

Episode #338 - Optimize Your College Planning Season Returns

Welcome back to another episode of Money Script Monday. My name is Gabriel Lindemann and I'm going to be your host today. I'm the Director of College Planning here at LifePro Financial Services. This is the best time of the year in the college planning world because it's right around the corner from the college planning season. This is the time of the year that all this college planners are looking forward to from August to about the end of the year, it's go, go, go. Today we're going to road map you what you should be doing and preparing for the college planning season. With that in mind, let's get started.

Topic one, setting yourself up for success. It's the college planning season, what you should be doing? Should I be doing webinars, seminars, recorded webinars? What's best for you? Hands down, seminars are the best. Now I understand that some people, because of your areas and districts you can't get live locations or locations don't check out, that's okay. That's why we have webinars. Now, with that being said, again, seminars are always going to be best.

If you can afford to do it during the college planning season, I really recommend doing it either weekly or biweekly, but that's really dependent on you and your team. If you have a great team that can follow up all the leads and everything and you can do it weekly, that's going to be best. We're getting about a 50 to 60% show-up rate in our seminars. If you're getting 40 to 50 buying units to show up at your event, and let's say it's 50% of them are wanting appointments, you have to make sure that you have your team in place that can handle all appointments. The worst thing that can happen is, you do them weekly for a couple of months, you get all these appointments, but then all of a sudden you can't fulfill your obligation to meet with those appointments because you're just

overloaded. You'll have a lost opportunity because of these families that could need some help, that really want to work with, but you can't get to them. It's a conversation you need to have with me, your FSR, your ADC, anyone at LifePro, your internal team. Let's map that out to make sure that we get you in the right program to make sure that you're able to complete all those leads and turn them into actually live cases.

Let's transition over here and let's talk about conflicts. Now there are some conflicts we have to look at. It's an election year, it's going to be a crazy election year. Debate night, you probably don't want to do anything on the debate night. Obviously, you don't want to do anything on Election Day, and then because you just don't know what's happening out there, you just have to keep your eyes open. With that being said, look at your calendar, work with me, work with your FSR, your ADC. Make sure that you have everything in place, that based on the calendar dates you want, there's no obstacles.

Also keep in mind Thursday, Thursday Night Football. Now, where I live in California, Thursday night football is not a big deal. But there's other states out there, like Texas, where Thursday Night Football is super important. People just love football more than we do in California. That's great. I love football too, but it's probably not a good idea if you know a lot of your clients are going to be going to freshman football, or watching Thursday Night Football to have hosts those nights.

Based on your demographics, work with your ADC, work with your FSR, work with LifePro, give me a call. I'm more than happy to go over the dates and based on your region, what we really recommend because we don't want you to put all your effort, prepare everything, make your outbound calls, get 100 RSVPS, and then you only have five people show up. Well, it could be just because of something happening that no one really realized, but that's why we're here. We're your back office, your team, we're your college planning firm to help you navigate those kinds of situations.

Lastly, what do you do? You met with this family. This should be your review to all of you college planners. If it's not, give me a call. Call your ADC, call your FSR. We'd be more than happy to go over the format, but when you meet with families after your event, you're not trying to recreate the wheel. They already saw you. They know the presentation. They just need a little bit of a nudge to get them to sign up.

Typically, what I always recommend again is showing them a checklist of all the things a service center is going to provide, or if you do it internally, what you and your team are going to provide. All the questions they ask you should be reflected on one of your team's offerings out there. That's the best way to do it. Then, when you do transition over to the funding side, remember, everything is predicated on there's only five ways to pay for school, but only three SEI college planning options and this is all predicated by the government on the FASFA form.

The most important thing is once you transition over there, you come up with the funding outline, design, me and my team have looked it over, look at the case. Look at the college planning report. The college planning report that we designed here gives an outline. Honestly, if you do it correctly, your clients will know more about IULs, how they work, how whole life work, how annuities work because our supplemental reports break it down.

We want the clients to understand what the cost structure is. We want them to know the comparisons. We want them to know the look backs and what we predict. We wanted to explain to them how we're being more conservative. This is all the power and resources you have by using those college planning supplemental reports, and they're there, they're free. We love to run them. They do know they do me nothing on my desk, but they do a lot for you, and that's who we want to get out to, is you out there.

Just to review everything, this is the college planning season. This is the best time of year for a college planner. Because if you have a kid that's

in preschool, or kindergarten, in middle school or, you know, obviously if they're in high school, as soon as they get back into school, it's back to school night. When I went to visit my daughter in kindergarten a couple years ago, it didn't matter, I didn't expect it, but as soon as you walk in "reading, start reading, think about college," this and that. Obviously, when you get into middle school, it gets a little bit more, but in high school is a real deal. That's what I mean, parents that were on the hook, and were like, "maybe let me think about it," and they did an event in April, and they were still thinking about it, they're going to call you. These are the people you should have your team calling because now, they're being bombarded with back-to-school night and more importantly, the importance of going to college so you use that, the school is going to be promoting you.

I'm Gabe Lindemann. It's my honor to be here. I'm so excited for this season. Let's make it the best one out there. Happy selling, please reach out to me and my team if there's anything we can do to help. Thank you.