

Episode #314 – Map Your Marketing for College Planning

Welcome back to another episode of Money Script Monday. My name is Gabriel Lindemann and I'm the Director of College Planning here at Life Pro Financial Services. It's my honor to be here. Today, we're gonna be talking about college planning, but more importantly, we're gonna be giving you a road map of what to expect for your first six months. Now, this isn't coming from us at LifePro. This is a road map we put together over the years from past successful campaigns, but more importantly, from current successful college planners. We wanted to do this road map to get in a mindset of what the clients are actually thinking.

We know in the first of the year, what are clients thinking? They're thinking about paying off their credit card bill from the holidays. It's going to be hard for them to think, in the first week, about pulling their credit card out and paying you \$5,000 to \$7,000. Now what happens in the second part of the first part of the year? It's going to be FASFA filing, they're happy, they paid off their credit card bills, so now they're feeling more comfortable. But, what's right there? Taxes. So again, we have to tailor our messages a little bit differently during that time frame. Lastly, the post-tax season. This can be hit or miss, but it's all about the marketing.

I'm going to share with you some strategies that we implement here at LifePro, but more importantly what our top advisors do year after year and that's why they are our top advisors sitting at the top of the table, sitting on our boards, and more importantly hitting \$1,000,000 and more a year. With that in mind, let's get started.

Today, we're going to be talking about mapping your marketing for college planning success. As I said before, let's talk about the first of the year, January and February. Now we know the FASFA season opens up December 31st. Hopefully you're done with that, and it was a smooth

transition. Now, if I'm a betting man, I'm going to say it was probably very stressful. It was stressful for parents, for college planners, and for the service centers because it was something new.

Let's be honest. Our government has a hard time chewing the gum and walking at the same time. They screwed this up. In fact, frankly, before it opened in early December, throughout the year we were reading stuff on the government website of things that they were changing that was contradicting itself. So again, I hope it was a smooth transition and I hope everything is good. Knowing what I know now, it probably wasn't for many, many people.

With that in mind, this is a great time to touch base with your clients, ask them about the holidays, make sure that their filing was correct, make sure the templates you gave them and everything was correct. A good time to start thinking about doing seminars and webinars is after about the second week. Families have paid off their Christmas bills, their happy holiday bills and such, as I call them. Everything's good. Now they feel comfortable, so in about the second and third week of January, we recommend starting doing seminars or webinars, but you're going to have to focus in on your region.

Typically on the East coast and Midwestern states, it gets really cold. I know in the West Coast it gets cold too, but we don't see the snow like some of these other folks do. People will look for any reason not to show up to a seminar or a webinar. If it snows, if it's raining and it's too cold, it's another reason why people are going to say "yeah, I'm not going to go tonight. Maybe next time." With that being said, if you're in an area with snow and it's hard to drive, don't do seminars. Don't waste your time. Do webinars.

I know you're going to say "Gabe, you told me in all your different videos and every time I call you that seminars produced four times more appointments." That's correct. But if you can't do a seminar, you still have

to be marketing. You always have to be top of mind with your clients and webinars still work, especially for that first early part of the year when you can't do seminars. We've had several top advisors do webinars throughout the whole year who hit that top level, who are sitting at the top of the table, who attend our conference trips, who are doing \$200,000, \$300,000, \$400,000 every year in college funding just by using our webinars. It still works and it's a great time.

Now when we look at February, this is another really good time. That should be open. If you can get a good location and the weather is good for your month, where you're at do a seminar, it works, it's good. Again, be careful weather-wise and always take account of what you're looking at. But February should be all hands on deck doing seminars or webinars. It's a good time, people have money and when we look at our past campaigns, some of our best results happen in February.

With that in mind, let's look at the next two months. We're going to be looking at March and April. Now what happens in March? We know people are happy, it's getting a little bit warmer and you can start doing more seminars if you know your location warrants it. But right around the corner in April is tax season. So, about the second or third week in March is not a good time to do seminars or webinars because people are so focused on getting their tax filing done. They're focused on "am I gonna pay? Am I going to owe or am I going to get some money back?"

Hopefully, they get some money back because I've seen it in previous years that when those families that get money back that wasn't expected, they contact their college planners, they call and they say "ohh remember, I met you in November, or October, and I didn't have the money. But you know what I just got, \$5,000, \$6,000 back from filing my taxes, and now I have the money. I want to sign up for your services." We see that every year right after tax season. With that being in mind, it's not a good time to do it right before or right after because people are worried about paying for it.

After tax season, about a week or two after it's a great time again, because at that moment, people have already paid or they are already getting their money back. It's going to be easy for those families to pull out their money and write a check from their non-qualified accounts to pay for your services. This is coming from their checking account, their banking account, or their credit card. Keep that in mind.

Now let's transition to the last part of the first six months. We're going to be looking at main June. May is a great time to do seminars. We've had some great results doing seminars and webinars, but be careful as you get into May, you get into June, which is graduation season. I know people say I've had great results, and people are going to be thinking about it with graduation, yes and no. People are also going to be worried about doing the whole thing, their end of the year party, traveling, vacations, all that stuff. You don't want to do seminars and webinars, or any kind of college planning marketing, when parents aren't 100% focused.

On the flip side, that's why May is good because you've had a lot of parents that maybe didn't seek your services, they tried to do it themselves, and they realize how stressful it is. They're just like, "Thank God we finished it. God, it's so good we're done. We made it through. It's great." But then, "I don't know if I can do it again." And then they realize, "oh, darn, I got two or three more kids I have to do this for in the future." That is why May is so good because that's a good time to get parents that have already gone through that stressful event who don't want to have it be so stressful for their other children. That's a great time to do it to recapture those families that were on the fence, or maybe those families that just frankly are brand new and they didn't realize that there are the services for college planning.

In June, be very careful on the graduation calendar. You don't want to do anything during graduation week. That's an utter waste of time and money. I know people are going to tell you "well, I've done a campaign, you know, four or five years ago and I got a really good client out of that." Yes, there's outliers everywhere in marketing. You always hear those one offs

and those one stories about a great \$1,000,000 client that happened in June, it could happen.

But at LifePro, we're looking at the big picture. We want to get you in front of the most qualified families. We don't want one family, we want you to get in front of 100 families because that's a higher probability that they'll sign up for you, but also more importantly, they'll do the college funding with us. That's how we help you, by doing the college funding, moving assets around and showing families the traditional approaches in college funding is you pay for college outright with loans and everything, but that money's gone. If you follow our approach, that money that normally would be gone, earns the full rate of return in the policy, and you can use that to supplement retirement. It's their money, they can use that for whatever. If they want to buy another car, another home, the point is, it's their money. This is a great time to start focusing on that in May knowing that June is going to be kind of a slower season.

This is the first six months. In our next series, we're going to talk about what you should be looking at for the end of the year, the last six months of college planning. We'll cover how you should ramp up your marketing, your seminars or webinars and start looking at locations. If you have any questions about this, please feel free to reach out to me or contact your FSR. We're here to help you. All this marketing and all this stuff is great, but it doesn't do us any good unless you're using it and getting in front of qualified families. Thank you for your time. Happy selling. I look forward to talking to you soon. Take care. Bye.