

JANUARY 19-23, 2009

IDEAS

Do you know an area of your city where high net worth people live? Do you want a simple way to find who these people are and add them to your database? Here is an easy way to do so. Go to <http://www.whitepages.com/>. Go to the section under White Pages and click on *Reverse Lookup*. Towards the bottom of the page, there is a section called *Lookup Address*. Leave the house number blank but enter the street Name, City and State. Like magic, you'll have a fairly reliable source for names and address. Enter these into your Pareto, Red tail or ACT and let the marketing begin.

Here is an email I got on Tuesday:

Hi Randy
A couple of thoughts came to mind after our conversation. For the successful brokers in the company, this will probably sound like rhetoric. I've been asked a few times lately: what's been working? The simple answer is: work smart. First of all, we don't have to invent anything. Somebody else is already successful and if they can do it in their community, I can do it in mine. (By the way, my community has a population of 3,100)

1. I'm in my office every day, all day long, plus some Saturdays, but things are pretty laid back that day.
2. Every adult I meet finds out what I do for a living.
3. I ask everyone I talk to if they're happy with their other broker/returns/service.
4. Service, service, service.
5. I'm a member of every club and service organization I can be in my community. Everybody gets to know me.
6. My banker, attorney, CPA and mayor are close friends of mine.
7. Keep focused on MY business plan and invest in it.
8. The WRP home office and web site has as many resources as we will EVER need.
9. Clients stay where they are appreciated.
10. I ask a lot of other WRP reps how they are successful.

By the way, I have to say thank you to the people who took time to answer my questions over the last couple of years.

I pay close attention when they have something to say. Although I've only been in the business two years and there are many other more experienced and more successful brokers. I did, however, just pass \$235,000 gross commission Y-T-D. I hope this can help someone.

It's a record -41° today with the wind chill in Wisconsin today, now that's cold. The nightly walk with my dog, Wrigley, has been modified into a survival expedition: food, flash light, cell phone, hand warmers and a check point of departure and expected arrival. Wrigley just wants to make sure I brought the tennis ball. Two nights ago, as I was walking after a 9 inch snow fall, I passed at least 11 people snow blowing. Snow blowers have become today's security blanket. There are 2000 daily snowfall records this year. You would think the economy has affected sales but that is not the case, companies are reporting record sales, money is not an object when people want to get out of their driveways. There is a certain infallibility to the snow blower. Having the snow blower in the garage gives consumers a modicum of control of their daily destinies. There is reliability and confidence for the consumer.

And then it hit me, how about your business? Does your client feel that there is a certain assuredness that they are in safe hands with you as their financial advisor? Do you have the same maxi as your client's snow blower? Now don't laugh, there is something here, think about it. Is your client confident and unwavering in their belief that you can provide the needed results for their peace of mind? Are they going to be able to get out of their "retirement driveway" or will they find themselves stuck, spinning their wheels, unsure of what's next? What is your "sure thing?" Why does your client believe that you know what you are doing? There are hundreds of brands of snow blowers, why do people buy certain ones? Again, there are a hundred financial advisors in your community, why would they pick you? Try using that comparison sometime. Are you as reliable as a snow blower? You better be!

Here are some financial advisors who are doing things to become just as reliable as their client's trust snow blowers. Chad Karl, a WRP advisor from Wisconsin, is inviting VIP's in his community; a CPA, an attorney, a few bankers and HR folks. They are meeting once a month, exchange business cards, have lunch and network. Chad is doing, making sure that communications and relationships are flowing among possible referral sources throughout his community.

Brad, a rep with another BD, sent me a link to a web site called: <http://www.kerryjohnson.com/index12.php>. "Listen, there are times when I get a little dogged after all this gloom and doom. Heck I need a little pick me up. Kerry has helped with ideas on my business and personal life. If any of your reps have not stopped by his site, STOP! You will be amazed at the wealth of ideas that will generate business for you." I went to the site, he was right on!

Suzanne, a rep from Michigan I used to work with, said: "I'm trying a new way to ask questions, you should try it Randy, you begin by using trilogy questions, it stimulates broader answers that provide a deeper view and probing of the subject." These are a few of her questions:

- What are three things that you wish were different in your existing advisory relationship(s)?
- What are three things you aspire to achieve with your wealth?
- What are three things that you have achieved in your lifetime that you are most proud of?
- What are three things I can do to earn your business?
- What are the three financial issues that you are concerned the most with right now?

As you can see, answers to trilogy questions will produce far more insight than answers to singular questions. You should integrate trilogy style questions into your sales and services activities. With practice, this will become second nature to you.

CELEBRATING 32 YEARS OF EXCELLENCE



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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 if that rep has GDC over \$50,000. That is \$3,000 for your next vacation or a great way to start of 2009!

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.