



EXPERIENCE

Action & Accountability Guide

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Ostlund**



ÖSTLUND
· WEALTH ·



ADVISORS[®]
EXCEL



FROM IDEAS TO ACTIONS

1		1		1	
2					
3		2			
4					
5		3			
6		4		2	
7					
8		5			
9					
10		6			
11		7		3	
12					
13		8			
14		9			
15		10			
16					
17		11			
18		12			
19		13			
20		14			
21					
22		15			
23					
24					
25					



GOALS

SHORT TERM

1.	4.
2.	5.
3.	6.

LONG TERM

1.	4.
2.	5.
3.	6.

WHY?

1.	4.
2.	5.
3.	6.



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To know how many 1st appointments you need to maintain throughout 2020 so you're not just IMAGINING your goals, all it takes is a little calculating!

Total Asset Goal For 2020: \$ _____

of Weeks Planned to Work in 2020: _____ weeks

Avg. # of 1st Appts to Acquire New Client _____ 1st appts

Current Avg/ New Client Account: \$ _____



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Now that you've got those figures, all you have to do is some simple math!

DETERMINE TOTAL NEW CLIENTS FOR 2020:

$$\begin{array}{ccccc} \$ & \underline{\hspace{2cm}} & \div & \$ & \underline{\hspace{2cm}} & = & \underline{\hspace{2cm}} \\ & \text{Total Asset Goal} & & \text{Current Average New Account} & & & \text{New Clients Needed} \end{array}$$

DETERMINE TOTAL NUMBER of 1st APPOINTMENTS IN 2020

$$\begin{array}{ccccc} \# & \underline{\hspace{2cm}} & \times & \# & \underline{\hspace{2cm}} & = & \underline{\hspace{2cm}} \\ & \text{New Clients Needed} & & \text{Avg \# of 1st Appts to Acquire New Clients} & & & \text{1st Appointments for 2020} \end{array}$$

DETERMINE TOTAL NUMBER of 1st APPOINTMENTS PER WEEK FOR 2020

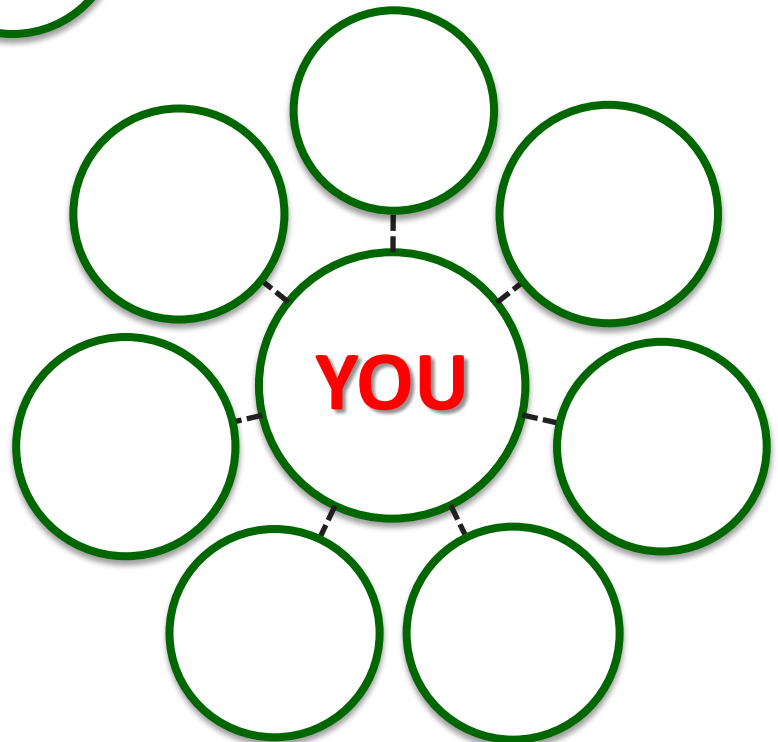
$$\begin{array}{ccccc} \# & \underline{\hspace{2cm}} & \div & \# & \underline{\hspace{2cm}} & = & \underline{\hspace{2cm}} \\ & \text{Total 1st Appts for 2020} & & \text{Work Weeks in 2020} & & & \text{1st Appts Needed per Week} \end{array}$$



NEXT 12 MONTHS MARKETING PLAN

MARKETING FUNNEL	# OF EVENTS/TIMES EXECUTED	# OF NEW APPOINTMENTS	COST PER EVENT	ANNUAL BUDGET
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
6. _____	_____	_____	_____	_____
	TOTAL NEW APPOINTMENTS	_____	TOTAL ANNUAL BUDGET	_____

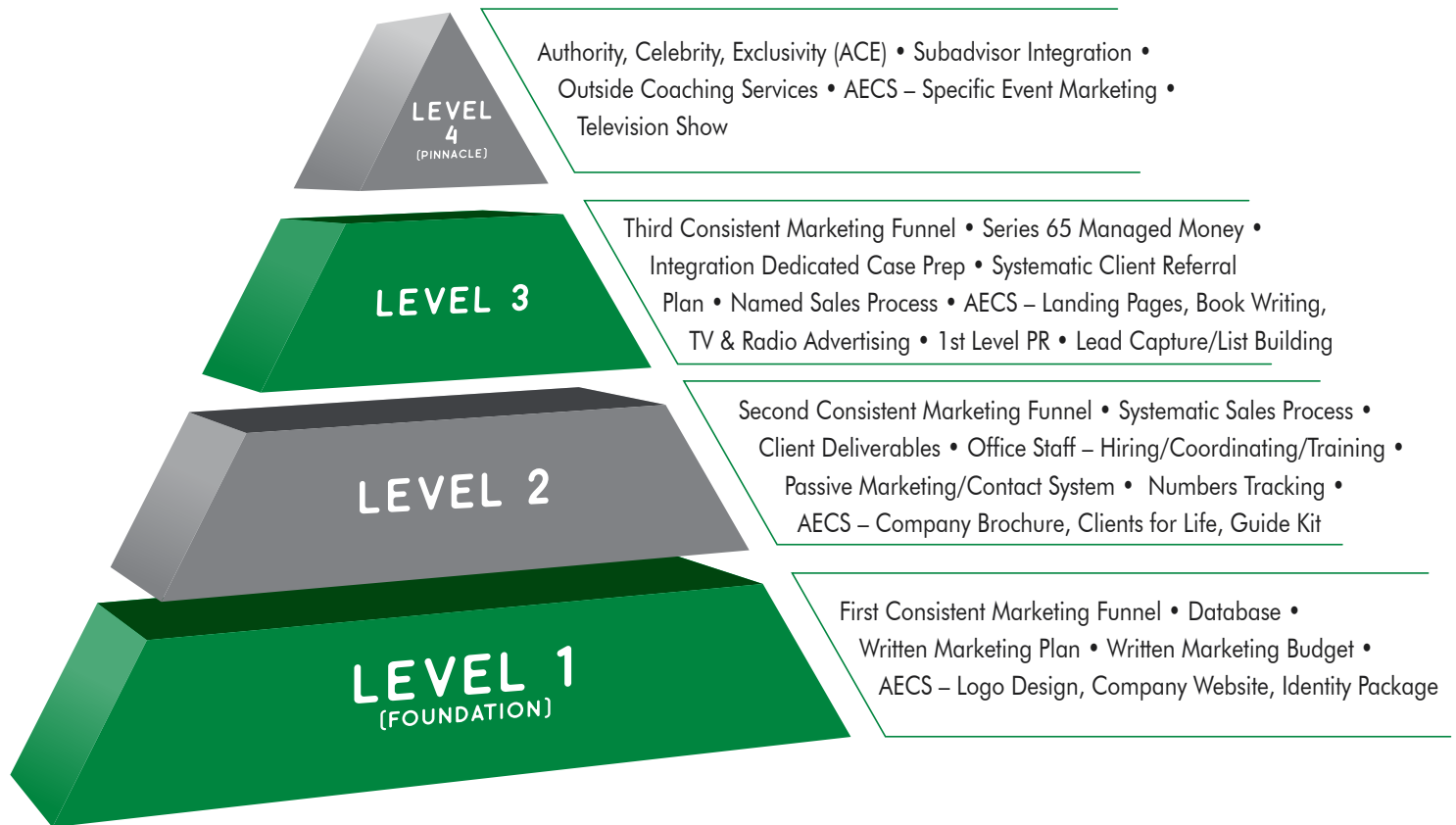
A TRUE MARKETING WHEEL





MARKETING MATRIX

	New Lead Generation	Existing Client Marketing
Active Strategies	- Seminars - White Glove Workshops - Sponsored Seminars - Radio Show - TV Show - College Classes - Niche Markets	- Appreciation Events <i>(Entire database, bring-a-friend, VIP, etc.)</i> - Informational Events - Double Dates - Birthday Parties - Ambassador Event
Passive Strategies	- Weekly E-Newsletter - Buy or Die Mailers - Landing Page Advertising - Radio Advertisements - TV Commercials - Website - Social Media - PR/Celebrity - Billboards	- Hard Copy Newsletter - A+ Client Process - Birthday/Anniversary Cards - Birthday Cakes - Referral Program - Red Carpet Letters - Holiday Cards - Welcome Kit - Holiday Pies



THE BUILDING BLOCKS TO GROWING A FINANCIAL ADVISOR FIRM ON A STRONG FOUNDATION



12 MONTH IMPLEMENTATION PLAN

IMMEDIATE IMPLEMENTATION

1. _____

3. _____

2. _____

4. _____

Top 3 Initiatives for Company in 2020

Focus on only these 3 things. Implement these first before moving to next initiatives.

Initiative/Task

Responsibility

Date

1. _____

2. _____

3. _____



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RESOURCES



KNOW YOUR NUMBER

Annuity Premium (\$ _____) x 7% Commission = \$ _____ per year
+ AUM Revenue \$ _____
+ Life Revenue \$ _____
TOTAL REVENUE \$ _____

_____ / _____ hours/year = _____ per hour

REVENUE ACTIVITIES

1.

2.

Current Time Spent Weekly: _____

ITEMS TO DELEGATE – CURRENT TIME SPENT

1. Paperwork/Applications: _____	5. Technology/Systems: _____
2. Follow-ups: _____	6. Appointment Setting: _____
3. Marketing: (Seminar prep, Radio prep, Drip marketing, Client Event prep)	7. Staff Management: _____
4. Case Prep/Design: _____	8. Client Service: (Phone calls, Emails)



CALENDAR OPTIMIZATION

MON

TUES

WED

THURS

FRI

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VIP CLIENT GALA