



## **How To Thrive In A Recession**

Written by:

**Simon Reilly**

Copyright © 2008 by Simon Reilly

All rights reserved.

No part of this transcription may be reproduced or transmitted  
in any form without permission from the publisher.

Exceptions are made for brief excerpts used in publisher reviews.

Published by:

Leading Advisor Inc

Suite 300 – 1055 W. Hastings Street

Vancouver, BC

V6E 2E9

250-248-6012

[www.leadingadvisor.com](http://www.leadingadvisor.com)



Thank you Doug and good afternoon.

I'd like to just draw your attention to the quote from the learned Dr. Robert Schuler.

"It takes but one positive thought when given the chance to survive and thrive to overpower an entire army of negative thoughts."

So just out of curiosity, how many of you have seen me speak by a show of hands? A few of you. I want you to know that there are two kinds of speakers and I want to tell you a story that goes back to ancient Rome. Cicero and Demosthenes. Cicero came out and he addressed the Roman senate and when he was finished, everybody clapped and said, "That was a good speech". Demosthenes, when he was finished speaking, everybody said, "Let's march". I'd like this presentation to be one of those presentations for you because I believe there is an extraordinary amount of opportunity in this industry and I don't believe its being fully taken advantage of.

So the next story I want to share is when one of the directors of the IFB came up to me after I spoke in Calgary, and he chuckled and he showed me his cell phone and he said, "Look at this" and he showed me a picture of an advisor at the back of the room and he was asleep! And he said, "I sent him that picture along with the document to tell him that he wasn't going to get his CE credits".

So you notice I'm in the back of the room. So for those of you who thought this was going to be one of those presentations where you thought you'd come in here and read the newspaper or Reader's Digest I just want to ask you this question – when we take your picture and then broadcast it up to the front of the room, would you like a head shot or would you like a profile? That's the question I have for you. So I just thought I'd let you know I'm going to be lurking back here from time to time. Well maybe, maybe not, but it does leave you with that inspirational thought before I get going.

I'm happy to tell you that I work with my wife Laura, and once again our company is called Leading Advisor. We work exclusively in the financial advisor industry. I've been developing this material since 1990. I speak across Canada. I'm a speaker at many Advocis events, literally coast to coast, with recognizable names – Canada Life, IFB, Freedom 55, Pro Seminars, the Co-operators, the Cumis Group.

I'm happy to tell you I was published in the Advocis FORUM Magazine back in October of 2007. Now my program is not all that different than what other consultants are talking about. You'll notice that we talk about vision and planning



and finances and team –building and selling and marketing and hiring and customer service and creating balance. But the one thing that I do believe that is different is I start off with a program that's called Removing the Road Blocks because I believe that you already know what to do in relationship to your business. And the question that I wonder about is how come advisors are not taking the advice of the experts that are in the industry? There are just a small percentage of advisors that even have a written vision. We'll talk more about it as we go along.

Now you've heard this expression before, "You don't have to outrun the bear, you just have to have better strategies and actions." So you could say we're in for that kind of market now. I am going to be talking to you about how to thrive in a recession and I'm going to be offering you a free strategies, an E booklet, and a system that will show you how to eliminate any fear you may be experiencing in relation to your business. I'm also going to let you know how to receive this at the end of this presentation. I also want you to know that I just created this presentation. You're the first ones that are receiving it. I put about 55 hours into the presentation. Forgive me if I have to read the PowerPoint slide from time to time. I think you'll understand.

So how to thrive in a recession. Call it crisis, danger, opportunity. Notice the Chinese symbol on the screen, is for crisis. But the crisis symbol is made up of two symbols. Are you coming from a place of danger or are you coming from a place of opportunity? Some people call this the New Market; some people call it a melt-down, a debacle, a recession – whatever. Recession, recession, recession, recession, recession. There, I said it. Now what are we going to do to go to the next step?

Now, keep in mind that I volunteered to do this presentation two months ago and I chose this title and I was thinking to myself, "Is this title still going to apply today?" Maybe, maybe not. Maybe not in Canada, but we sure scratch our heads with what's going on South of the border and in other parts of the world. So it's something to consider. So I am asking the question, "Are you coming to the market either from a place of danger or opportunity?" Where are you coming from when you approach the market? There is a quote there, "In a time of change, the best get better and the worst just disappear." Something to consider. So it's about getting out of limbo. Why? Because recession is a state of mind. You don't know if you're in heaven or if you're in hell in respect to limbo. And, by the way, the Pope is even talking about abolishing limbo.



So my message is – why can't you? It's about STP – See The People. It's about taking action. That will slowly be the thing that will get us out of a recession. Maybe, maybe not, but sub-prime crisis started sometime in August – ten months ago! It's been ten months and the experts say that recessions last anywhere from 6 to 18 months. Now the rumors started ten months ago, there's a possibility we might possibly be coming out the other side. Just think about it – but we can get stuck in the recessionary state of mind. You don't have to outrun the bear, you just have to have better strategies and actions to get out of this recessionary state of mind, and that's what I'm going to be talking about.

A recessionary state of mind. A poll came out on CNN on May 18th. It indicates that even the fears of terrorism are far outweighed by the fears of recession. The question was asked, "Which do you fear more – terrorism or recession?" 33% of the readers of viewers chose terrorism, and 67% of them chose recession, so it's a state of mind that's going on out there. What are you going to be able to do in your business and in your personal life to be able to break out of a recessionary state of mind?

And my first experience with recession goes back to the Cuban missile crisis. Some of you are old enough to remember – Duck and Cover. Any of you remember Duck and Cover? We were in school, and told to get underneath our desks. There is a possibility of a nuclear attack. But as a financial advisor, this situation is not about Duck and Cover, it's about getting out of the trenches and getting out there and seeing the people. As Chef Gordon Ramsay would say, "Never mind the bullocks!" You've got to improve your visions, your strategies and actions. You've got to get out there and do something about it. And by the way, *Ramsay's Kitchen Nightmares*, in my opinion is one of the best business programs currently on television. Extraordinary value in that program.

So why no vision? The minute you start thinking about the vision, you might start thinking about the world and all the world's problems. And it's easy to get sucked into this stuff. What are you thinking about? Crime, disease, the economy, electrical shortages, climate changes, homeless, hunger, and world oil shortages. I don't know if you can see it or not but I've got shampoo up there on the list. You never know when that shampoo is going to be blowing up. You've got to worry about your water now as well. You never know what's going on with that water bottle either.

So there's a lot going on and my message is for you to know what your vision is.



It's very, very, very important along with knowing what your values are. This is going to be the thing that pulls you forward and it's going to be the thing that causes you to champion for your clients. You've got to have a big vision right now. You've got to be able to have a message. You've got to be able to communicate.

We used to think about – peace on earth, we had the '59 Caddy with the great big tail fins, we had Happy Days, Twiggy (now they call her Anna Rexia). I don't know about the leisure suit. Then there was Ed Sullivan coming out at 8:00 on Sunday night introducing the Beatles and Paul would come out and start singing, "Yesterday, all my troubles seemed so far away."

Now look at what we are faced with. The world is on fire, you don't know if the water is safe, you've got snakes on a plane, we've got war, terrorism, pandemics, and Mr. Housing bubble – not to be confused with Mr. Internet bubble. That has already popped and passed. But there is all of this fear that's going on and people just shove their heads in the sand. And as an advisor, you've got to be able to have your head out of the sand. You've got to be developing your vision, your business plan, and your marketing plan. And it's very very easy to get sucked into the fear.

So are you sticking your head in the sand? Are you working harder and harder with the same techniques hoping and hoping that some day you'll get a phone call and to no avail? Art Schooley was speaking earlier and said, "Look, forget cold calls." You're having difficulty asking for referrals. Art Schooling was talking about how advisors agreed that asking for referrals was the right thing to do but when surveyed, found that about 15% of advisors are effectively asking for referrals.

So whether it's cold calling or whether it's asking for referrals, are you working harder and harder with the same techniques and expecting a different result? Are you feeling frustrated with your business and prospecting because of unresolved issues and remedying the issues would work only to have the issues blow up in your face.

If one is busy, then they can continue to medicate and they don't get to the bottom of why one feels the way they do, they just get deeper in the sand. And so what I do is I work with advisors with helping them remove the roadblocks helping them to understand what's blocking them and keeping them from taking advantage of a vision, purpose, mission for their business. Developing a referral plan and a business plan.



Here's something interesting – the fear of knowing, segues into the fear of doing. People are afraid of knowing because how much do they want to know if knowing pulls them out of the safety zone, and we might get right back to where we started - so they stay stuck. The point I'm trying to make is that when there is understanding, it eliminates fear.

Why does misery love company? It's very very easy to turn around and click on CNN and CTV and turn around and take a look and say "Look how bad their problems are. My life's not so bad." We get stuck by looking at negativity. It's almost an addiction. And take heed with a grain of salt. Bad news sells even better if we can link it with a matching prophecy. Talking heads take things out of context and sometimes lack wisdom and media drives make people to make short term decisions that wreck long term plans. The media wrecks the long term plans of your clients. And let's take a look at these worst economic disasters. I mean – gee, this is really what we you wanted to stick around to hear about today. But I'm here to tell you that the 7th worst economic stock market crashes happened before '73-'74. So the 7th one happened between '73-'74 and then the 10th worst happened the 9-11.com bust in 2002.

The point I want to make is take a look in 1980 – Bunker Hunt. Take a look around. Look left, look right. You're still here. US Savings and Loan crisis was in 1981. You're still here. Interest rates at 21% in 1981. You're still here. Black Monday, 1987. Remember that? That was basically it – game over. Go to Costco, load up with rice and beans, dig up a hole in the back yard – you're not going to turn around and make it. The point I'm trying to make is look around – you're still here. Barings Bank in 1995 – that was going to be another one that turned around and ended it all. Briex - remember that one! I'm sure you remember that one – and that was pretty bad. You're still here. Long Term Capital in 1998 – now we've got the sub-prime mortgages and we've got the Canadian Tire dollar at par with the US dollar right now, so there are an awful lot of problems that are going on in the market place.

But it's very, very important to have a vision. So here's something interesting. Since the 7th worst stock market crash '73 to '74 a lot has changed. CNN did not exist. Cell phones didn't exist. Telephones were stuck on walls and had dials. The internet was a secret. Email did not exist. ATMs didn't exist. Credit cards were not main stream. Bill Gates was working in his garage. We listened to records and 8-tracks because there were no iPods. Radial Tires were few and far between. Double glazed windows were rare. Yesterday's 40 were connoisseurs of Black Label and Labatt's Blue. Working out was for jocks, and you chose a career and a spouse for a lifetime. And I am here to tell you there has been a tremendous amount of change since the last real bad one so to speak.



The point is – get used to change. And again your vision is going to be the thing that pulls you forward.

Now here are some quotes that I'm offering about change:

"You must become the change you want to see"

-Mahatma Gandhi

"When you're finished changing – you are finished"

-Benjamin Franklin

"Not everything that is faced can be changed but nothing can change unless it is faced"

-James Arthur Baldwin

"Change starts when someone sees the next step"

-William Dalton

So why is it that 23% of advisors over the age of 63 have no succession plan, or written business plan? A full 1/3 of this industry does not have a vision or a business plan. Why is this going on? It's an interesting question when experts let you know that is one of the answers. Now I'm going to ask you a question and I'd like you to raise your hands. How many have a vision and a business plan? Show of hands please. Keep them up. Look around the room – how many of you have got a vision and a business plan? Look at the hands. It's amazing. Now, next question – thank you very much. How many have a *written* vision and business plan? Written. This lady – she's got her hand up. Written vision and business plan – it's about the same. It's interesting the ones that have visions and business plans, most of them are written down. But it's a small percentage of the audience. Why is that going on? I'll help you to understand that.

Now take a look at this slide. What's the difference between these people? You've got a financial advisor here on the left with his head in his hands, and you've got a tattooed man on the right. My answer is – the tattooed man is committed! He's committed. So if you don't have a written vision and business plan, are you committed to this industry? And your results may very well be a reflection of that commitment.



And a vision allows you to create a big picture and a measure because without a vision and the beliefs that go with it – you are just like your client – 10% of the time you're euphoric, 10% of the time you're suicidal and 80% of the time you don't have a clue!

You've got to have a vision; you've got to have a strong message you've got to be able to stand out there with your clients in these challenging times. Because where are they? 10% of the time they're euphoric, 10% of the time they're suicidal and 80% of the time they don't have a clue. And the question I ask of you is if they don't have a clue about what's going on – who are they going to be blaming? Yes! So we have to take responsibility.

Now I'm going to share a story of Captains of Viking ships and Captains of Roman galleys. Captains of Viking ships they're out there on the bow, they're pointing in the direction in which they want to go. All hands are on deck. The deck knows exactly what the vision is. They understand the harder they row the more plunder so there is a reward. They are clear and they are on deck. Captains of Roman galleys – the crew is below deck. They don't have a clue what's going on. They're rowing to the beat of the drum and at the first sign of trouble – where are they? They're over the side. They're gone. And being the captain of a Viking ship, rather than the captain of a Roman galley, it will help you to avoid client PMS. You know what that is – client PMS – you understand that? What it means is "Pack my Statements and leave". If you have a vision then your clients are going to stay with you. You've got to have a clear message.

So it's about keeping faith in capitalism and developing capital. And right now you've only got financial capital – that's at the top. The next one down is intellectual capital, combined with client communication capital, combined with customer service capital combined, with marketing capital, and combined with practice capital equals capital redefined.

So what I'm going to be sharing with you today is strategies on communication, customer service, marketing and daily practice so that you can be positive, in a good state of mind, and have a vision and be going in the right direction. So what you want to be doing is you want to be majoring in client communication, customer service, marketing and practice.

So - majoring in client communication. This is the part where I am definitely going to read – and forgive me. So you've got to do your research and you've got to be able to say to your clients, "This is what I believe". Do not hum and hah. Be the



one to call your clients before they get worked up enough to call you. Educate your clients – facts on the economy, the markets, how they relate to their long-term plans. Notice I've got long-term plans underlined. You've got to let your clients know that we're in it for the long term. What they may have experienced over the last 4 to 6 months are some hiccups that are going on. Remind clients we're in it for the long term. Remind them the market can be like playing the yo-yo uphill. Even though the yo-yo is going up and down, the market does still go up over time.

Give clients a long-term view. There are a lot of positive things that are going on in the business world right now. Businesses are doing thus. Life still goes on, and there are trillions of inheritance dollars that will come into the markets. 60 is the new 40. Many Baby Boomers will not retire creating an economy unto itself. The green economy is just getting started. You could do research right now and start looking at all the new ideas that are coming on stream about the green economy, and be a messenger about the green economy.

Don't contradict the facts. Given that the recession has lasted the last 18 months this makes a short window to get back in. So hey, we've managed the last ten months. The last 30 days the markets have not been all that bad. There seems to be a relaxing. The challenges that we faced at least in the beginning of the year stay in contact with clients, let them know you have a strategy, let them know that you might stumble but you're still in the green with them.

Some people have a challenge viewing the tough clients. Role-play what you're going to be saying to tough clients well in advance. Listen and don't be defensive. There's a book up there that's called, believe it or not "Vinyl Communication".

Anybody recognize that title by Marshal Rosenberg. It's an interesting book. There are 4 steps in that book as far as communication that you can apply when dealing with clients that are afraid. So you are connecting but don't avoid their fear. Don't be so quick to be able to come up with the answers so to speak. If they're saying that they're afraid, well you can say to them "Well you're hearing bad news about the economy, you're feeling afraid, nervous and worried." You've got to be able to feed it back to them. Don't deny the experience that they're going through. "So when you're hearing bad news about the economy, you're feeling nervous, worried and afraid." You've got to be able to give them empathy. You've got to let them know that they've been heard. You've got to listen.

Listening, hearing, empathy. Those are 3 values that you want to have in your practice to be able to share with your clients. Then repeat back to them their fears



because you believe your investment plan is working. And you would like for me to review the principles that we first talked about that your plan is based upon.

You've got to sit with them with the fear. But the first thing that you've got to do for yourself is that you have got to develop your own vision. Be available on the phone and have email responses to situations even if you cut and paste a response. Keep your clients up to date. Tell them a story about your business plan. Learn more about your client's business – have a different conversation. Do a Needs Analysis on your own business and do a needs analysis on your client's business – add value. Bill Bishop was talking about a needs analysis. There have been a number of different people that have talked about needs analysis. You need to have a needs analysis to be able to go through your clients situation and be able to get a better picture of what's going on with their personal or business situation. Put yourself through the same process.

You have an enormous amount of expertise not only in financial advising, but also in business. You might want to have a conversation with your client and ask them about the three biggest challenges that are going on in their business. And ask them if they could only fix one of them what would it be and why. And if you don't know the answer, go out and do some research and get the answer. Come back to them with the answer. They will see you as a value added advisor that's not just talking about financial services. You can help them deal with many different challenges that are going on in their business. Create a concierge service. Stop being a vanilla financial advisor and be a vanilla fudge financial advisor. Look at each of these baby boomers. Think of yourself. You want the lounge experience, you want the leg room, you want the concierge, you want everything under the sun and you've got to be able to give your clients that kind of an experience and it will create customer loyalty.

Look at what retailers are doing. Buy 2 books, get the third one free. Buy half the couch and you'll get the other half free. Buy now and you'll be able to get a reduction. Buy now and we'll give you a reduction in gas prices – how many have heard that? The automobile industry – I think Chrysler started that. They are guaranteeing you your gas prices for the next three years if you buy now. But you're in a situation or a challenge in this industry – of course you can't reduce the price of life insurance or the mutual funds you might be dealing with. You've got to be able to approach the market differently. You've got to be able to ask the question – how can I be more attractive?

Let me share an example from a friend of mine in the UK who bought a brand new BMW. He brought his car in for service. After 9 months of service he's very



surprised – he said to the owner “I can’t understand this – I keep getting gifts!” The last time he went for service he got a satchel and some car cleaning products and some extra things and he said “can you explain this please?” He said, “We have a vision that’s 15 years out. We want you to be able to buy and invest in BMWs with us for 15 years. The way we see it, you are going to buy a BMW from us every 5 years, so we want you to keep on coming back. We want to reward you for your customer loyalty.” Make your free concierge service available to clients and you choose the number here, anywhere from \$250,000 to \$5,000,000 – it’s your choice – but make it special and don’t make it a secret. And maybe the C clients may very well leave on account of it, but at the same time, what it will do is create more space for your concierge clients.

So here’s a list of them. Create a call-in day. You hear one of the biggest challenges clients have is that they can’t get a hold of their financial advisor. “I want you to know that I have a call in day for you – a concierge call-in day. I am going to be available two Wednesdays – every other Wednesday. And I want you to know if you call me on that Wednesday (first and third Wednesday of the month) I promise you I will be there and I will be available for your call.” You structure it however you want to structure it, but let them know you’re available.

We’ve heard the one before about client appreciation dinners, or hockey nights. Direct line to your concierge assistant – there’s another thing that you could make available. Perhaps you’ve got enough high net-worth clients that you could actually create a special assistant for them only. But make it special, make it unique. Flowers on the wife’s birthday, favorite wine – I know a lot of you are already doing some of these things. I’ve got on there “pay for their gas”.

I had a client of mine grumbling that he had to turn around and drive out to be able to see clients – it was a 60 minute drive. I said, well why are you driving? “Well, that’s the way I’ve treated them over the years they’re a great client, but I’ve got them so used to turning around and me driving out there I don’t know if I can turn around and break the habit.” I said, “Send them a letter. Dear client, thank you for the opportunity to be of service over the years. Your case file review is coming up and I would like to let you know that my assistant is going to be calling you to schedule a convenient time. Now you may recognize that I have, in fact, come to visit you over the years. When you see Help Wanted signs bigger than Please Wait to be Seated in restaurants, you can understand that there’s an employment shortage going on. The same thing is going on in financial services.

There’s a shortage of good, high-quality financial advisors. Another reason why I’d like you to come into the office is I have the technology, the resources, the



computers, the equipment to be able to provide you much better service than coming out to see you in person. Now I recognize your time is valuable. What I've done is I've enclosed a prepaid gas card to enable you to pay for the gas. Again, my assistant will be calling you to schedule a convenient time. "That's one idea. Pay for the gas. Be different.

Personalize your Newsletter. How many of you have a newsletter – by a show of hands. Excellent. Okay, how many of you have a personalized newsletter that you write yourself? Congratulations. That's the best way to go in my opinion. Energetically you can tell the ones that are personalized. And do they always have to be about things that are going on in the financial world – yes or no? No. Thank you very much. There are all kinds of information that you can provide out there to be able to add value for your clients. You can let them know how to take care of aging parents, perhaps. You could let them know strategies for educating Generation X and Generation Y. You can let them know about the Third Wave. Does anybody know what the Third Wave is? You should! Anybody? That is the movement – in fact, I run into folks – I live in Parksville, BC – it's about 20 minutes north of Nanaimo and I live in an area where there are many folks who are retired. And every once in a while I run into one of them "Ah, you can only go on so many cruises and play so many golf games – I'm getting sick of this!" The Third Wave are people that retired from jobs they absolutely hated but what they want to do is they want to do something that inspires them so there's a new economy that is being created by people and it's called the Third Wave. So you could do some research on that strategy and make that available to your clients, but be a resource is what I'm trying to say.

Special cell phone number – now here's an interesting one. I don't think it's a great idea to let your clients know what your cell phone number is because if you don't have client segmentation, you've got A, B and C clients phoning you. You've got no peace. You've got no boundaries. I would segment my clients – identify my A clients, let them know that they're on my concierge list and I will give them my brand new cell phone number – only those. And the other one I keep it, but I forward the number to the office. I would let people know this is what my concierge service receives – here's a list of things that my concierge service receives. And in order to be in the concierge service, here's the standards that must be met. Whatever you want to call the standard – it might be a certain amount of investment, a certain amount of insurance – whatever. But you let them know that there is a bar that they've got to get over to get to that A priority concierge service.

You could give them a Starbucks card, a Tim Horton's card. Thank you very much for the opportunity to be of service, I really enjoy being your financial advisor. I've



enclose a Starbucks card so that you and your wife can go and have a latte this weekend on me. And what did that cost you? Nothing. Not very much. But it lets your clients know that they're top of mind. Net work with other services – I'm going to list this – you know this: accountants, beauticians, clubs, dentists, hotels, lawyers, nip and tuck doctors, photographers and spas. I had this idea when I was writing this. What does it cost a dentist in hard material costs for teeth whitening, wholesale? Next to nothing. Some of you deal with dentists. What if you have a conversation with your dentist and said, "I've got a marketing idea for you. I've got some very strong, high net worth clients. I'd like to introduce them to you. I would like to introduce them to you by way of a free whitening kit. I'd like to introduce them, let them know that I have made this service available to you. Now what you've got is an opportunity to provide this service, the rest of it is up to you. You may get a client, you may not." But this is not all that unusual. Many of you potentially work with lawyers and cover the cost to be able to cover the will. But think outside the box. Do something different. It's the interesting package that they might receive every quarter from the financial advisor that's something they look forward to. How many of you buy books on line? One, two, three. Okay, what does it feel like when you get that package when it comes by courier? I mean its exciting isn't it? You forgot you bought that book. You got this little gift in the mail in the middle of your business day and it's really, really cool.

It's something that interrupts the day to day hum drum. Now - marketing. We've already talked about asking for referrals. I'm going to be doing a presentation tomorrow – it's about removing your road blocks to success. I'm going to cover how to ask for referrals – an effective way to be able to do that.

How many of you have got a should list? Now you may not know what I'm talking about here. You know, the "should" list. You drive around your town, you go passed your church, you go passed your club, you go passed businesses, you go drive down the main drag and you think, "yeah, I should call them some day. Yeah, I went to school with them, I should call them one day." You see a person at the church or the country club, and you think, "yeah, I should call them one day." I believe everybody in this room has got a should list. Now I'm separating that from Removing your Roadblocks. Why don't you call the should list? I'll be talking about that tomorrow.

Make the should list. At the end of the day, identify 5 people you are going to call on that should list and call them the very next morning. Be yourself. Marketing is the process of elimination. I make myself available in the sense that mother, God and country, public speaking, my newsletter, on my website the whole nine yards. Its better that you identify that don't like me now. There are some of you that will



choose to have a conversation with me. And if you don't like me, that's okay! That's okay. My style is not for everybody. But you've got to make it okay that there are some clients that are going to like you and there are some clients that are going to be sick of the sight of you. And that is okay.

Clients want an advisor that knows how to take care of business, who demonstrates by example. What are you doing to be able to take your business to the next level? They say that 60 is the new 40. Right? Well, take a look at your wardrobe. Does it look like its 60? Does your business card look like its 60? Now don't misunderstand me. There's nothing wrong with 60. There's a lot of wisdom in being 60. But you want to be able to look like you are in business. Look like you're showing up. Age has nothing to do with it. I see advisors that are 70 years of age and the lights are on when you look in their eyes. They're inspired! You can tell. I see advisors that are dead from the neck up and they're 40 years of age. They've lost the inspiration.

Bill Bishop was up here talking about packaging. What does your package look like? What are you putting out there? Does your business look new and fresh and are you inspired by your business?

I've got on the list there, create an elevator speech. That's pretty standard. Create marketing letters. I've talked about how you can get this presentation for free, one of the things it's going to include is - 'don't have a heart attack it's only critical illness' and 'income protector letter', so pre-built letters you can copy if you like and be able to send them to your clients.

Family values vs. adventure and extreme sports. Now what am I talking about. Yeah, there's been a shift in the market. A lot of people have been thinking about being all that they can be in relation to extreme sports and eco-tourism, and they are wondering 'where can I go next?' Well, with a change in the markets they're going to be thinking more about family values and staying at home. There's a band called Simply Red from the 1990s. Anybody recognize them? What was the big hit that they were recognized for? Anybody dare to mention this? It was called, 'Money's Too Tight to Mention'. Now what has been going on in the market might be to your advantage. Money's Too Tight to Mention - they might not have the money for the new SUV and all of the extra things that they've been buying. But they might be in a state of mind where they want to protect those assets. Keep what they have.

This might be a great opportunity to have a conversation about insurance, and this takes me back to 1999. Many of the advisors I was working with at that time were worried. What was the thing that was going on in the early 1990's? There was



somebody coming into the market place that was starting to sell insurance which was making advisors very, very nervous. Who was it? The banks! Exactly. Remember, ahhhhhh the banks, the banks are getting into it – there'll be nothing left. What do we need to do? We need to learn to start selling - what? What kind of products? Investment products, money products, and I have this notion that yeah, with a bull market, it was easy to start selling money products, but what did it do? Did it take your focus off the game of selling insurance? I believe that many advisors forgot how to sell insurance. And here I am, I live in Parksville, British Columbia, I fly out of Comox on West Jet and I'm looking out the window and I'm going – yep, life insurance, critical illness, don't leave home without it. I'm not a financial advisor, but I'm certainly a customer and certainly a believer in the product, and maybe what you need to do is reinstate your belief in a very, very valuable product. And my question to you is who is going to have the conversation with them about C.I. and life insurance? If you don't, who will? Who will have the conversation? There's not that many people who will have that conversation. One advisor said to me that he believes that financial advisors have a fiduciary responsibility to talk to their clients about life insurance and critical illness. It was a responsibility. Because you see them, they've got the Navigator, they've got the Escalade, they've got the house, and the kids are going to every function under the sun, and what would happen if their in a car accident on their way to ballet or soccer practice?

“John, I see you've got a major investment in lifestyle here. Now I'm going to ask you a tough question – and I'm coming from the place of if I don't ask this question, I don't believe anybody else will. But are you completely insured for yourself and your family in the event that something drastic will happen? Perhaps somebody might run a red light in the intersection, God forbid – are you completely taken care of because I'm here to tell you for the price of one or two lattes, you could be investing in life insurance and critical illness to take care of your family. Are you taking care of that and right now I want your permission to be able to start an application, John can start the application? We're talking about pennies.”

Now you might say that's awfully forthright. My goodness, you sound like a salesman. I'm happy to say, maybe I am. But there's a valuable product that your clients need, and the message has got to get out there.

Have the best reputation, tell people how good you are and ask for testimonials. Ask for testimonials. Ask them a series of questions and write the testimonial yourself.

What do you like best about the products and services I offer you?



“John, I would like to ask you a couple of questions. I would ask my clients for testimonials, but I find they don’t have the time. May I ask you a couple of questions, I’ll write down your answers, I’ll email them to you to ask for your approval or edits to be able to offer them to prospective clients that I’m talking with.”

“What do you like the best about my service?”

Next question – what do I provide you with that you didn’t expect? What do you like best about my products and services, what do you receive from me that you didn’t expect. And the other thing, that you’ll receive, you will be amazed at the answers that you’ll receive. Now, why wouldn’t you want to ask these questions? Come to the presentation I am delivering tomorrow and I’ll explain to you scientifically why advisors don’t ask for testimonials, they don’t ask for referrals. I will give you the solution to those tomorrow.

This is an opportune time to prospect and understand that you can attract clients away from advisors who are afraid and panicking. Lure clients away from advisors that took too much risk. And at the same time it may be a great time to talk to the

Do It Yourselfers. Here is an idea, present plans on a flat plasma TV screen in your office, don’t give you plans away when you’re sitting in front of unqualified clients. Invest in a TV, show them the plan, and don’t let them walk out

the door with it. You’re willing to provide value but don’t let them walk out the door with it for free. Stay in touch with new commission marketing vs. interruption marketing. Again that means blogs, booklets. Here’s an example. I’m taping this presentation right now onto mp3 recording. So this will be available on line, it will also be available in a booklet form in a transcript. In conjunction with the PowerPoint in an audio PowerPoint and along with the transcription. It’s happening right now. We’re producing the product instantly. I’ll show you how you can receive it for free.

Marketing plan. Get that people don’t care unless you care – choose a topic or niche. A divorce specialist, it could be a seniors advisor – some of you in the room are certified senior’s advisors. Take courses on these subjects, use the course material to write a blog, a newsletter a presentation, an article, create your elevator speech from there. Practice your speech and presentations. Purchase a list. Yes, I’m saying go into direct mail and send the articles and call up and ask for an appointment. While you’re doing the appointment, record the presentation.



So that what you're doing is producing more presentations. Receive testimonials; you might be able to create an advert folio that you're also going to be doing a speaking presentation available to the public and exhibit at trade shows. That's marketing 101 right there. The interesting thing that is unique about it is choose a topic or niche. Notice that I chose something that as far as the divorce specialist to a senior's advisor right there. But you could be an expert in communicating with Generation X, Generation Y, aging parents, and all the other things I've talked about earlier.

Now here's the part about practice which is very important. Add value without expectation. Ask yourself who do I need to attract to the business? Arrive 10 minutes before the scheduled appointment. Create an alternate activity list to watching TV. I would limit the amount of television. But write a list. The reason why people don't do anything other than watch TV is they don't have anything to focus on. It's summer time, at least spring; at least it's trying to be. There are all kinds of different thing that you can do.

Don't walk around with your pockets empty. I recommend going out and getting ten 50 dollar bills – why? Because I like the color of \$50's. And when you open up your wallet, \$50's are noticeable. Notice I didn't say spend them – just keep them. The interesting thing that it does is that it triggers that you've got abundance.

When I was working with a financial advisor ten years ago. He said to me, 'I'm not making enough money and I'm unhappy with my business can you help me?' 'I said yes, are you willing to do the work?' I took him out for lunch a year later to celebrate. He says, 'we've doubled our income. I just want to celebrate with you over lunch.'

One of the things I started to notice as time went on is the bank account was always strapped even though the business was making all kinds of money, he'd go off to buy something or invest in something, but what did that do? Did he feel really abundant and really feeling confident about his business? No, he felt he really needed to make the sale. He felt stressed and I noticed it and I said, 'you know what – next time we do our quarterly sales goals I want you to increase it by \$30,000. I want to see \$30,000 in that bank account and we're not investing it. I don't care if you're not making any interest. You want to be walking around with \$30,000 in your business account because what that does is it builds confidence and it builds reserve.' This is a true story. Thirty days later, he won a million dollars in the lottery. I'm not saying that's going to happen to everybody. It's an absolute fact. He stopped putting out the vibration to the universe that he didn't have the money.



Focus on what you can control - communication, marketing, niche, services and your vision. Inventory your strengths so you wind up giving thanks everyday. Often times we forget about the strengths. One of the questions and one of the ideas I have for you on why many of you don't have a vision or a business plan? Well, we're not inspired enough to do it. One of the ways to get out of the funk is to look back over your calendar one year, two years, three years and literally write down all of the achievements that you've accomplished over the last one, two, three years. Remind yourself. My message to you is you have forgotten about it. Learn something to challenge you that are new. Learn to speak. Learn to challenge yourself. I didn't think I could turn around and deliver the same presentation twice so I thought - okay, what am I going to do? Well, how about How to Thrive in a Recession? When I volunteered the title, I didn't have the presentation written, but it caused me to stretch a lot and do some research.

Notice I've got meditate and pray up there on the list. Whatever your creed happens to be. Notice what your team is doing well and acknowledge them. This goes back to the One Minute Manager. Notice yourself -notice what you're doing well. Keep a gratitude journal. How many of you journal by a show of hands? Congratulations. Notice it's the same folks that are putting their hands up that have their vision and their business plan done. We're not talking about a bunch of touchy feely tree-huggers that write in their journals here. We're talking about successful people.

Recognize activity, not results and results will follow. Practice. Glance at the headlines, not the whole newspaper and listen to two minute bites. Get out of the addiction, and its called CNN - Critical News Network. Stop stimulating yourself with high intensity movies and negative TV, and stay away from BMWs and you know what the acronym for that is right? Bitchers, Moaners and Whiners. Stay away from them.

There's a handout in front of you. I want to go through this. I'm offering this presentation - the transcription for free. The only thing I want to ask you for is that I want to ask you these two questions. What did you like best about this presentation and what did you receive that you didn't expect from the presentation and I'd like to invite you to initial it. And for those of you who are offering a testimonial about the quality of the speaking.

Now, let's take a look at these three gentlemen. What do they have in common? They're all dead. That's correct. What else do they have in common? They were positive - excellent. They were leaders of government. Thank you sir. They had a vision. They don't smile. Thank you. They talk to the dead. What else? There's



something else they have in common besides being dead and that they're talking to the dead. Thank you – they were all leaders during World War II. Thank you – you will notice I chose the UK, Canada and our neighbors to the south. What's that movie that Robin Williams did where he took the young men into the lobby of the school where he was teaching? What's it called? Dead Poet's Society. What did he say, what did he whisper to those boys that were standing there looking at all those pictures on the wall of people that had passed before them? What did he say? That's right – Carpe Diem. Seize the Day.

Look at these quotes:

"We must also go out and meet the enemy before he reaches our shores. We must defeat him before he attacks us before our cities are laid to waste". From McKenzie King

From Winston Churchill, "Deadly dangers still beset us. Weariness, complacency or discord, squabbles over petty matters will mar our prospects. We must all drive ourselves to the utmost limit of our strength. We must preserve and refine our sense of proportion. We must strive to combine the virtues of wisdom and of daring.

We must move forward together, united and inexorable." Winston Churchill

Roosevelt: "So, first of all let me assert my firm belief that the only thing we have to fear is fear itself - nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance. In every dark hour of our national life a leadership of frankness and of vigor has met with that understanding and support of the people themselves which is essential to victory."

So what is the number one problem that we have? What's the number one enemy? It's fear. It's fear that blocks you from building your business, building a vision, asking for referrals, getting out there and seeing the people. And here is a very simple and powerful program that will eliminate fear. Now what I'm asking you to do is take about half an hour or 45 minutes with your journal and follow through with this exercise. It's to eliminate fear. It's to clear the fear based primal ego mind because it's always there. Think about it – you're sleeping, you wake up and you look over and you notice the ego mind sitting on a chair right beside your bed talking about worrying about if the economy's going to fail or if you're going to make your mortgage payment or car payment. It just keeps on going and going and going. This is about sitting down and taking the time and step one of this process is literally writing down all of those fear-based thoughts in your head.



Notice that first example on the slide: "I'm feeling afraid the economy is going to fail." Or this next one, "I'm afraid that the US economy is going to fail and that will drag the world into a recession." I mean that's the Grand Poobah right now. But it's about getting that fear and hauling it out of the subconscious mind and getting it out on paper. There's an expression – whatever you defend against, you make it real. If you keep shoving it beneath the surface, it just keeps on coming up. What I'm saying is take half an hour, take an hour of quiet time with your journal and saying to the subconscious fear-based ego mind, "Okay, give it to me. I know you've been wanting to say all this negative crap. Let's have it all. Let's have every fear-based thought about business, my personal life, perhaps my significant other, whatever you want to call them, my family, my clients, the whole nine yards. Hey, how about myself. All your fear-based thoughts. You can already see the second step. Forgive me for believing and feeling afraid that the US economy is going to fail and then will drag the world into a recession.

And why do I say forgiveness? Forgiveness actually reminds us of the energy that was available to us when we were created. Think about that one. Forgiveness will wipe the slate clean. We're talking about going into the negative belief and being strong enough, getting into it, getting it out on paper. And then writing, forgiving yourself for creating it in the first place. Because thoughts are real forces. That phrase is coined by John Kehoe who wrote a book called, Mind Power. Thoughts are real forces. Forgiving the negative thought neutralizes it. It wipes the slate clean.

Now we're onto step three. Forgive me for forgetting that I have an enormous amount of knowledge and talent that adds values to my clients. This is about you creating a series of step threes reminding yourself of all of your positive beliefs because we have a tendency to forget. There is so much negative information going on right now in the media, how do you separate yourself from it? Well you can go and play poker, or gamble, or golf. There are all kinds of other distractions. But I'm not talking about distracting yourself. I'm talking about seizing it, grabbing hold of it and saying, "Look, I've had enough. I can hear you whispering in my subconscious mind about all this crap. I've had enough. I'm going to sit down, I'm going to write it all down on paper, I'm going to neutralize it all by forgiving it then I'm going to think about what I truly want to believe. And I'm going to focus on that." Because there's an abundant amount of clients out there for you to provide valuable services to. I believe it. And if you believe it, guess what, that is what you will attract because you will have the vibration that will attract it.

These advisors are always grumbling about how much time clients take and they always take and they take and they take and they're never satisfied and they're always threatening to turn around and go somewhere else. Why do you think



advisors attract these types of folks in the first place? Could it be what they're thinking about internally that creates that environment? Something to think about.

You can use this clearing process for referrals also. I am afraid to ask for referrals. I'm afraid the client may reject me. I'm afraid I might make a mistake. I'm afraid that I don't know enough. I'm afraid if I ask for your referral and make a mistake I will lose the referral and the client at the same time. I've just given you the clue as to why advisors don't ask for referrals. "Forgive me for feeling afraid. Forgive me for believing that I don't know enough. Forgive me for believing that I will make a mistake. Forgive me for forgetting that I know 100 times more about financial services than hundreds of thousands of people out there and I've got an extraordinary message to go out there and deliver." And then take action and make it so.

Maybe what I'm talking about isn't for you. I'm here for those of you that currently understand there's far more than what you're currently getting and are looking for a system for what's lagging in your business. You want to understand the roadblocks that are getting in your way and you're serious about understanding them and doing something about it. And it's not about whether or not you know what the roadblocks are. Maybe you know what they are, maybe, maybe not. The point is you're still bumping against the same roadblocks time and time again. And I'm here for those of you that understand that most of the time to be able to help you get rid of what's stopping you most of the time it will require somebody that's familiar with the outside terrain so to speak. A guide. Somebody that can see the forest through the trees. You've heard this quote before. The definition of insanity is "doing the same thing over and over and expecting a different result." And that's from Benjamin Franklin. A lot of people thought it was Einstein.

You already know what to do. Take a look at that picture on the screen. Let it sink in for a second. There is a young boy on a skate board at the top of a very steep hill, the road is going to the bottom and then there's a wharf that's set straight up out into the water and he happens to be standing on a skateboard. You already know what to do. Why aren't you doing it? You need to know what your values are, your vision, your goals, your business plan, your marketing plan, branding, your niche, and product specialization. You already know what to do – why aren't you doing it?

So how to thrive in a recession. I'm reminding you about how to receive this presentation. At the same time I'm heading into – just expanding upon that. There are a couple of questions on it. Yes, I'd like to receive your free newsletter "Removing Your Roadblocks". There's another question there. My association is



looking for a speaker. Please contact me. Next one is "Yes, please contact me. I'm ready to make changes for my business." What will happen is Laura will call you. We'll schedule a convenient time where you and I can have a conversation. Yes I'm back to "What did you like best about the presentation and what did you receive that you didn't expect?" And another question "What are the biggest roadblocks you are facing right now?" And again, if you initial it I'd be happy to give you a copy of this presentation. You'll receive a transcription. There are two offers there. "Yes, please send me an e-Audio PowerPoint presentation and 46 page e-Booklet and it's around Removing your Roadblocks. There's another one there, Seven Actions to Take Now and Receive Your Goals for 2008. I'm doing that presentation tomorrow. I am giving you the science tomorrow. You will receive the whole enchilada. It's not an introductory presentation. I think Doug has seen that presentation probably three times. I guess I'd be safe to say it's not a sales presentation. I am giving you the science tomorrow in that presentation. I'd love for you to attend. That Seven Actions Presentation – I first did that in a six series TV spot on Global TV on the Saturday Morning News.

So, here we are - the new market. Crisis, Danger, Opportunity. Are you coming from a place of danger or opportunity? And in times of change, the best get better and the worst disappear. And if you've done what you've always done, you'll get what you've always gotten. There's a quote there from Mac Anderson. "In order to go where you've never been, you have to be willing to do what you've never done." So again, what are you doing?

Here's a series of one line testimonials. Here's one from Brad Gustafson: "Of all the coaches I've worked with you are the only one who gets is, and I've received an incredible amount of value in a short period of time. Another coach may have worked with me through the business plan only to have the issues continue to interfere with the plan. Simon's Removing the Roadblocks program allowed me to hit the nail right on the head."

And here's one I'm really happy to share with you from Tracy Valgardsson and she's in Saskatchewan. Tracy was an assistant when I first started working with her and she is a financial advisor today doing extremely well. "I found our working relationship to be of exceptional quality and I would not be here where I am today without your coaching experience."

And there's another series of testimonials there. I'll just let you notice who those folks are. I won't take the time to read them right now. Some of them you might recognize.



So here's the question I have for you. Who is coaching you? At the IFB dinner event last year, Ron James was the speaker and he's fantastic. If you ever get the chance to see this man I think he's the funniest man on earth. And he was talking about traditionalists.

He says, "Look at the traditionalists. They saved and they saved and they saved and they saved. They saved every penny and now look at these Baby Boomers, they're off to the spa, and they've got a bottle of Pinot in one hand and a life coach in the other."

Ron James says, "Life coach? What the hell is that?"

"Well it's kind of like what friends do, they give you advice."

And Ron James replies, (excuse me for quoting his line) he says, "Well that's easy. You drink too much and you're an asshole!"

The point is a friend may not be the best person for you to help you to strengthen yourself from the inside out. Who do you have in your life that is fully trained, that will give you tough love, that will give you systems and will give you strategies to be able to remove the roadblocks that are stopping you? Who do you know that can provide that kind of support and that kind of connection? Do you have that kind of person in your life right now? There are all kinds of benefits as far as working with a coach and here's the slide that we're looking for.

The last one. I'm stopping early. I'm giving you a chunk of my time because I'm not supposed to be finished until a quarter after. I invite you to take the opportunity. I write a very, very strong newsletter every month. By filling in this form with your name and your email address you'll receive the newsletter free of charge. I want you to know that I will not hound you with phone calls. I don't do that. I believe clients will buy from me when they like me, trust me, respect me; get value and the key one is when they're ready. So this is about nurture marketing. It's about providing you with value; it's about inviting you to subscribe to the newsletter. Some of you might know of a speaking opportunity. You might know of a writing opportunity. I had an opportunity to be able to write for Advocis FORUM for a member in this audience. I said speaking opportunity, writing opportunity - he called me up and said "would you like to write for Advocis FORUM Magazine?" I said, "Gee, let me think." I had to think about that one for a second.

If you'd like to have a conversation I'd be more than happy to have a conversation. Just check off the box, I'll be up at the front, you can hand me the form. If you'd like to be able to read this presentation, just fill in those two questions. What did you like best about this presentation? You can write anything in there. Whatever you like, just initial it okay? What did you receive that you didn't expect? One



word would be good, okay. You don't have to stretch, okay. It's pretty easy. Thank you. I appreciate that very much. So thank you, enjoy the rest of the afternoon. It's been a pleasure to speak with you. Thank you very much. I'll be up here to receive your handouts. Enjoy the rest of the day.