

# BackNine's Pro Shop

## How to develop a powerful branding statement



## Today's Agenda

Why?

- Why You Need To Start With Why

The  
Formula

- A four-step process to build a great branding message

The Cross-  
Sell

- How to adjust your branding message to the person sitting across from you

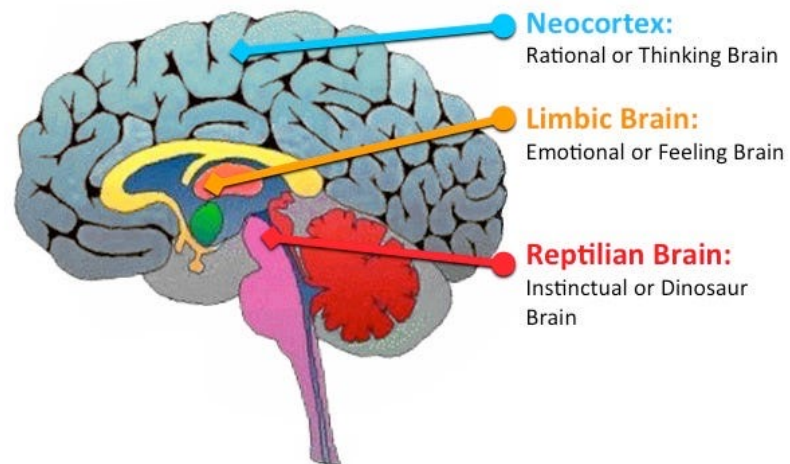
## Think about the last time you answered the question “So what can you do for me?”

Most commonly, when we introduce our services, a new product, or a potential solution to a client, we tell them by telling the person **WHAT** we do followed by **HOW** we do it, especially if our product or process is different.

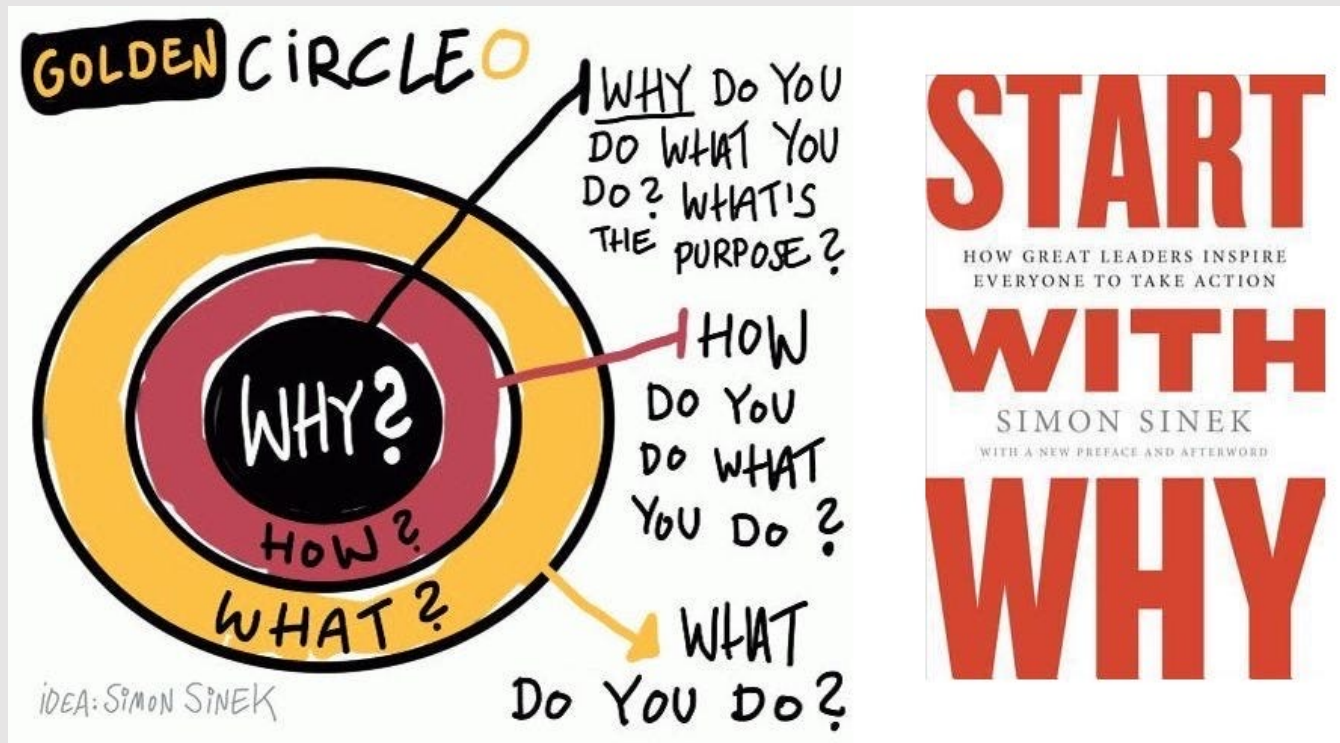
However, we rarely get into **WHY** we do what we do.

And we’re selling ourselves short, at least, according to neurology and human nature!

## Who, or rather, *what* are we speaking to?



The reason people buy is why!



# The Power of Starting With Why

## Why

- When I was 19 years old, my college roommate's father passed away unexpectedly. While his family had some assets to take care of outstanding debts and the funeral, my friend had to drop out of school due to financial hardship. I had limited financial knowledge, but I always thought of insurance as a "rich person's tool" to pass millions of dollars to their children and grandchildren – I came to realize that it's a way to protect your family against the worst things in life... it's why I entered this business after college, why I've been a lifelong student of the game, and why I've been helping families in my community for the last 22 years.

## How

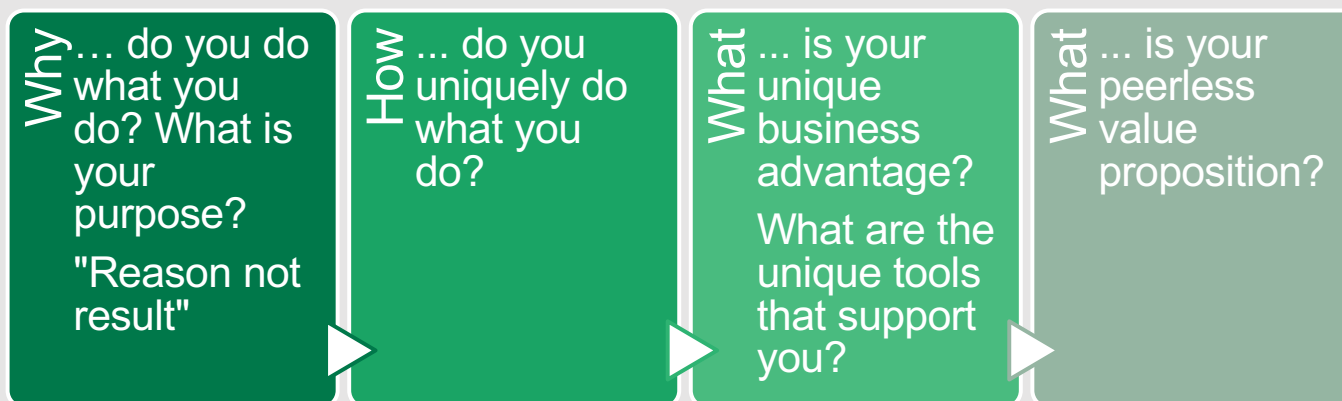
- My process involves a thorough needs analysis to understand potential threats and weaknesses in a family's financial plan, but also to identify ways to strengthen their plan, whether that be improved retirement outcomes, retirement income planning, or savings on taxes. Once we understand your needs and opportunities, we then use our proprietary software to help find the most cost-effective and efficient insurance solutions possible.

## What

- I'm a financial planner and insurance professional, who helps clients protect against life's uncertainties and improve their family's financial outcomes.

## The Formula – 4 Steps to a Branding Message

63% of retail clients think all financial professionals make the same promises and have the same approach.\* This is because they have trouble seeing unique value between different advisors.



\*Source: BNY Mellon and Pershing, "Advisor Value Propositions Study"

## Building Your “Why”

Your “why” can be...

- **Personal** – Is there a specific reason you got into this business?
- **Client-Centric** – Is there a specific problem you like helping people solve? Is there a specific type of person you’re better equipped to help?
- **Statistical** – Is there a common fear or motivation that drives your business?

***But above everything, it must be genuine and specific to your target audience.***

***Does your “why” match your ideal client?***



## Defining Your “How”

Your how is all about “process” – what are the actions you take or the system you follow – but it’s also about appealing to your target market.

70% of financial professionals earning \$1mm or more annual focus on a particular niche.\*

\*Source: CEG Worldwide Research

## Defining Your “How”

If you're having trouble defining your ideal client, consider the following:

- Career Niche – especially powerful for career change agents
- Specific Companies – impactful for plan advisors or multi-service professionals
- Specific Products – is there one type of product you have greater success with?
- Life Changes – marriage, divorce, starting a family, retirement, and more!

\*Source: CEG Worldwide Research

## Your business is bigger than you

Even if you're a sole practitioner, there is more to your business than just you!

Make sure you introduce your team and your tools!

- **Team** – Who are your partners, support staff, upline?
- **Tools** – What tech and software do you have that makes your process or client experience better?

\*Source: CEG Worldwide Research

# Peerless Value Proposition:

## How to Stand Out in a Sea of Same

Your Value Proposition is a clear statement of what makes you “unshoppable” – the problem is, too many people make themselves sound replaceable by their value proposition.

To avoid sounding like everyone else, start with your current value proposition, and then run it through these four criteria!



# Peerless Value Proposition:

How to Stand Out in a Sea of Same

## Peerless

- Designations, i.e. CLU, CFP, CRPC
- Experience with niche market
- Past relevant professional experience
- Unique documented planning process
- Life event specialty

## Replaceable

- Deep relationships with clients
- Superior customer service
- Respond to all messages within 24 hours
- “X years of experience”
- Cost/pricing

# Steps to build out your best branding statement

## Research

- What does your ideal client look for in a financial professional? What are key differentiators?
- What do your competitors do and say?

## Drafting

- First, get your ideas for all four steps onto paper.
- Then, write at least three versions - focus on brevity and impact.

## Seek Feedback

- Run this by your peers, trusted contacts, and even a key client or COI. Ask them to be critical of you.

## Measure Results and Refine

- Track your sales results, cross-sell, time to close, acquisition numbers, and other key metrics.
- Evaluate how your business and processes have changed.
- Account for new tech, designations, or business improvements

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