Personal Branding for Financial Advisors
What we will discuss

• A definition of brand
• Why building a brand is important
• A BRAND framework
• It’s not all about you
Debunking some myths
First

A brand is not just a logo
This is not a brand
Second

A brand is not a personality
A brand is not a product
So What Exactly is a Brand?
A brand is a person’s gut feeling about a product, service, organization or an advisor.
• A brand is defined by **individuals**, not companies, market segments or **audiences**

• It is a **GUT FEELING** because people are:
  – emotional
  – intuitive
  – non-rational
IT’S NOT WHAT YOU SAY IT IS
IT’S WHAT THEY SAY IT IS
Personal Branding

Using a deep understanding of your unique gifts and distinct purpose to influence how you are perceived by others.
Why is Having A Brand So Important?

• People have too many choices and too little time

• Information consumes attention
A BRAND Framework
A BRAND Framework

Biography and Business

*You as a Person. Your Stories. Your Business*
A BRAND Framework

Biography and Business

Reasons for what you do/how you act
Business Beliefs and Behaviours
A BRAND Framework

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*You as a Person. Your Stories. Your Business.*

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Actions you take/processes
*Client Experience*
A BRAND Framework

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*You as a Person. Your Stories. Your Business.*

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*Client Experience*

Niche served
*The People you Serve. Your Ideal Client. Your “Tribe”*
A BRAND Framework

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Client Experience

Niche served
The People you Serve.  Your Ideal Client.  Your “Tribe”

Differences
Your Focus.  Your Remarkable Features.
Biography & Business
Biography

The authentic you

Unique history

Unique experiences

Unique gifts
Whole Person – Doug Towill

**Personal**

- Small town boy (born in Moosejaw)
- Business junkie (Bcomm. MBA)
- West Coast/Left Coast
- Proud father of twin girls
- Tons of travel – love it

**Professional**

- 10 years as professional consultant
- 14+ years in investment mgt
- Practice Management - not Product
- Trends and Tools
- “Cutting edge – communicated”
Tell Your Story
Stories Say A Lot About a Person

The “Why I do what I do” story

A lesson I have learned... the hard way

My best partners

A difficult decision and how I made it

The “My most embarrassing moment” story

The best lessons I learned from my clients

My father/my children

The “How I met my wife” story
What is the **deep** need that you satisfy?

What is the real value that you provide to the clients?
What is your competence?
What are you really good at?
What are you the best at?

Personal BRAND Statement
Reasons

• Business Beliefs
• Behaviour/Actions
A deep search and “fearless inventory”

To answer two questions:

1. What has your experience in this industry taught you?
2. How does it impact your behaviour and relationships?
We believe ________________________________

Therefore we ________________________________
Your Business Beliefs

Business Belief #1

Behaviour #1

Business Belief #2

Behaviour #2

Business Belief #3

Behaviour #3
Choose 3 to 5 areas your business will **NEVER** compromise
Client Experience
Three Questions

1. What experience do your clients want from their relationship with you?
2. What are the major client touch points or activities?
3. Do the activities provide real value and are they remarkable?
Customer Touchpoint Audit

Client Experience

Exceptional

Needs Improvement

Introduction  E-mail  Web  Office Visit  Meeting  Investment  Ongoing Communication
Process - Example 1

Discover Needs ➔ Invest ➔ Monitor
Process - Example 2

**Step one:** Clarify the client’s present situation

**Step two:** Identify both financial and personal goals and objectives

**Step three:** Identify financial problems

**Step four:** Provide written recommendations and alternative solutions

**Step five:** Implement the right strategy

**Step six:** Provide periodic review and revision
Client Experience - Example 3

1. Compatibility and priority Assessment
2. What is success?
3. Action plan
4. Strategy and implementation
5. Education and communication
6. Annual review

Worry-free Wealth Management
Niche
Not your “niche”

Their “tribe”
The End of Traditional Client Profiles/Categories

From
- Age
- Income
- Assets
- Occupation
- Gender
- Family

To
- Individuals
- Lifestyles
- Personality Traits
- Beliefs
- Experiences
Becoming Part of the Tribe

• Identify a specific group - Have they selected you?
• Gain a deep understanding of their issues and needs.
• Create an educational program
• Locate the “watering holes”
  – Regular meetings
  – Common periodicals/publication
  – Their COI’s
  – Their websites
• Package your entire offering to be uniquely attractive to them
Differences
The three most important words in differentiating your personal brand
Focus
Focus
Focus
Is This How Your Customers See You?
Problem:

- We are “hard wired” to protect us from too much information
Our brains are programmed to notice only what’s different
Solution:

BE DIFFERENT
NO. REALLY DIFFERENT
A BRAND Framework

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Differences
Your Focus. Your Remarkable Features.
• What Brand do you want to be?

• Brand “X” Exceptional

• Brand “R” Remarkable
Remarkable things get
Remarked about
IT'S NOT ABOUT YOU
IT’S ABOUT THEM
Two Personas

1. Walks into a room and says
   “Look everyone. Here I am!”

2. Walks into a room and says
   “Aha, there you are!”
80/20 RULE
Differentiate yourself by:

The questions you ask

The way you listen

The relationships you build
Help the clients and prospects by being very ready to articulate:

Your value

Your brand
Questions?

pd@ci.com
Building

The building phase of an advisor’s practice requires a dedicated focus on growth activities to ensure success. This involves developing a unique personal brand, creating an effective marketing strategy, generating business opportunities, and establishing a sustainable client base. The presentations and tools in this section will help advisors in all of these areas.

Presentations

Client Discovery (CD) new
This presentation will provide you with a number of innovative ways to uncover the critical client needs that standard fact finding discovery processes inevitably miss.

PPT | PDF | CD Quiz

Growth Imperative (CI) new
This presentation will highlight some of the shifts in the financial services business and their potential impact on your practice. It will also introduce three growth strategies that you can use to build your business.

PPT | PDF

Personal Branding for Financial Advisors (BFA) new
This presentation introduces a proven framework to assist you in developing the core messages you need to promote yourself effectively.

Multimedia PPT (PDF) | CE Quiz

Power of Social Networking (PSN) new
The Social Networking phenomenon is growing and you need to be prepared for it. This presentation will explore the potential of Social Media as a marketing tool. It will also help you understand the risks associated with using Social Media and show you how to get started.

PPT | PDF

How to Develop Compelling Client Testimonials (BFA) This tool provides a five step process for getting great client testimonials and shows you how to incorporate them into your marketing materials.

PDF

Life comes as you want (CD) new
A chart that you can use to help clients identify what issues and needs their family may face in the future and to help you determine how you may assist them in managing those needs.

PDF

My Life Events Worksheet (CD) new
A worksheet that you can use with your clients to determine the probability and impact of the life events that apply to them.

PDF

Strategy Implementation Plan (CD) new
A worksheet that you can use to develop a plan of action to incorporate any new initiatives into your practice. It will help you to detail all of the necessary steps to succeed.

PDF
Thank you
The information contained herein is qualified in its entirety by reference to the detailed information in the simplified prospectus of the fund(s). CI Investments Inc. cannot accept any responsibility for any loss arising from any use of or reliance on this information. Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus before investing. Mutual funds are not guaranteed, their values change frequently and past performance may not be repeated.