Episode #242: How an Advisor Used 6-Steps to Achieve a Staggering 284% ROI

Video Transcription

Hi, welcome back to another episode of "Money Script Monday." My name is Allee Marchini and today, we're going to be talking about how an advisor used six steps to achieve a staggering 284% return on investment.

Now, I'm sure we've all heard of the saying you have to spend money to make money. One of the ways that LifePro recommends putting that money, that investment, into your practice is by hosting events.

Now, in a pre-COVID world, that meant dinner seminars, or even in-person workshops, whether that be at a library or a community center. But for pretty obvious reasons that needed to come to a halt in the summer of 2020.

So, LifePro and our advisors really shifted our focus from those in-person events to hosting webinars. The way that we've done that is through developing the ultimate webinar model.

Before I jump into those six steps, I want to go over a particular advisor that has seen a lot of success with this program. Now, this advisor came to LifePro really looking for a new partner.

It was the middle of the pandemic, and he wasn't able to communicate with prospects on a regular basis anymore. The current methods that he was using just weren't working.

Specifically, he wanted to have a new system that spoke directly about the benefits of IUL. He attended one of our Wealth-Builder Academies, where we talk about this messaging exactly.

After attending that event, he decided to partner with us and he started hosting webinars. Since then, he has been hosting consistently over the past two years and has submitted and paid for over $230,000 in fixed production, and over $239,000 in assets under management leading to that 284% return on investment I mentioned earlier.

But how is he able to do this? Again, he followed that six-step ultimate webinar model that LifePro developed. So, let's just go over what those six steps are.

First, we're going to be talking about traffic. Step one, how do people even hear about that webinar? How do they find out that it's even occurring? Our primary traffic source is Facebook and one of the unique things that LifePro brings to the table is that we have proprietary audiences that we are able to share with Facebook.

Now, these have been developed based on client data over the last 30 years and it's all based on clients that have purchased an IUL policy in the past, maybe it was an annuity. Basically, we know that these are the right type of people, and we're able to share that information with Facebook so that they are showing your webinar ads again to more of the right type of people getting you in front of qualified leads.

The next step is registration. Now, each of the signature presentations that LifePro has in place that you have access to if you decide to partner with us, all have a templated registration page. That if you were to send us your logo, your contact information, and your headshot, we could develop that page for you in a matter of minutes.

The biggest point here is that we want to make sure that it's as easy as possible for your client to get that information quickly, sign up, and then now you have that contact ready to communicate with.

But it doesn't stop there, step three is the indoctrination phase. This is where we want to take an opportunity to reach out to those clients from the time that they register to the time that the webinar takes place and use that as an opportunity to overcome any objections that they may have. And really just give them a little bit more information about what they can expect on that webinar. Again, just trying to boost the number of people that are attending as much as possible.

Moving on to step four, that's the reminder phase. Now, if you have hosted an event in the past, it doesn't have to be in the financial services industry.

Maybe you had a wedding recently, or one of your children recently got married. There is a tried-and-true number of people that are just not going to show up. Maybe they forgot that it was happening. Maybe something else came up.

All we know is that there is a percentage of people that are guaranteed not to attend. What we're trying to do in the reminder sequence is bring that number to as little as possible.

So, LifePro is going to send out three emails, a text message, and a voicemail reminder on your behalf on the day of the webinar, all with the hopes, again, getting as many people as possible to watch that live presentation.

And that's what step five is, that's that live webinar. It's your turn as the advisor to step in and host that event and deliver that message to your clients. You've gone over the presentation several times with your dedicated coach here at LifePro your field sports representative.

Again, this is your opportunity to give that message to your clients about the benefits of IUL or the need for an annuity. Again, just trying to give the clients a little more information about the services that you can offer to them.

Finally, is the post-webinar sequence. Now, there are a ton of pieces here on this last step. It's all based on the client's direct behavior. So whether they attended, they didn't attend, whether they booked appointments or they didn't.

The one I'm going to mention here today is for anyone that again did not attend that live event. We are reaching out to those clients to send them a replay of the webinar.

Now, what is the point of doing this? You've reached out to that client in the traffic source. They raised their hand and said, yes, I want to learn more about this subject. I want to get to know you, the advisor, but for whatever reason, they didn't show up to that live event.

We want to give them another opportunity to listen to that message that you're offering. Because again, we have that proprietary list that we shared with Facebook. So we're confident that everybody that signs up is one of those qualified leads.

So, we want to continue to engage with them as much as possible, ultimately in the hopes that they book an appointment with you and learn more about your services. So those are the six steps of that ultimate webinar model.

Those are the steps that that particular advisor followed to reach those really impressive results that he's seen so far over the last couple of years and growing.

If any of this sounds like you want to jump on board, you want to start hosting webinars, you want to learn more about this process, scroll down on this page and sign up for our upcoming Wealth Builder Academy.

All the information you need to know is below this video. Click the button, fill in your contact information on the registration page, and you'll receive a confirmation email right away that gives you all the information you need to know to join that upcoming event and ultimately start hosting these webinars and getting in front of more qualified leads on a regular basis.

So, thank you again for joining us today. And I'll see you at the upcoming academy.