**January 25, 2018**

**Summary of Today’s Q&A and Hot Seat Coaching**

**Attendees:**

* Kevin Jacobs
* Tony Sifuentes

We covered a quick overview of the four ways to grow revenue in your business:

1. Attract more, high-quality leads
2. Improve Conversion
3. Increase Client Engagement
4. Revisit Pricing/Service Offering

**Today’s theme that emerged through discussion was setting a higher bar for the type of client to bring in to your business.**

Kevin came into the call stating he has 43 annual agreement clients with a $5,174 average fee.

His minimum as stated on his web site was $3,000 (which was not actually upheld since he has about half dozen clients under $3K).

Kevin increased his minimum to $5,000 (and already updated the site) and has a 3-year plan to step up existing clients. Some of these may drop off / leave as they cannot pay the fee. He also decided not to take on any more tax-only clients .

Kevin set a goal of 45 annual agreements --- which is assuming some of the existing clients drop off. This will let him keep the size of his firm (being the only planner/advisor). His intention is to replace the lower $ value clients with higher $ value ones.

When asked to calculate the last 10 clients he brought in, the average was ~$6,200 (Kevin, please correct). 2 x 1250 clients brought down this average.

The question for him to answer: Should the stated minimum actually be higher?

Tony shared his goal of 50 clients annually, up from his current 27. (NOTE: he face works for insurmark providing business consulting services for financial advisors and selling insurance and investment products….same goals for growth, different target audience). He wants he target annual revenue per client to be $7200.

For Tony, we discussed more about what his strategy will be to build his personal brand (to attract in more of the type of client he desires). Tony wants to dominate social media with his presence and is highly focused on a content strategy.

Tony already completed the exercise of 10 aspirations and 10 worries of his target audience so he can formulate his content calendar for the year.

Tony will group together the aspirations/worries into buckets of similar content so he can theme each quarter of the year. For 2018, he will have 3 main themes and develop lead magnets to support the themes. Next action item is to detail out the first theme and the topics that fit.

Both Kevin and Tony (and everyone in the program) need(s) to flesh out the description of your high value hyper target so we can align the content strategy and other elements of the marketing initiatives to fit. The marketing will vary based on what your goals and your primary revenue-growth strategy are.

We discussed how content that you develop must be honed to speak to the HVHT, using relevant examples of scenarios that they would experience.

e.g. Not just “Social security,” but specific examples for a married couple ages 55-60 who have other assets and need to think through the trade-off of spending down portfolio or collecting social security sooner. I did comment that you would want to (1) make this discussion as “untechnical” as possible and (2) paint the picture using a colorful scenario that implies a person of higher means (in Kevin’s case).

e.g. not just “charitable giving,” but speaking to someone who cares more about tax strategies and giving in significant ways to church or charity (donor trusts).

e.g. not just speaking to ‘women,’ but calling out the type of woman you want to attract : “….Tina, as a senior executive at a Bay Area Fortune 500 company, worries that….”

Monday’s session is on HIGH VALUE HYPER TARGET. Our goal is to finalize your working description by end of next week so we can move forward with the marketing plan strategies and implementation.

Talk with you tomorrow on your 1:1 call!

~ Kristin