

Episode #263: 4 Reasons to Market this Winter

Video Transcription

Hi, and welcome back to another episode of "Money Script Monday." My name is Allee Marchini, and today, we're going to be talking about four reasons you should market this winter.

I know what you're probably thinking. I've worked really hard this year, and hopefully, for a lot of the advisors out there watching this video, you've had one of your best years yet. Doesn't that mean that it's time for you to take a break, just ride out the end of this year?

But we all know that in order to reach our goals and pay for business going into the new year, we really have to set ourselves up with a marketing plan that takes us all the way up until that new year.

At LifePro, our goal is to help you accomplish what you are set out to do at the end of this year, while still enjoying time with your friends and family and really taking the time to celebrate the success that you've already experienced so far this year. So, let's jump into the first reason that we're going to go over today.

Those summer travelers are back home. Maybe you've heard that there was a lot of travel to Europe this year, or maybe they went to a tropical island. All of those folks are now back home getting ready for the holidays, and what's at the top of their mind? Money.

Especially this year with all of the market volatility that's happened, and all of the uncertainty still surrounding what's going on all over the world, even the wealthy are worried about what's to come, and probably lost a significant amount of money this year.

But as financial professionals, we obviously have the solutions that can help them hopefully recover some of those losses and really set themselves up to kind of do better in the future.

So, this is a great time to get our message out there, to present those solutions to our clients so they know that we're able to help them with these problems.

The next thing is keeping your pipeline flowing. Now, my specialty here at LifePro is really to help our advisors host events, whether those be online webinars or in-person workshops.

My goal is to get as many qualified prospects in front of you on a regular basis. But what we've learned over the years that we've helped our advisors host these events is that the sales cycle can be a little bit slow at times. There's a lot of patience needed with that process.

From the time that somebody hosts that event and they get a number of attendees to the first, second, maybe third appointment when they actually place that policy to the time that it goes paid, this can be a little bit of a slow process. So, if we stop that marketing now, the first quarter of next year is really going to suffer. You're not going to have any of that business coming in.

So, let's move on to number three, really getting a leg up on your competition. Now, this is really speaking to the competitive nature of our industry and really what it's like to be an entrepreneur out there.

I would argue that most of you watching this video probably only have maybe one, two employees, or maybe it's really just you on your own. And that's tough. Taking your business to the next level can be really hard when it's all on your shoulders.

So, anything that you are able to do to work that much harder than your competition out there is really going to take your business to the next level. So, while your competitors are out there at their Christmas parties

drinking eggnog, you're going to be hitting the pavement booking appointments and really closing business at the end of this year.

As we know, insurance carriers this time of year are highly motivated to close as much business as possible. They have their own goals to meet at the end of the year, right? So, this is a great time to get as much new business through the door as possible.

All right. So, the last one we're going to be talking about is that weather is no longer a threat. When we go back to those talking about online webinars, when it comes to people like here in San Diego, California, the weather is not a factor, right?

We're living in one of the best places on earth we never have to consider this in our daily lives. But for a lot of our advisors that are on the East Coast, this can be a huge deterrent when scheduling events at the end of the year.

But now that we're hosting those events online, this is no longer something that we need to worry about, and clients are much more likely to join because they're able to do that from the comfort of their homes.

So, we talked about those four key reasons that it's really vital to continue your marketing efforts through the end of the year.

Maybe it's hosting those online events as I mentioned, or maybe you're in one of those lucky areas like San Diego, where you can keep hosting those in-person workshops, or maybe it's more of a passive marketing campaign, like posting something on your social media account, or just sending out a targeted email campaign.

Whatever that method of communication is, the point is that we need to continue doing that so that we're able to set ourselves up for success going into the new year.

So, if you're ready to get started with us today, give us a call at 888-543-3776. Ask to speak with your FSR, they're your dedicated coach here at LifePro, and they'll really be able to communicate with you about what your current marketing plan is or if you really need help getting started with one.

So, thank you all again for your time today. We'll see you next time on "Money Script Monday."