

Prospecting in the Spring

Okay first answer these three questions:

1. How many meetings do you have in your diary this week?
2. What is your average at the moment?
3. If it's not 10 a week, or an amount you have targeted, why the shortfall?

It's not a trick question. If you have all you need then the next ideas on our list...are for you to keep in reserve.

If there is a shortfall then consider the fact that you are using ideas that you don't like, or more likely, you are NOT using the ideas!

So let's crack on with:

Unusual advertising

We all know that usual advertising doesn't work. Putting adverts for life assurance and pensions tends to only have an effect if it's being done by an insurance company itself. For the sole trader or small business – you have little chance may we suggest.

A while back I saw a great advert drafted by a colleague who like other parents were invited to post up a bit about what they did for a living – so he put this up in his son's school:

If money and numbers keep you up at night, and I'm not talking about your children's maths homework, I am a professional with some unusual solutions. I am even willing to spill the beans!

I'm definitely attending the next Parent/teacher association meeting. If you are curious, do ask. You're going to love what I have to show you!

Ken Birchell

So he had an advertising opportunity – and he took it. This doesn't constitute any breach of compliance because of the type of advert, and where it's being displayed.

The challenge that most advisers have is failing to spot the opportunities to 'advertise' in unusual ways.

If you decide to open your mind to possible opportunities, then you will get the breaks.

Now I know what you're wondering...how did he do!

Apparently there were eighty-two people at the meeting, seven people asked him a question when he introduced himself, four agreed to meet up with him and two parents became clients.

But wait! There's more...

Of those two clients, he was given personal introductions back into the same group. At last count he had eleven parents who were now his clients. One of his most popular conversations is around school fees planning.

Unusual mailshots

Is in a similar vein - Think outside the box and you can grab attention more effectively.

HOT TIPS

1. A mailshot can be a single letter you send out once a week!
2. Normally people are most likely to respond on the third letter.
3. Always include something in the envelope other than the letter.
4. Mail is back in fashion. E-mail is out of fashion – where getting your message out is concerned.
5. Long three pagers have less effect than a few short sharp paragraphs. Strange but true. Clearly you must intrigue and tantalise if you are writing several pages. (E-mail us if you want a copy of this!)
6. Follow-up IS a good idea – and dramatically increases the efficacy of your marketing.
7. Always have a banner headline that's unusual, and a great teaser of an opening paragraph.

Finally:

Humour

Needless to say that if you inject humour into your messages, people are less resistant to reading what you have to say.

I know of one adviser who had a contact with a cartoonist. He advertised his business with cartoons. In fact he did a three-part mailshot with a cartoon in each, and each cartoon told a story so they

were interlinked. Now that's unusual.

Provided your offering is done in a professional way with integrity, the market is truly yours. Also remember that most advisers will read all of the above and take NO ACTION whatsoever. We hope this isn't you!

Every success until the next time,

Sandro and Glen