

IDEAS

Here are some sites that might be useful to you in discussions with your clients.

1. Why Paulson is wrong

http://faculty.chicagogsb.edu/luigi.zingales/Why_Paulson_is_wrong.pdf

2. Why Paulson is right

<http://www.voxeu.org/index.php?q=node/1671>

3. Paulson gets one right

http://www.forbes.com/2008/07/20/paulson-buffett-soros-oped-cx_rl_0721croesus.html

4. U.S. May Find Painful Parallels in Nordic Bailout

<http://www.bloomberg.com/apps/news?pid=20601109&sid=atydz8zY7Psw&refer=news>

5. beyond Crisis Management

http://www.economist.com/finance/displayStory.cfm?source=hptextfeature&story_id=12262103

6. A Long Shadow – (a real gloom & doom)

http://www.ft.com/cms/s/0/aeb88d8a-8800-11dd-b114-0000779fd18c.html?nclick_check=1

7. How Main Street will profit

<http://www.washingtonpost.com/wp-dyn/content/article/2008/09/23/AR2008092302322.html>

8. 12 steps to financial disaster

http://media.rgemonitor.com/papers/0/12_steps_NR

9. Thoughts from the frontline

<http://www.2000wave.com/index.asp>

10. Registered Rep Magazine

<http://registeredrep.com/>

11. Financial Advisor Magazine

<http://www.fa-mag.com/>

12. Investment Advisor Magazine

<http://www.investmentadvisor.com/>

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"If you can't sleep, then get up and do something instead of lying there worrying. It's the worry that gets you, not the lack of sleep."

So where do you go from here? I cannot remember a time where there was so much negative and uncertain dialog erupting in the press. Our clients are wondering what's next. The Washington Mutual collapse on Friday is yet another reason to contact your clients. If they are watching the television stations, there is a lot of "woe is me" going on. Again, this is your time to separate yourself from the competition and comfort your clients and attract new ones. For over 50 years, I have been rooting for things to change with the Chicago Cubs. Maybe you can find some solace in this baseball world, maybe something might just get your attention below.

1. **Show up** - Never get discouraged. If you are having a bad day, get a massage, work out and come back with a renewed vigor. Fix your funk and get things going, make things work.
2. **Change up the line up** - If you are not selling anything and your GDC looks like a YMCA charity check, try something different. Call other reps, vendors, WRP, or your life coach, but get some new ideas.
3. **There is no crying in baseball** - You cannot blame anyone for your lot in life. Get control of your life. People are strange. The minute you start letting bullies, insecure and abusive personalities run your life, you are in for a world of hurt. Get out of the rut and write down what you want and go after it. You have the ability to be a boss-less, friction-free, self defining organization that is hell-bent on wowing clients, just go out and DO IT!
4. **Learn to hit singles** - It is very difficult to hit home runs. You can go after the big wealthy client in town but there are prospects that live down the street from you that are in dire need of you, heck some just might be millionaires.
<http://www.times.com/books/first/s/stanley-millionaire.html>
5. **You can not commit errors and expect to win** - earn to practice, be prepared, study your presentations, record it, have people you trust evaluate your performance.
6. **Build a strong farm team** - Look for good prospects all the time. How do clients come to you? Why do they come? Find that out and start to clone your best clients. Have some fun doing it too.
7. **Build tradition** - I have been going to Wrigley Field for over 50 years. Why? Because I get goose bumps when I walk up those 28 stairs to the field. That experience is forever young. Start to Brand YOU! Build your own tradition in your community. Enhance your clients experience; give em goose bumps, why not?
8. **Play small ball** - Learn to make things happen. Be a guerrilla marketer;
<http://www.gmarketing.com/> Be creative, try something new but get out there and start something cool.
9. **Know the scouting report** - Who is your competition? What do they offer that you don't? Get to know who you are competing against.
10. **Get a scorecard** - What do you have in your marketing bag that tells prospects and clients who you are?
11. **Do you have a PR person?** By the way that is you, along with your HR duties and accounting duties. What accomplishments has your PR department done?
12. **What happens when you have a slump?** - The hardest thing in this business is breaking the 0-4 days. Those days where you might go 4 days without a sale. Spend a little extra time in the office calling people, close the door, get the head phones, some cold bottle water and connect with people. If you don't feel like talking on the phone, get outside and meet people. Listen first, don't get over your skis with YOUR IDEAS & YOUR SALES PITCH, ask people how they feel.

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Randy Clark
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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, just send me an email and I will delete you from our mailing list. I look forward to hearing from you.

If you know of someone looking for a change or not happy with their current BD, call me.

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