



THE ELITE WEALTH MANAGER

BUILD A SIMPLE AND ELEGANT WEALTH MANAGEMENT BUSINESS

**BECOME THE EXPERT
THE WEALTHY WANT
SEND VFO INNER CIRCLE
REPORTS**

VIDEO TRANSCRIPTION

John Bowen: One of the tools that we have for you to become the expert your clients, both current and future clients, want is the VFO Inner Circle Special Report. So, each month you're going to get a package. Right now, we've been doing it for many months, we're in the black as you look through CEG stuff, black and gold. And so, you'll get that. There's a whole bunch of different reports.

In this case, I'm holding up the VFO Inner Circle, so you're going to get it printed. This printed copy is for you or potentially to use with the COIs. We'll talk about that. But in each of the editions, what happens is you'll find there's five special reports. They start with elite wealth manager, and there, there's usually one strategy or tactic that's applicable to many of our clients.

Then we go in the billionaire mindset, and this is more of really helping your clients think through things. Common would be like a negotiation, how to be more successful, active listening. And then we have entrepreneur insight. So, Russ and I are always doing a lot of studies on entrepreneurs, because that's where the money is. When we look at people with five million or more, it's three out of four of the households with five million or more of investible assets are business owners or entrepreneurs. And when we get up to 25 million or more of investible assets, it's nine out of ten.

So here, one of the most common things, I'm just looking at the October 2019, I have it handy here, and it's selling your company, will you choose a financial or a strategic buyer. The idea is each of these will provide special excitement to inspire people to action, so they reach back to you or to the COI that you're working with.

Lessons for the super-rich, and this is all when we're looking at family offices, the studies that we do, 500 million or more, we'll be bringing that in. And then we do kind of a best life. And this is usually fun. It could be cars, it could be helping the kids, the grandkids, sailing around the world. In this case, it's turned caviar dreams into realities. It's all about caviar, how expensive it used to be. Wild sturgeon you were catching, now getting farm-raised, the cost goes down dramatically. Just the extreme, the last round table event, I had caviar for all the advisors, and I think we had about 240 people there, and the cost of the caviar was certainly under \$2,000. Had I bought the wild, it would've been over \$20,000. Okay, I love caviar. I'm a foodie. I got to tell you, at my level, I couldn't tell the difference.

But we're always sharing, whether it's exotic cars, how to get jets, that type of thing. All these, each of the five, are set up to have great conversations. So, let's dive in a little and give you some of the framing here. The VFO, remember Virtual Family Office, Inner Circle Reports, these are geared for people with \$1 million or more of investible assets. They're going to be more

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interesting for entrepreneurs, primarily because they have more complications typically. But for any affluent family with a million or more, they're going to be useful. The bigger the numbers, the more useful it will be. And this is where we're helping you move up-market, but you're going to enjoy them as well.

And it's from our group, our brand, VFO Inner Circle, and that's our global financial concierge group. And as a participant, you get access, this is as a member of CEG Advantage as well. And you have the ability to co-brand, customize and share individual reports with your clients and prospective clients. And also, you have the ability to share the reports with the COI who can then customize and distribute it to their clients. So, all of these reports are really geared to start great conversations. Marketing's all about starting great conversations with the right people so that you can see whether or not they should take advantage of your experience, your service, your world-class client experience.

So, the ability here then, sharing the select VFO Inner Circle Reports with individuals is important. So, what we're talking about here is you're not blasting it out. Typically, most advisors, no more than 10 reports are going out per month. Because as you send it out, and you can send it out digitally or you can print it, but you're going to send it out and then you want to follow up and let them know that you were thinking of them.

And we have the template for the email or letter that you send out. And it's really, again, starting great conversations where even if that particular strategy or that thought wasn't that important, it's a great way to get them back in the office, whether they're a client or a prospective client, or to just let them know you're thinking about them. When we go back to the six C's, this is a real important part, is connecting.

And when we look at this, what we see is that marketing, excuse me, is all about starting great conversations. And each conversation you have, whether a current client, prospective client, or a professional advisor, puts you in a position to help them make smart decisions. And if they're entrepreneurs, grow their business. So, the goal is to schedule a phone appointment or in an office. Or if you're using video conferencing, we love Zoom, has been very valuable. And this is going to pry that ongoing economic glue. And we're going to go over that in strategy eight.

Again, you can go to CEG Advantage, so I'm not going to go through and walk you through how to use this, because it's all in that platform. But I would encourage you to kind of explore. And it's really valuable and as you get your monthly package, go ahead and ... What we do is we print it the first of the month, everything's just in time. It goes out the first of the month and usually you receive it by the fifth day of the month. And so, what's so powerful, remember I said

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in thought leadership, having consistent thought leadership was so important, well we're providing. And that's why you can curate it.

And the flash report, you can go ahead and do your total look and feel, you can co-brand these special reports. And I got to tell you, it's making a huge difference in starting great conversations that allow you to expand your relationship profitably with your clients or with your prospective clients. Go ahead and start new relationships so they engage you for the full wealth management experience. And then we'll get into how you leverage this on the COI side with accountants and attorneys and other professionals.

Okay. Where are we? Well, we've got the flash report out. We got the VFO Inner Circle out. Let's talk about conducting an invitation-only presentation. I am big on doing one to many presentations. Obviously, I love video. It's a great way of getting out there. We don't cover webinars, even though I think webinars are okay. We only have a couple advisors doing a lot on webinars, having it successful. And they're very similar and I'll bring it up in the presentation but getting and doing presentations in the right venue can be huge. And we've got the tools for you to have some big success. So, I'll see you there.