

As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.
~John Fitzgerald Kennedy

IDEAS

We just held our CE meetings this week and had two great and informative partners help us with ideas for new services, products and procedures. Neil Dunham, Regional VP from ING had a helpful idea on 401K's in service distributions. Listen, if you are not using this service you are missing a HUGE and very important tool to attract LARGE amounts of assets over to your business. Neil spoke of a rep in Colorado who had a client that worked at Coors. They got together and set up a "Happy hour" for 45 Coors employees. That meeting ignited 28 appointments and over \$22 million in assets. YIKES!!!! Neil also gave out a number for ERISA and 401K help, that number is 877-275-7524, they are the Retirement Learning Center. These guys are super! <http://www.retirementlc.com/> They will help you with document review and technical questions. They might be able to travel to your location to speak at a seminar on retirement planning for you too. Try 'em...

You've got to try this one too:
<http://www.portfolio.com/graphics/2008/10/1929-Crash-Vs-Current-Market-Crisis>

You'll use this; I know it might help you with the hundreds of clients and prospects wondering what to do.

Here is another site:
<http://dshort.com/>
It will help you compare bear markets.

Again, make it simple. You can be visual but don't complicate it. Another site that I find helpful is: www.stockcharts.com. It will help you build a presentation that can be informative and to the point. Remember, keep it light, don't hand out anything unless it is COMPLIANCED APPROVED and never, *never* write information down and hand it to you prospects or clients.

Let WRP pay for your next vacation! We'll pay you up to \$2,500 for a referral that joins WRP. I'll throw in another \$500 of that rep has GDC over \$50,000.0 That is \$3,000 for your next vacation. Snow is coming, get out your snow blowers and shovels. If you don't take the vacation, use the money to pay for snow removal or that big screen to watch the Chicago Bears win the Super Bowl!

I got a call from a rep yesterday: "Randy, I recently put on a seminar, I thought we had at least 15 people coming and I had 1 person show up, what the heck did I do wrong?" Oh I have been there, it's a little kick to the ego but I have always believed you learn from the mistakes that you make. If you're trying to attract anyone under the age of retirement, a seminar is not your best bet. If you're holding a lunch or dinner seminar, senior citizens are the only prospects who are going to show because they're the only ones not working. You'll also get some unwanted guest to check out the competition too. There's nothing worse than watching your local competition sitting next to your two best prospects; while you take care of the apple sauce.

I worked with a financial advisor who teaches a four-week workshop for people looking for help in understanding retirement. She invites her clients and prospects, she sends out the book, "The Gift," by Jim Stovall; <http://www.jimstovall.com/> with the invitation. Many of these people don't feel threatened by a sales pitch and most of them have heard about the workshop. All enrollees finish with a modified financial plan so by default, they get to know and trust her. They also realize how much more information they need to know. "By the time the workshop is done, they're asking, 'So how much does it cost to work with you?'" She asks her clients to bring friends. Every year, she holds a "Back to School" night, catered and held in a big auditorium. There are financial education workshops, with special guests like an economist, local business writer or demographics researcher coming to speak and make the dry information more interesting. But there are also lessons in wine, golf, movies and dance. "We offer lessons concerning one's life and how it might improve their chances of a great future," she says. "It's not only about how to understand financials but how to live life. She says the event's return on investment is hard to quantify but many attendees turn into clients later. "It's a big event but we're not in their face and no one feels any pressure. We have been getting a huge turnout"

One of the reps who I have worked with invites select clients to sporting events like the local AA baseball team. "We rent a box for a \$400; in that cost we get food and refreshments. My assistant and my kids make up a goody bag to give out too. The clients and their friends love that. I bring my wife and a few of my most loyal clients, these are not my biggest clients in commissions or assets under management, just very loyal clients who have that gift of gab and can work a room like a politician. I make sure that I meet with every guest. I don't give any sales pitches; I just listen to prospects talk about their investments and needs. We enjoy the festivities and I personally thank each and every one of them. I follow up with a nice hand written thank you letter a few days later. My close rate is about 80%. It beats spending \$400 a month in the local newspaper."

In closing, I recently attended a meeting where about 17 of us started discussing what you could do to combat the ills of the market and suddenly it erupted into a loud and boisterous political debate with impending gloom and doom. About every 7 to 9 years we get slammed with a wallop of some kind. The average bear market over the past 111 years sent the Dow down by 34.63%. The declines ranged from 53.57% on the deep side (1932) to the shallowest drop of 21.16% (1990). They lasted, on average, nearly 11.5 months, ranging from 36.55 months (1946-49) to 1.81 months (1987.) In many cases, bears are routed by bulls. That is, a bear market ends and a bull market begins. That segue cheers most investors because the average bull market in the post-World War II era has charged ahead nearly 136% and lasted four years and four months. Either way, find a way to get positive. People are looking to you for HOPE. The last thing you want to give them is some insight from a radio or TV talk show host. OK, no more "WOE." If you feel the need to spread your "WOE" go take a walk and step away from radio and TV. Get yourself to a local charity, Ronald McDonald house, your church, volunteer at your local hospital and read to the kids and older patients who don't get many visitors. Heck go play Santa. Start spreading some cheer and give the heave ho to "WOE" for the holidays!

CELEBRATING 32 YEARS OF EXCELLENCE



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We pay for referrals! If you know of a rep who is looking for a BD or is unhappy with their current one, call me. It will be rewarding for everyone.

TIP OF THE WEEK is meant to be a useful tool for you. If you have an idea that has worked for you, pass it along, and if you find this is not helpful, send me an email and I will delete you from our mailing list. I look forward to hearing from you.