pick up the phone, or email us for the free information. They can call or email us anytime. We gather their contact information and mail it out to them. They are looking to solutions to their problems and who does not want to avoid making errors with their money in retirement? The people that call may also be looking for someone to help them with their problems also or may be searching for a second opinion. We now have permission to contact them. We know they are interested, motivated and somewhat qualified, because the information is targeted to people who are retired on Vancouver Island in British Columbia. Once we receive their contact information, they are sent the information along with a free book (which I buy). WHEN WAS THE LAST TIME YOU THREW AWAY A BROCHURE ? HOW ABOUT A BOOK ?

People never throw away books, especially retirees. They will throw out your marketing materials, cd's brochures etc, but never a book. The package has articles, which I wrote about solving their financial problems, so they know that we are the ones who know about the problems, not some generic brochure. Inside the package there is a secondary call to action for solving more financial problems. We put in a call to action about protecting their assets and strategies to guarantee their investments in retirement. They have the option of calling or emailing again for more problem solving packages. They will also receive information about us in the package and the benefits of dealing with us along with a free one-hour consultation, no obligation information session on how to avoid costly financial errors in retirement. A week or so after they receive the information package they will receive a follow up letter and an email to see if they want to come in and talk to us for free. After all they have had at least five touches with our office and know who we are and what we do. A few weeks after that they are sent an invitation to attend one of our information sessions or seminars on the exact topic that is discussed in the problem solving information kit, planning a secure retirement and costly

financial errors in retirement. We send the seminar invitation for one reason only. It gives people a chance to come and meet us without committing themselves to a one-hour consultation where they will be sold something. Most people are afraid of the high-pressure sales pitch. This gives them an informal way to meet us and get comfortable with our firm. At the seminar the focus is about addressing problems seniors and retirees have with their finances. They can sign up at the seminar for the free one-hour session or request the additional information kits on protecting their money and guaranteeing their retirement.

GIVE PEOPLE THE OPPORTUNITY TO CONNECT WITH YOUR BUSINESS !

At this point we have had five touches with them and we only have their name and contact information in a database. It is at this time that a few weeks pass and we will get a call for an appointment. This is the fun part. Some strange person or couple has called in for an appointment. They know everything about us, possibly met us at the seminar or workshop. They are prepared to tell us everything about themselves and their financial problem. Because they are comfortable with us and know who we are they are usually prepared to invest their retirement savings with us. Now think about it for a minute. A stranger calls us, tells us everything about himself or herself in the first meeting and is prepared to give up most if not all of their money to you. Weird concept, but that is how the five touch system works. They have had a minimum of five touches or contacts before that point. Here are some of the touches

1. A targeted advertisement or mail drop
2. An article or advertorial
3. Check our business out on the website
4. Phone a friend or colleague to find out more about you, sometimes their lawyer or accountant or other business professional
5. Call in or drop in to request one of our information kits
6. The kit is mailed out
7. A follow up call to see if they received the kit. (We are also making sure we have the right address and phone number)
8. A follow up request for additional kits or a free one hour consultation
9. A seminar invitation is mailed
10. A follow up call is made to see if they would like to attend the seminar
11. They attend a seminar
12. They receive additional follow up requests (drip method which I will discuss next)
13. They email us with a question to see how we respond to them
14. They receive an email from us
15. They call our office to book an appointment

At this point you can see that the system is designed for more than five touches, but it takes a combination of five touches to get the system going. Remember, it is not five mail drops, but consecutive marketing activities along with a combination of other actions that make up the five touches. In other words, it is five different touches, not five of the same marketing contacts or touches.

Once you have people call, email or drop in on your company with their contact information, you can develop a drip system to capture these people over time. What we did was to send them a monthly email, if they have email to keep in touch. We also sent monthly one page mailers about different financial errors we see retirees making. They would also receive future seminar invitations that were designed to be exclusive invitations, not just a mass seminar mailing, since we wanted a more personal contact at the workshops, not just a big seminar. We tried to restrict attendance to 20 people. We then planned to put them on a bi monthly marketing campaign to continue to attract them, however we fortunately were too busy with people calling us that we did not have time for all of these additional people, so we just stayed with an email.

DO YOU HAVE A PROSPECT FOLLOW UP SYSTEM ?

Obviously there are several drip-marketing programs that we could develop to keep in touch with these prospects or new customers to attract them also. Over time we found that some of them would call in months after receiving the information package. We also found that following up with a phone call to make sure their received their information kit was critical to the program. This was one additional touch or contact. Eventually we help another client solve their financial problems and all because we are persistent and have a marketing program that is based on five touches, not just mailing and calling. Remember they called us for the appointment and because they want to come in and discuss their financial problem or challenge, not because we advertised about our products or services, but problems.

The success we had with the system will help you follow-up, establish trust, develop your customer relationships, and receive more referrals and new customers than we could handle. The five-touch system is all about developing trust with you and your company and long-term relationships. "Trust is the single most important prerequisite for creating client relationships that produce big results with little time and effort. The two most critical elements in creating profitable client relationships are emotional involvement and trust. Without emotion, people will not act quickly on your recommendations. Without trust, people will not believe that you are acting in their best interests". *Bill Bachrach, Values-Based Selling .Bachrach and Associates. - www.bacharachvbs.com*

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It is important to note that this system did not work overnight. It was created and refined over time. There are a few key elements to the system. First it is measurable. We know how many people call each week off each different advertisement. We can measure the cost of the ad and the people who came in and measure the profitability of each ad. We cannot measure the impact of the article or advertorial. However each time the ad ran with an article, the response rate usually doubled. We know the seminars and workshops cost money, but they too are measurable. We gained some really nice people as clients doing the workshops, so I would highly recommend them as part of your five touches. Second, a guerrilla marketer knows that persistency is key. We did not abandon the system once we were really busy, we kept on marketing. It is like stopping a 500-car train. Once you stop, it takes a ton of energy to get it going again. Third, it focuses on certain people that I am trying to attract. If your audience is everyone, I would recommend seeing if you cannot define a target market or target markets.

CLONE YOUR TOP CUSTOMERS

Maybe you have several markets you work in, each one would have its own five-touch system designed for them. Fourth, the information kit is part of the guerrilla marketing philosophy. Invest time energy and imagination, not necessarily money into your marketing. Sure the ads and kits cost money, however I was giving away something for free. It is free information and a free book. In an information age, every business can give away free information that solves a problem for your consumer. If you sell windows, you can give free information on how to avoid spending a fortune on buying windows and making mistakes when purchasing windows. That would be a valuable kit to builders and consumers of windows. You can give away free samples if you have them, but giving away something for free, especially information that solves a problem is invaluable. Fifth and final key to the system is that it is a system. Each component is thought out and delivered as a touch or communication. Give people you don't know an opportunity to build a relationship with you, your associates and your company. It is the touches that give familiarity, comfort and trust to your business. Once you develop your system, you will find as I did they will call you, tell them everything about themselves and give you their money.

We created a few key relationship builders with our firm. We let people know that we only deal with nice people. That is our motto. We also made sure we have good biographies in our information kits and on our website. I learned that a biography is critical to business. People want to learn how to connect with you and find common ground. Give them that opportunity. Make sure you and your staff has good biographies on your communications materials as well as your website. Tell people something interesting about yourself. Tell them a mini story about you, your company. People remember two things, pictures and stories. Make sure you have both. For example, I played professional hockey in Europe. That usually generates questions or a discussion about hockey. (As most Canadians seem to talk about hockey) This allows the reader to connect with you, builds familiarity and allows people the opportunity to build a relationship with you your company or someone on your team. For example have you ever been to a restaurant and there is a story about the history of the restaurant on the menu. Do you read it? Absolutely. It helps you connect with the restaurant. What interesting story can you tell about your business?

WHAT IS YOUR STORY TO TELL THE WORLD THAT PEOPLE CAN REMEMBER, SHARE AND RELATE TO ?

Here is a comment from the father of Guerrilla marketing Jay Levinson: "Guerrillas know that the single most important element of superb marketing is commitment to a focused plan. Do you think commitment is easy to maintain after an ad has run nineteen times and nobody is buying? It's not easy. But marketing guerrillas have the coolness to hang in there because they know how to get into a prospect's unconsciousness, where most purchase decisions are made. They know it takes repetition. This knowledge fuels their commitment. Anyhow, they never thought it was going to be easy. As real estate is location location location, marketing is frequency frequency frequency".

With the world today going high tech, it's no wonder why old world marketers are successful because they are high touch. Today's Guerrilla Marketer knows they need to combine high tech with high touch. As I showed you the five touch system, here is a list of potential touches or contacts that you can use to develop the your five touch system:

1. Ad
2. Email
3. Website
4. Mail drop
5. Direct mailing
6. Targeted mailing
7. Inserts
8. Website link
9. Web ring
10. Articles
11. advertorials
12. FREE samples
13. Contests
14. Free giveaways
15. Referrals
16. Word of mouth

See Guerrilla marketing 100 list (www.gmarketing.com)

Are You Losing Business With Your Prospects Customers and Leaving Money on the Table With Your Clients?

The five touch system is a process that keeps working day in and day out of finding people that will want to do business with you, qualify people and have them call you. Isn't marketing supposed to work for you? Imagine what it could mean to your business if a system was in place to generate new customers on a regular basis? Marketing systems such as the five-touch system is key to my success and can be yours too.

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Grant Hicks has been successfully selling business-building ideas since 1989. These ideas are based on his everyday experiences as a retirement planning specialist and business builder. He managed a financial planning firm and built it up over 3 years from 20 advisors to more than 70 advisors. He then went back to managing clients and as a Retirement Planning Specialist and rapidly built up his business from \$1 million to more than 120 million. Now in his new role as Vice President, Western Canada for Manulife Securities, Grant is in charge of helping advisors develop their business to reach their full potential.

His web site www.financialadvisormarketing.com is a virtual search engine for marketing for investment professionals and the financial industry with hundreds of links to the best marketing ideas and strategies in the industry today. He holds the Chartered Investment Manager (CIM) portfolio management designation from the Canadian Securities Institute and is a Fellow of the Canadian Securities Institute (FCSI), the highest mark of professionalism in the Canadian Securities Industry. Grant has been an invited speaker by many organizations including TD Bank, Manulife Financial, Standard Life, Vancouver Island University, Advocis, RDBA Registered Deposit Brokers Association, RBC Dominion Securities, Scotiamcleod, and the Guerrilla Marketing Association.

Grant is married with two children. He enjoys hockey, golf, boxing and skiing. He played professional hockey in Europe before starting his career in the financial services industry.