



THE ELITE WEALTH MANAGER

BUILD A SIMPLE AND ELEGANT WEALTH MANAGEMENT BUSINESS

WORK WITH THE RIGHT AFFLUENT CLIENTS

THE VALUE OF
WORKING IN A NICHE

VIDEO TRANSCRIPTION

John Bowen: The value of working in a niche is huge. And in the next few videos, the sections modules, I'm going to be going through and showing you why it's so important. And what we find... And not only why it's so important, but how to actually make it happen. Let me give you an example. Certainly, I grew up in the financial services industry just like you. Wealth management has been a passion all my life as well as entrepreneurship. And most of what we teach is really applicable to a lot of professions, not only financial advisors, but as we get going forward in the research you're going to see, we do research on CPAs, attorneys, other professionals. We certainly study the super-rich. We also study entrepreneurs.

And the lessons we've learned in coaching, we could go apply to a lot of different industries. And I get asked when we're hiring coaches... Often times we have them put together a business plan as they're going through our interview process of how they'll hit the ground running over the next 12 months. And they interview a number of us. And what they would do if they would come on board, and what would they recommend we change as a business. I always love to hear from other fellow entrepreneurs how they would change. One of the most common thing they raise is, have you ever considered going to other industries?

And the answer is yes. Okay, but we decided that we're going to work with only the top advisors, and those aspiring to be top financial advisors that want to deliver a wealth management experience to their clients.

Okay. That takes the 420,000 advisors and narrow it way down. It also certainly excludes the CPAs, the attorneys and all this. And so, we've made that conscious decision. And as you go through it, I'm going to be sharing your experience. You can think of why as we did this, because we can go deep and narrow. It's easy to market to those advisers who want this because it's a definable section. And then at the same time, what it does is we can get really deep in the knowledge of how to help them accelerate their success even more, so they can live amazing lives of significance. And that's where it becomes really powerful. So, think about yourself now, as you've identified your avatar, Jane here in the example I use. We got clear on the idea of client profile. So, we're really zeroing in.

That's where the power of niches can help you to make this all happen. So, let's look at it. So, imagine this. You move to a new city and you're establishing a financial advisor practice. Okay, and this is one I feel strongly about, because, so many people, we do move. I grew up on the East Coast, small town, upstate New York and moved to the West coast, Silicon Valley. I could have put a newspaper ad when I first got here. Full page in the San Jose paper, San Jose Mercury News. I have arrived, top financial advisor for you. Now other than making my parents proud, it would have little to no effect. And this is the challenge of it. So, you run this newspaper, you announce your new business and invite people to contact you. What's the results?

VIDEO TRANSCRIPTION

Parents are proud but very few clients if any, and certainly not the affluent. So, let me give you an in contrast. Imagine that you focus your efforts on attracting among a single community of affluent individuals and families. By the end of the year, you would be established in the center of that community. When I first moved down here, what I ended up doing, once I got past what I got taught to do, which is pick up a phone book and then later on it was a reverse directory. Some of you might remember. So, you go through a community. It was when we actually picked up our phones in those days. I went ahead and got introduced to a very affluent individual. He was a United Airline pilot who really brought me into his tennis club. And I ended up having a lot of my lifelong clients came out of that initial group. And it wasn't... I'd love to tell you; it was very thoughtful.

It was me strategically stumbling, but really to have the success so that you can race up this hierarchy, we've got to be successful on purpose and so we've got to find those niches where your ideal client's profile. The avatars already exist so that we can really work with them. And that's where the power of this is. So, if you think about it, working within a single niche for both you and your clients, what happens? It becomes easier to become the expert they need. You think of implementing wealth management. We talked about the strategy too, and it wasn't that long ago. We're only in three. The affluent clients face a range of financial challenges beyond simply investing. And it's impossible to become an expert at everything, but you can be credible in a number of areas and certainly bring in the experts.

But what happens by having that network, and we're going to have that. You can really get very good at servicing one type of client. And when you focus on one niche, you can become well known to be that expert. So, it's really powerful. Also, it's easier to have great conversations with them because you know, really their jargon. You know who they are. You're going to become well known. This is where you're going to be in the center of all this. People are going to like you; you're going to enjoy. And because they have some of the same challenges, you're going to become even more effective. And it's also cost effective, because when you focus on one niche, you don't have to spend an awful lot of money marketing, buying those newspaper ads, those TV ads, and so on, the radio ads. You're very focused. Also, it's easier to provide world-class client experience. Why? You have one market; they have similar needs. You can create one experience. You don't have to do one offs.

So, you can customize it, tweak it for a client, fine tune it. But it allows you to get the benefit of scale. And then also you can position yourself as the expert that clients want. In what we talk about here, this is so important is when we're building our pipeline, that so many of us remember our hidden talents. We can become talented experts very easily in small communities, or niches if you will. And there's so many niches out there that this is much easier done than you think. And what we find over and over again, it's more enjoyable. You have one

VIDEO TRANSCRIPTION

type of client, you choose them because you enjoy working with them and you can have a much, much higher quality of life.

So, it's not just a feel-good benefit. We're looking at how can we monetize this as well. But it's really a true business benefit as well. When you work with people with whom you have a high affinity, tend not to get burned out and you're happy to remain in businesses for a year and really create some tremendous value. Okay, so as we look at this, this is really the value of working in the niche. Now, as we continue in the next video, I'm going to go ahead and show you what makes a niche extremely effective. I can't imagine not working in a niche. It would be just such a missed opportunity. So, I want you to be able to have a clear niche. Remember, it's not exclusive, it's your primary focus that we're going to design everything around. I'll see you in the next video.