



**THE IRRESISTIBLE OFFER**  
SUBSTANTIALY INCREASE YOUR CLIENT ENGAGMENTS

# FRAMING THE OFFER

## THE IRRESISTIBLE OFFER

# VIDEO TRANSCRIPTION

**John Bowen:** Framing the offer. One of the things that's so important is to be able to communicate effectively. No surprise there. In framing the offer here, the irresistible offer is great if you communicate it effectively. So, let's take a look here. So, you meet a prospective client to do the stress test, you have to be able to frame it and so they can understand what they're going to get. This is a concept that we teach in our coaching programs called value promise. You want to have a precise, succinct, compelling description of what, of the clients you serve. So, who are your ideal clients and then how you're going to serve them, how they benefit? So, one of the things you can do is you can click on total client model, which you have access, if you have the irresistible offer and you come down to the bonus section and we go over in depth your value promise.

Okay, so that really works well. Also, the personal story, I'm not going to go over, but this whole section, you combine these two, you will do it even more effectively. But let me give you the highlights. So here in this case, this is kind of going back to my days in working with high tech executives and one of the things that I found were that many of them, if you know the high net worth personality, and again you can go to total client model to understand the nine high net worth personalities, which is really a foundation material. You're going to find that many of them, excuse me, are independent. And this concept of work optional was a big deal. What they were looking for, they wanted to hit it big, whether it's founder stock, stock options, or some combination and non-qualified where they would accumulate enough wealth to support the quality of life they want going forward.

And some were independent and they're a little independent was usually their dominant, but family stewards were really big, too. So, they wanted to go ahead and design. So, they took care of the people they love, the causes they care about make a difference. Now, the reality is all of them that I had the privilege of working with usually they did have some success had the number that they could do support their life. They just raised it again. But this one really resonates and you can, in the total client model, you could have this, you can go through and I go over how you might do it with yours, but I help and I say very successful, high tech executives make work optional.

Okay. If you're not a high tech executive, they're not interested at all. They'll ask you about the game if it was at a cocktail party or if it's at an event, the weather. Make work optional. Okay. But if they are, that becomes interesting. Then you want to describe the benefit you're bringing. I have the privilege of bringing our top clients, our successful, high tech executives, a comprehensive process to help them address each of five key concerns: making smart decisions about their money, mitigating their taxes, taking care of the errors, making sure their assets are not unjustly taken through litigation or divorce. I usually like to add that because that brings out everybody's concern about that and magnifying their charitable gifts. So, we work with a network of professional advisors to help our clients maximize the probability of achieving everything's important.

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Now my experience is, when people, if they were high tech executives and they're concerned about making work optional, when you tell them that consultative process that you're doing and it's really around the big five key concerns, what happens is they're fully engaged. Okay, now they'll go, "Well, how do you do that?" Well, let's say, "So I'm happy to do a stress test with you. I would look at where you are now, where you would like to be, and evaluate whether the strategies you're using right now have you on the right track. And based on this evaluation, will either recommend that you stay on the course or suggest alternatives approach that would be more impactful. And I would add just a little bit, given what's going on politically, economically, and socially, we're finding so many people aren't positioned as well as they should. Let's schedule a stress test." Okay, it's that easy. Whereas what do you think in framing this, the importance?

**Russ Alan Prince:** Well as you're sitting there using the total client model, I was just trying to become more knowledgeable about these people so you can be of service to them. Many times, they're going to tell you what is concerning them, what issues they might have as it relates to their financial world, as to their planning, as to their investments. And it's becomes really, I'll say not necessarily easy, but easier to identify how to connect what you're offering them and put it all together. So, you're connecting the dots. If they're saying they're concerned about a particular issue, the stress testing, you want to make sure you tell them, we'll address that concern and figure out if they are really in the right place at the right time and what they're doing makes the most sense. So, you're going to use some of what they tell you as part of this discussion.

**John Bowen:** Well and let me go to Russ. This was... We did in February 2018, and one of the things if you've just joining us recently, you weren't a member in February 2018, you can buy backwards. We want to honor the relationships that we've had. So, in the content it's available, the monthly, as you're in their coaching programs, but this is such a powerful piece that we wanted to include for you. What am I talking about? Well let's go to it. So, the stress test, a report you could have access to, and this is a great one to use with your clients. It comes from our family office insights, the super-rich stress tests, their financial plans, and so should you.

And I'm not going to read it to you. You can just click on it and read it. Much of it, Russ and I are going over, but one of the things Russ talked about, and I just want to point out this one. In family offices, and this is a study of 199 family offices from a book Russ and I did, *Becoming Seriously Wealthy* in 2017. The single-family offices over the last five years had they done a stress test, 93.5. And this is one of the reasons why we're bringing it. We're bringing down what the most successful are doing. Russ and I will walk you through the process in a second, and or a few minutes and the rest of this. But I want to just know you have this great resource and we've had many advisors go ahead and use this to go to prospective clients and share this is what they're going to be doing.

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So, this is a powerful way of framing. Russ, any comments on this before we go to the next section?

**Russ Alan Prince:** Yes. What's really great about being able to show them, or be able to prompt the conversation, is that a lot of people sit there and say, "Great. Give me some idea of what we're talking about." And they might not have the time to sit down with you and go through all the details or what have you. So, this is helpful to reinforce the message you're making and sometimes it's just prompts it in the first place.

**John Bowen:** Okay, let's go ahead and we'll wrap this framing the offer up. And then we're going to move to stress test testing process, and we'll walk you through the flow chart and this is really powerful and it's going to help you understand what you're going to do and it's going to be different with different clients and how you can tell what you should deliver for each client. We'll see you there.