



THE ELITE WEALTH MANAGER

BUILD A SIMPLE AND ELEGANT WEALTH MANAGEMENT BUSINESS

**BECOME THE EXPERT THE
WEALTHY WANT
FROM HIDDEN TALENT TO
TALENTED EXPERT**

VIDEO TRANSCRIPTION

John Bowen: From hidden talent to talented expert. This is a short module, but it's a really important one to help you with the framing of how you can be hugely successful. Let's take a look.

Let me go. You can read all this. The tax is really what I'm going to walk you through in the chart. So, let's blow that up here and let's see if I can get it. So yeah, there we go. Okay, so we call this seat expertise thought leadership matrix. And I want you to envision where you are now as I go through this because this is a really powerful. In my mind, it helped me think through, you know, because if you think of the opportunity you're now, you can nail the client experience. So, you're a really good wealth manager. Most of us that are at that level, what do we think? If we have a good perspective client sitting in front of us, they're going to become a client because we can do tremendous work for them and it's, we're going to help them make smart decisions about their money so they can take care of the people they love, causes they care about and make a difference in the world.

Okay, well the problem is for most advisors there, there's not enough people sit in the chair, the average advisor, Price Metrics, a big analytical firm went ahead, and they do a study every year to see, it was data of 25 major firms. So huge firms, lot of advisors they have all the data of actual transactions. And the average advisor in 2018 did grow a little, it's usually been seven point something that went up to just over eight, 8.3 I think was a number. The number of clients coming in eight per year. Okay. That's the average among all the successful advisors out there. What a missed opportunity. And because so many people have gotten complacent, you now can take the lead. But how do you do that? Well, let's take a look here.

So, when we think about this and we go through, let me center this a little bit. We think of the level of wealth management. Everyone that's in this program is certainly closer to high, if not high. And the other on the matrix, what we're looking at here is, oh, we don't have it written out. So, the think of wealth management, let me go and see if we have it here. Oh, that's interesting. Well crack that, so we have a level of wealth management here and then think of what we're looking at is the percentage of thought leadership. So, the level of being positioned as the expert. Let me go back to here.

So, the matrix on the Y axis is a level of wealth management expertise. On the X axis is the positioning of thought leadership. So, when we start, let's start at the bottom. You know, if you're low in wealth management and not positioned on thought leadership, guess what? You're really not a good advisor. And it may be too strong to say incompetent. But if you're talking about the wealthy, that's the case. Now all of us have seen people who have great positioning from a thought leadership, but you know, they're really not giving very good advice. And you know, it's easy to see the talking heads on TV that are doing this, and you know, we get frustrated and it's

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really frustrated. But you know, even wealthy clients have a hard time telling the difference between advisors. So, you know, you can use thought leadership for bad as well and position as an incompetent expert. Excuse me.

Now where most of you are is you have a high level of wealth management experience, expertise. You're a hidden talent. And because you have high expertise but you're low on the thought leadership, that's what we're doing on the elite wealth manager. We're going to correct that for you. We're going to give you all the tools and everything so you can bridge this gap and move from not only having the high level of thought leadership or excuse me, wealth management to a high level of thought leadership and position yourself as the talented expert.

See, this is where you know, just imagine if you are the top person in your industry perceived how is that the case? You know, nobody's doing an analysis on your full wealth management experience. They are looking, the most prevalent thing is how does the industry as a whole think of you, and that's what thought leadership can do. It makes a big difference. So, remember, the affluent have choices. They can work with the best of the best. Well, we want you to be one of the best of the best and move from being a hidden talent to a talented expert.

So, let's do that together. In the next video, please join me in. What we'll do is move from now that you're going to become that talented expert. How do you get this thought leadership? The idea of curating, which is sharing or creating your own, and we'll talk about our perception of that from our research and experience. And it was eye-opening even for us. So, I want to share it with you. I'll see you in the next video.

We're well on our way to becoming the expert that your clients and all your future clients want. I'll see you in the next video.