

# Episode #256: 6 Reasons Why You Should Hire an Assistant

## Video Transcription

Thank you for attending today's episode of "Money Script Monday." My name is Sara Sullivan, and I am the licensing and contracting manager here at LifePro Financial Services. I've been with the company for a little over 19 years, and I've worn many, many hats here during that time.

So, whether you've been with us for a while or are a brand new or prospective agent with us, hopefully, I can bring some of my knowledge to you in a clear and concise manner.

Today, we're going to discuss the six reasons why you should hire an assistant. The inspiration behind this is within the last several months, I've received phone calls from three or four of my more top producers, where they sound so unbelievably frazzled about things that are going on in their world.

One of them said, "Gosh, I really wish I had an assistant." And the other one jokingly said, "Will you please come be my assistant?" That really got my mind spinning in a creative direction, so I thought about my almost 20-year career at LifePro, and how the useful suggestions and tools I've learned about should be passed on to you.

Not only have I been an executive assistant to two leaders here at LifePro, but I've also helped with the interview and hiring process over the years. And I work daily with the assistance of our advisors. So, I think my experience with how much an exceptional assistant can be an asset to your practice is something I don't want to keep to myself.

So, let's get started with item number one, how an awesome assistant can drive your business growth. If your business is growing, you'll find

that the longer you put off getting help, the more stressed out you're going to be. Pick someone who is interested in a career in your industry and who has the same vision. With great support comes equally great outputs.

Ninety-nine percent of the best most successful advisors in our industry have a stellar assistant by their side. Choose someone with a fabulous attitude that is not only someone you can be proud of and who complements your practice, but who naturally shows off the best in you.

Next, for item number two, a great assistant will help you stay on schedule and provide consistent support. And they can either help you delegate tasks to others in your office, or take things off your plate when you'd just as soon do them. This allows you to be free to grow your book of business while details are taken care of on the back end.

How many times have you been up to your neck in work, and then you still have to carve out time to work on reminder calls, sending out books to your clients, or say you're part of our Wealth Builder program, and you're having trouble researching and picking the venue out of the ones we suggested for your next dinner seminar?

Having a reliable someone there to streamline logistical and clerical duties allows you to remove yourself from the details that clutter your mind and actually make you a bit more forgetful. Knowing that even the smallest tasks are being handled provides invaluable peace of mind.

Moving to item number three, having an effective assistant saves you money. I know that sounds like a contradiction. A common misconception of any entrepreneur is that hiring extra support employees costs them money when actually it's the opposite.

Having a solid assistant will pay for itself faster than you may imagine. More often than not, they can offset your greatest weaknesses as well.

For instance, you may be wonderful at marketing, but less skilled at scheduling or customer service. And what about technology? These days

any intern from your local college or junior college has more social media and computer skills than the average business person in your neighborhood.

A decent majority of those people are hungry for experience in the business field. So putting that genius to work will save you enormous amounts of time and money. Perhaps you could even mentor that person into becoming the right person if they have that special spark, or develop them into someone you feel comfortable with, and eventually give them more important tasks.

Item number four, a professional assistant offers a welcoming presence and a communication core or hub to connect everyone in your atmosphere. They will help you greet customers in the office, at appointments, and seminars. I can't count how many times I've been on the road with my team and at a seminar where I meet a brand new advisor's assistant and think, "Wow, how did they find this gem?"

That leads to my impression of that advisor being more professional and more memorable in my head even if I barely know them. Your customers will definitely feel the same about that.

Your assistant can help relay messages between customers and vendors. Allow them to be your relationship coordinator. Today, everything is fast-paced, everything is mobile. Let him or her track, prioritize, and organize while you're out selling, being focused, and not losing your mind.

Next to the last item here, number five, is that a skilled assistant can be your partner in brainstorming. Bouncing ideas off of someone with your same vision is key to the evolution of your practice. Sometimes good ideas hit at very unlikely times. And for me, that's almost always while I'm in traffic or in the shower. So, thank goodness for voice notes.

Your assistant will help you record and streamline, plot and plan, and encourage that innovation out of you. Sometimes just collaborating or

deliberating with someone else that's on your same wavelength brings about ideas that you didn't even know existed yet. Delaying on hiring an assistant if you can, could be keeping a very capable you from moving on to that next level.

My sixth and final reason why it's a brilliant idea to invest in yourself and hire an assistant is that it will open your availability for your customers. It will essentially allow you to be in two places at once, and your helping hand allows you to put your best foot forward. While you're the captain of the ship sailing through those white caps, your assistant is up in the tower watching for icebergs.

They will be there to assist your clients or set up a time with new prospects during the day while you're in meetings or just on the phone. And how about vacation? How nice is it to know that your business doesn't have to come to a total standstill if you want any kind of very important rest or relaxation, or even if it's just for a day or two? Let's not forget that LifePro in essence is also your assistant.

The reason why Mr. Zimmerman created the company in 1986 is that any type of guidance or assistance was totally lacking in the industry then. He wanted to create the best possible resource for an agent in the field.

Our top producers have also leaned on us in the past for help selecting their assistants. And once they hired one, they in turn had us give that person a full orientation of LifePro so their capabilities could be maximized. Please let us know if that's something we can help you with.

Lastly, just to pull all of these recommendations and hopefully motivations together, remember that there really isn't any more profitable investment than investing in yourself. My wish for you, if you can, is to take that next step. My hunch is that after a slight period of adjustment, you'll be really glad that you did.

That's all for today. I hope that you are able to take away some worthwhile tidbits from this session. And as always, if I can be of assistance with anything that you have questions about, please just email me at [ssullivan@lifepro.com](mailto:ssullivan@lifepro.com), or call at extension 3265.

I encourage you to lean on us and that's what we're here for. It's what we love doing.

So, have a great day, and thank you for your business.