

## Episode #272: How to Use the Winter Months to Your College Planning Advantage

Hello, everyone. This is Gabe Lindemann and today I'm honored to be conducting today's "Money Script Monday." Today we're gonna be talking about how to use the winter months to your college planning advantage. You know, it wasn't too long ago, well not too long ago, 10-plus years that the winter months we didn't do college planning and the reason why was because it was so expensive for the marketing. Back in those days we were spending anywhere from \$8,000, \$10,000, \$15,000 to fill up maybe one seminar room to get 20 people. So, you know, it wasn't doable. But over the last, probably I would say six to eight years since we've been more involved on the marketing side of it, that whole paradigm has changed. It's gotten more affordable and actually some of the best numbers we're having right now are currently happening in January and February.

For example, I want to look over a case study. Today, what we're seeing right now in our live college planning seminars is \$8 to \$10 per RSVP. Again, \$8 to \$10 per RSVP. It's unheard of. Now, you're gonna say, "Well, that's great, Gabe. I mean, who cares? You get RSVPs mean nothing." I want to know how much you're paying per attendee because that's the only company out there that happens to be a glove manufacturer they charge you per attendee. So, for example, when we look at our numbers just for the last couple of months, we're getting \$36 per attendee. Now, again, \$36 versus \$300 to \$500. You can see where you can put more money into your own campaign, into your office if you don't have to spend so much money per attendee. So, again, we're getting \$8 to \$10 per RSVP. We're getting \$36... Let's just say \$40 per attendee. It's insane. It's insane.

Now, the next thing you're gonna say to me is, "Gabe, now, that all sounds good. I hear those numbers before." Sure you have. "But how

many appointments are you getting? Are you just getting seat fillers? Are you getting people there just to, you know, drink the free water and maybe get a free cookie on a cold night?" No, no, no. These aren't dinner events. These are college planning education events, right? And what we're seeing is anywhere from 18 to 20 appointments per event. That's amazing.

You're telling me we're filling up seminars for about \$1,000, we're getting anywhere from \$8 to \$10 per RSVP on average, we're spending about \$36 to \$40 per attendee, and we're making 18 to 20 appointments? That's incredible. We weren't able to do these numbers, you know, 10 years ago because it was not affordable. You were spending anywhere from \$10,000 to \$15,000. But now we're filling up seminars and we're getting appointments. Our college planners are busier today in February than they were last August and September, a lot of them, because it's working, because people want to get out there. They have money. They're interested. And I've always said before, the schools self-promote you. If you do it right and you piggyback on the schools being overloaded and the school counselors being great, they're gonna self-promote you because they want the kids to be successful, they want their students to be successful. The parents want their kids to be successful. It works together.

I kind of hinted towards this before. Why does it work? Why is it working so well this year versus the other year? Well, truth be told, when we look at all our marketing, it's been working in previous years. This is not the first year. It's because of our digital marketing in-house. Traditionally speaking, if we pay for a direct mail campaign, we just throw it out there in a database. Hopefully, we'll hit some numbers and be like... But if you think about it, most people through the direct mail campaigns they're a little bit older, they're looking more for, you know, the cocoa crowd, you know, the early bird special crowd, the annuity market, social security market, not necessarily college planning where it's a younger demographic. That's why digital marketing works. Everyone I know has a

cellphone and they pull it out, they look on Instagram, they look at Facebook. That's how we communicate. I don't look forward to getting the mail anymore, but I look forward to seeing how my friends and family are doing, so it makes sense and that's how we want to respond.

A lot of us get our media through digital, we also respond to events through digital. It works because the demographics are younger. That's why it works so well and because, I said it before, we don't look at the marketing here at LifePro as a profit center. It's actually a loss leader. We don't make any money until you write life insurance and annuities with us. So, everything we do from here, marketing, events, you're selling the College Service Center. Us doing case design, doing point of sale work, we don't get paid until the app gets take, and more important it gets put in force. So, we have a lot of time. That's why we know that if we help people, our agents, our college planners get in front of more qualified families, they'll make more money because they'll get in front of more families to close more business, and that's how we get paid.

Again, it's because our digital marketing reaches more people. We're not going for just, you know, one particular area, hoping for anything. We have, you know, our algorithms, we have our lookalike campaigns that we know what people have bought before, we know what they look for, you know, we just know. That's why you pay us to do all the campaigns for you guys. And it works.

Again, I would also mention this is a great time that right now all your clients, all the college planners out there that have did events with us, you have, we list out all your past clients. These are perfect opportunities to cross-sell during the colder months, right? Maybe they're not interested in talking about college planning, but everybody is interested in saving money and making money. So, right now we have a great opportunity. So, all my college planners are working on this. They're talking to all their clients, all their friends and family, trying to sell the APC bonus. Right now, the All-In APC bonus has increased to 32%. So, if you have anyone on the hook that you did a seminar for, they weren't

interested, they lost money in the market, it just wasn't the right timing, it's a great time to say, "Hey, I know you lost the money on your retirement account. I know you're probably looking to delay retirement because you lost, you know, 20%, 30%. And I know you weren't looking at that money, you know, to walk away with, to buy a pool, to buy a new Lamborghini or a Range Rover. That was your retirement income."

I have an opportunity with an annuity that's gonna give you a 32% upfront bonus that'll make up the loss, but, again, because you're not looking at a lump sum distribution, you're looking at, like, a supplemental pension? It's a perfect fit. It's a great opportunity to get out there, get extra sales, but more importantly, go after people in your network that you can cross-sell to that right now they're not doing anything. So, these are opportunities and this is all because that we do the digital marketing, we house those names for you. If you don't know how to get through those people, please call me, call your FSR. I'm more than happy to show you how to cross-sell and how to look at that list to get more opportunities right now because a 32% bonus, I haven't seen a bonus that high in my 15 years being in the industry, we need to take every advantage of that opportunity.

Lastly, let's talk about how to optimize moving forward. So, we're looking at all the campaigns, we're looking at \$8 to \$10 per RSVP, we're looking at about \$40 per, you know, attendee.

Seminars. Seminars are working. We want to do seminars as many as possible from February to May because they're working, people are showing up. Now, granted, we aren't doing seminars in, you know, Green Bay right now, we're not doing any seminars in Minneapolis right now because they're frozen. So, I understand, weather plays a big influence that if it's a snowstorm, or it's nasty weather, or heck, if there's another COVID outbreak, you can't do seminars. Right? But if you can, they are working. So, places like Florida, Texas, and California, even parts of Colorado, we're seeing great results on seminars. But because we're LifePro, we have a backup plan. Again, it's our webinars. You can do

webinars, get your name out there. And again, because we're not gonna be going after one area, we're going after states, and so we have a better reach. And so we can talk about how we can customize your webinar to reach more people based on all your non-resident license and everything. We have a full system. But this is a great opportunity to get out there.

I will say this. We did talk about February to May is a good time to do seminars and webinars if you can fit them in there. Honestly, webinars are great too. But let's talk about when you want to stop for a little bit. Now, from June and July, I don't recommend, I don't encourage, and, frankly, I'm gonna spend more time talking people out of it. It's not a good time to do college planning seminars because what's happening? Graduation. People are getting into the school year. People don't want to be going to seminars. They're not caring. They want to spend time with their family. They want to go on vacations, they want to do fun stuff, right? So, from those times, a lot of families are vacationing. Heck, if you try to go to Disneyland or Disney World from June and July, some of the busiest months out there because all the families are there. They're out of school, graduations happening. So, it's not a good time because people frankly aren't gonna show up because they have other things that they're doing.

On the flip side, webinars are perfect for June and July because it doesn't matter if they're on a family trip, it doesn't matter where they are. If they get the ad and they see value in it, they can log into it. They can log into it, you know, via Zoom when they're driving or in their car just to hear it and they can get more information. So, webinars are great alternatives in that slow season where, and honestly, most of my college planners will be doing webinars during that time too just because it works. So, again, let's look at what we talked about. We talked about, one, the case study. We're getting \$8 to \$10 per RSVP. We're spending \$40 per attendee. Amazing. You can't find those numbers anywhere else. I challenge you, if somebody can find a better number, tell me where you found it, let's

verify the numbers, and I'll pay you for your next campaign. Secondly, we talked about why it works. We talked about digital marketing versus direct mail. We talked about our campaigns and how it looks, our lookalike campaign, the algorithms, and why we're having a better reach. And lastly, we talked about how to optimize. We talked about, "Okay. We're gonna do seminars from February to May, and then we're gonna shift to do from June and July primarily webinars." But again, what I didn't say is start August. That's when we're gonna go big. That's college planning season. That's our Super Bowl, everyone. But we have to come up with a game plan beforehand.

I think we have a good game plan moving forward. If you have any questions or concerns, my name is Gabriel Lindemann. I'm the director of college planning here at LifePro. Give me a call anytime. I love talking about college planning. I love seeing what we can do to help families. Talk to your FSR. If you don't have, you know, a relationship with anyone here, just give me a call. I'll be more than happy to help you and see what we can do to increase your business with college planning. Let's make this winter season the best winter season ever with LifePro College Planning. Thank you. Happy selling.