

Episode #177: What Does It Take to Be a Successful Financial Advisor?

Video Transcription

Hello. My name is Sal Mendoza and welcome back to "Money Script Monday." Today, we're going to be talking about what does it take to be a successful financial advisor?

If you look at my screen over here, at my right-hand side, you're going to see that there are four key areas of development for any advisor. There is emerging, developing, rainmaking, and CEO. Every advisor, I've been doing this for 18 years here with LifePro, and every advisor goes through the same process.

In the first phase, the emerging, you're making \$10,000 and \$15,000 and \$25,000, \$35,000, \$45,000. You're making \$45,000, \$60,000, now you're paying some bills. You're not having to borrow on your credit cards and all that kind of good stuff. Typically, you don't have a lot of money for marketing. You're learning the different kinds of products, and what potentially could be your niche. Is it going to be IUL? Is it going to be annuities? Do you get attracted to the security side and maybe go to the security side? The kind of advisors that I like to work with is that he or she does both sides, securities, and fixed products. He's working his way up and trying to figure out what to do.

If you're that advisor who's listening to this right now, I think one of the key things that I can help you with, besides continuing to read books on index universal life and fixed index annuities, there's a host of great material out there. I'll just go to Amazon, there's so much good information. If I'm going to give you one key in that particular area- if you're at the beginning of emerging, I would say that Don Blanton's Circle of Wealth, his selling system, I honestly think is one of the best there is.

I don't get any overwrite off this. LifePro does not get an overwrite. There's no benefit for me. It's just that it's a great tool for you. It's such a great communication tool between you and the client, and the potential client that you have. It is important. It is a little bit on the expensive side, it's going to cost you a few hundred bucks a month, but aren't you worth the few hundred bucks a month to become that next advisor to get to the next stage? If you don't know anything about that, just type in Circle of Wealth, just go to them directly, if you have any questions, talk to your FSR here at LifePro. It's something that I would encourage you to at least take a look at.

The second is developing, and those are the advisors who are now have gotten to that \$150,000, \$125,000, and are trying to get to the next level. I think that there's a breakthrough. They already know, they're using software, whether it's Circle of Wealth or a different type. They also know their niche. They've like, I am an annuity guy, or I am, a focus on index universal life or I'm focused on assets under management, or like I said, maybe all three of them, which is the kind of advisor I like working for.

There's one major breakthrough that happens that we're going to get here in a second. That is that they learn between the pay zone and the no-pay zone. We're going to end up with that here in a second because I think this is critical. No matter what stage you're in, it's going back to the techniques of blocking and tackling, it's so critical to be successful.

The rainmaking stage. When you get into the rainmaking stage, you're making some good money. You're making a quarter-million dollars plus. That's pretty significant. I don't care what industry you're in, any time you're making a quarter-million dollars, that's significant. The question you ask yourself is, how do they make that kind of money? Those are the kind of advisors who have not only specialized typically in FIAs or IULs, but no question, have now decided to get their Series 65, and now are incorporating assets under management. It's full-on, holistic planning, using LifePro as their backend. We do the whole thing here; the power slide decks for the clients. It's an incredible process. It's so mature, I guess you could say, when a client who's a doctor, an attorney, someone who owns a small business, and they see the tools that we're providing for that kind of advisor, for them, it's incredible. It takes you to the next level and how you get to that \$250,000, how you get to the next level to me, which is \$350,000 or \$450,000.

Finally, there is the CEO. The first thing I'm going to admit is that there are hardly any CEOs. It's a rare breed, I guess you could say. If you were talking about animal species, there's not a lot of them. They're the ones who are making \$500,000, \$750,000, \$1.2 million. They're unique. They're extremely hard-driven. They're working 24/7. They always have office staff, at least three to seven people working in their office. One of the things that I noticed about them because there's at least one or two of you who are on this call who I have, no question, that if you believe that you can be the next CEO, that it's making that \$750,000, I believe that it's possible. It is a different kind of animal. There's a certain dedication, more importantly, it's investing in your practice.

The CEOs, those spend \$50,000 to \$100,000 a year just in themselves, in coaching. We're not talking about marketing. We're not talking about anything else. We're talking about investing between \$50,000 and \$100,000. That literally pulls out a check and write it to themselves.

I'm going to write a check to myself because I want to invest \$100,000, it seems almost crazy, but not when you're making \$1.2 million. Typically, what we'll see with that is strategic coaching. That's one of the big ones. If you've never seen that before and you're trying to get to the next level, you know, you need to have that peer that isn't at eye-level with you. Between your FSR, working with LifePro, and getting a hold of us, we have a strong relationship with some of these great coaches who will keep you at that level and believe it or not, will help you to get to that \$500,000, to that \$750,000-stage. There's a lot of extra money in there, that \$250,000, but it's highly possible.

Also, the other thing that I've noticed about the people who are in the CEO is they typically are bringing in and using premium finance as a piece of their business as well too. Big-ticket items, very sophisticated sales. there's a lot that goes on. Not everyone can sell those huge sales because typically you're dealing with attorneys, the CPAs, and of course in that neck of the woods that always seems to come out of nowhere, so you need a lot of support. There's a lot of attention to detail. We've been in that space for many, many, many years, so we can definitely help you in that premium finance. That's typically the CEO. Great coaches, typically premium finance, and of course, everything that I just mentioned.

As far as the takeaway, before I get into the pay zone, no-pay zone, I'm in January 2021. If we go back a year, into 2020. My attitude was so focused on what I was going to accomplish and what the team that I work with directly, and we had almost a 29% growth. That doesn't happen by accident. That's all about BAT, your behavior, your attitude, and your technique. I think it's really important that when we have a different kind of year, where we can't meet face to face with the client, then we just shift the paradigm, just three degrees, and we still accomplish our goals. I was able to accomplish my goals exactly almost the way I intended. This was before the COVID happened. Now I catch myself in 2021, and here we go again. I got all my goals set up. I already know where we're going. The roadmap is clear. There'll be some obstacles and bumps along the way, but I'm firmly committed that I can reach my goal by December of 2021.

This brings me to my last point. If there's going to be any kind of little gift that I give everyone here, it doesn't matter if you're new, or if you're the CEO, always remember the pay zone and the no-pay zone. In the pay time or pay zone, you always want to make sure that your day is structured, that you're working from X amount, from 8 to 12. You take your lunch from 12 to 1. Then you're going from 1 to 5. I know as you work your way up the ladder, that increases. It's just really that simple. Prospecting, that your time when you're in the pay zone, that is what you're doing. You are working with clients, you're working on referrals, you're making service calls. That is where your attention needs to be during that time.

The reason that you see someone moving into the next three levels, levels 2, 3, and 4, especially 2 and 3, is because they understand the no-pay zone. If you're going to walk away with anything, I want you to do me a favor and grab a piece of paper quick, draw a T, pay time, or pay zone, and then no-pay time or no-pay zone, this piece right here is so critical. If you want to move to the next level if you're stuck at \$75,000 and how do I get to \$150,000, how do I get to \$225,000, this is one of the areas that you're going to have to let go of. You spend too much time in the zone. It's a no-pay zone activity. You need to bring in someone.

One of the areas that I try to coach is that when I'm working with someone who is, especially in tier 1 or tier 2, trying to get to the next level, is that hiring someone is not an expense. Hiring someone is not an expense. It's an investment in your practice. They can take care of some of the things that you surely should not be taking care of, but we get it: when you're in stage 1 and you're working, you have to do everything. It's just part of the process. What I'd like for you to do and challenge yourself, feel free to reach out to your FSR, feel free to reach out to me, let's talk about this no-pay zone. How do we unload that?

First, you always want to use LifePro to help you with that no-pay zone as much as possible. Ultimately, if you start to get busy, you start to make that good money, let's go ahead and hire someone who we can spend \$17, \$18, \$19, \$20 an hour who can do a lot of your no-pay zone activities.

I want to get everyone off in the right direction. My name is Sal and thank you for letting me share today.