

# Episode #306 – How to Become an Elite Advisor

Hello, my name is Sal Mendoza and welcome back to Money Script Monday. Today, we're going to be talking about how to become an Elite advisor. I had an opportunity a few weeks ago to sit in at the Chairman's Club, and what that really means is that we flew in seventeen of our Elite advisors. And besides the catamaran and the golf and the massages and the nice dinners, we got into a big room, and we called it the mastermind room and each of those 17 advisors talked about their practice. And today I'm going to share a little bit about that. We're going to go over three different sections. We're going to talk about the Chairman's Club Conference. We're going to talk about Circle of Wealth. Then, we're going to finish off with LifePro's Incredible MarketPro department.

Let's start off with the Chairman's Club Conference. I'm going to just go over some of the top key takeaways. The first one is that to qualify to qualify, you have to do \$250,000 in revenue, a lot of the advisors there are three, five or seven times that amount. The next one is that the majority of them out of the 17 use college planning as all or part of their practice. The next take away that I heard was that 16 of the 17 used the Circle of Wealth software in some format or another. Then finally, they trust us to help them build, scale, and capitalize their business.

What does that mean? That means that they're working with Kevin or myself or Adam and Lawrence, and we're actually in the trenches with them, figuring out who's going to be the operations manager, who's going to be the junior advisor, how much are they going to get paid? We help them grow their business. That's what we do here.

Let's move on to the Circle of Wealth. The majority of them use it. There are three different types of users. They use it from beginning to end. The second type of user uses only certain modules depending on what he's

talking about: qualified money for annuities, college planning, specializing in that reverse mortgages, permanent insurance. There are different modules. Then finally, those that use just the language from Don Blanton. As you know, he's one of the best in the industry, extremely respected. One of the top five teachers that I've ever come across in this industry.

In addition to that, he also offers a mentorship program. Turns out that of the Elite advisors behind me who qualified, I would say 12 of the 17 have gone through the mentorship. They're investing in themselves. It's expensive, but the business that they do is different. It's different. They actually can qualify to be an Elite advisor just by going through the mentorship program because they become so much better at their craft.

Then finally, pretty much everyone who qualified for the Chairman's Club will fly out come January for Don Blanton's Circle of Wealth College. It'll be his 30th year in the business, 750 advisors under one roof, learning some of the software, some of the new modules, some of the new releases, but also getting to interact and talk about what are they doing with their practice. So that was one of the other big takeaways.

Then finally, probably the biggest shout out of all in the mastermind, all 17 advisors when they stood up and they talked about their practice, they all talked about the digital team at LifePro. We called them the MarketPro. They're incredible because their main responsibility is to put clients in front of these advisors and all of them, all of them could not stop thanking them enough. Their practice would not be what it is because we understand the business.

We've been in business since 1986. We don't ship this out to a different vendor. We've brought that internally because we think it's that important and we offer it at a very, very good price for the advisors. In fact, it turns out that once you go over \$250,000 in production, we don't even have a fee for those people. The fee is literally \$0.

Our system here does two things. If you love to interact live, we have great workshops. If you are better online, or because of time constraints, or where your area is and you want to do webinars, we do webinars very well. In fact, one of the advisors who qualified and who was there, I was just talking to him two days ago and he said that, you know, we there was 104 people who actually showed up and he pulled out 14 appointments. He was so excited. This is a consistent story that I heard from every person who shared at the mastermind round table about this MarketPro department, and I'd love for you to take advantage of what that looks like. But enough of me talking about MarketPro. Let's listen to one of the qualifiers at the Chairman's Club Conference.

"The events that LifePro helps us market, they fill up, it's predictable, a lot of registrations, great show up rates, and it's very cost effective. It is something that we can count on every month that when we run a campaign, it's going to put butts in seats, and we will have appointments. Follow LifePro's instructions. It's a recipe for success and anyone can do it as long as you accept their support and guidance."

"Since I've been with LifePro, my business has quadrupled. The way that LifePro is able to market us, I'm now expanding across the country. It's really a universal piece, it's really congruent with the messaging that I have and how I want to work with people. I just really appreciate them understanding who I am, how I want to communicate to people, and then translating that into what they do to reach out to new people and new prospects. It's easy to follow, it's easy to communicate, which makes it easy for people to make decisions and that's how the business is going to grow."

"I'm kind of a one-man operation, I have myself and an assistant, and LifePro has been huge in supporting me through their marketing materials. Now when the marketing goes out, there's a whole system all set up, I don't have to do it all myself. They've been great at being able to do that because again, for a small operation like myself, I don't have the resources with staff to do all those things, it's all done for me. I just love what LifePro supports

and how they do it and I've worked with some other places so if you're out there, come on over and check it out."

So, my name is Sal Mendoza, I would love for you to reach out to me or to one of the FSRS out here in the field and I appreciate your time. Thanks for letting me share.