

Tweets Recruits & Orange Suits



Are you ready to stand out?

OrangeSuitsYou.com

It's too much. All of it. What you're asked to do on a daily basis is so overwhelming at times, it almost sounds like a joke. Are you laughing?

It took me about 15 years in the retirement planning business to realize that I was chasing the wrong carrot at the end of a really long stick. And once I changed my focus, everything else changed for me. It was almost like magic. Admittedly, I still struggle at times to maintain this focus because everyone around me seems to have lost their minds. "Grow your staff, recruit other advisors, get those Tweets out to build your presence on social media! The people who win at this business are people who take action; they're the implementers!" These voices are very loud and they just don't stop.

Meanwhile, I wondered what was wrong with me. Why was I unable to keep the pedal to the metal like the big producers on the stage, sharing their heroic stories of growth at all cost? Why wasn't I able to be more like them? Well, for one thing, I enjoyed profit and not just revenue. I sought profitability rather than notoriety. That alone meant I was not like those other guys. And when I turned away from the 'Church Of Bigger Is Always Better' I felt like I'd been excommunicated. I'd lost connection with a community of my peers and was replaced by...deafening silence. See, it turns out that once you decide to manage your practice for reasons that have everything to do with what's best for your clients, your family, and yourself, the entities that thrive off of your endless growth seek out other salespeople to represent their growth interests.

It's imperative that you and I understand this power dynamic and learn to be okay with it. For without these large growth-is-king firms, we lose valuable members of a healthy ecosystem; they serve an incredibly useful

purpose to our clients and to us. However, AND THIS IS EXTREMELY IMPORTANT, we don't need to be anything other than who we are to contribute to and benefit from this ecosystem. In fact, these large organizations provide for us the opportunity to stand out and serve our clients in ways that they can't. But without differentiating ourselves from

these behemoths, we don't stand a chance.

In an era of pressure from all sides to Tweet and Recruit, maybe it's time you fit yourself an Orange Suit. Not

THAT orange suit, the prison type, I'm thinking of something completely different. Because locking yourself into an endless race toward bigger, bigger, BIGGEST is its own prison, one that too often ends in disappointment and broken promises. No, in a business that's a sea of endless gray and navy suits, you need to stand out, you need to be an ORANGE SUIT.

We're awash in information; it's everywhere. And so are your clients. What people are lacking is discernment and a way to process and synthesize all of the information that's out

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there. You can be their guide, you can teach them a process, you can show them the way to turn down the volume on the noise. In order to do this, you have to establish yourself as the expert and guide they need. You have to be present and

engaging, truthful and vulnerable. In short, you have to be different than everyone else out there. Otherwise, you're just another person with a boring dark suit.

OrangeSuitsYou is your partner in client engagement. We know the story, we live the story, we tell the story. And if you're ready to stand out, we can help you tell your story. Because if you don't tell your story, who will? You can recruit other advisors into your business, and you can Tweet as much as you'd like, but do you really know what to say and how to say it effectively? And if you do know what to say and how to say it, will you do so consistently?

I see it all the time and I'll bet you do too. A financial advisor or an estate planning attorney or a tax professional will decide to send out a newsletter or post to social media, but a year later are they still committed to the process? In other words, are they still sending out newsletters and Tweets? Likely not. Why? Because if it does work and turns into business, somebody has to take care of those clients, and as a result, what happens to those newsletters and Tweets? umm...

Can you imagine for a moment what might happen if you commit to a weekly email newsletter for your clients and prospects that arrived in their inbox every Friday at 9:00 AM for FIVE YEARS without missing even a single week? Imagine what that says about you. Can you be trusted to manage their affairs? If you show them that you're relentless in your



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pursuit to serve them, how can they not at least give you the benefit of the doubt that you're committed to being a trustworthy partner to them? I mean, WHO DOES THAT? I did it. That's right, unique newsletters arriving in their

inbox every week for 260 weeks in a row. And do you know what happened to our business during that time? We grew to 65% profitability with a 99% client retention rate year after year. Was it just the newsletter? Of course not! Did it hurt the cause? Of course not!

Big companies can't communicate like you can. This means you need to communicate like they don't, can't, and won't in order to stand out. You WIN if you choose to.

Clients generally don't leave their advisors because of bad market performance or changing tax laws or an evolving estate planning environment. No, they leave their advisors because of poor communication. If that's true, are you investing enough in a strong communication strategy?

So, here we are. Communication is what clients need, discernment and a decision-making process is what they want, and big companies can only push a generic dark suit message out to the world. **Are you ready to stand out? Are you ready for an orange suit? If not you, then who? If not now, then when?**



Stand out.