

# Beyond The Elevator Speech

## *Why a Personal Branding Strategy is Essential*



You are at a cocktail party and you meet someone for the first time. Here comes the question:

*"What do you do?"*

How do you respond? Do you say something like: "I'm a financial advisor. Or maybe you say, "and I help my clients manage their assets and risk"? That, of course, is an accurate description but does it help you stand out from the pack, get that person's attention, and enable you to engage them in a meaningful conversation?

What if you were to say the same thing and simply add the phrase: "I have a process"? Think about it, what does someone hear when you say something like: "I am a financial advisor and I have a process that helps my clients manage their assets and risk"?

As you know, there are two types of financial advisors; there are sales people and there are consultants. Clearly you want to be perceived as a consultant with a process as opposed with a sales person with a quota. But you have to define yourself. If you don't define yourself, you will be defined automatically.

It's amazing to me how much trouble many top caliber advisors have with this issue. Some advisors try so hard to make their value proposition unique that they end up reciting a long-winded elevator speech or mission statement that is frankly, just a collection of words and sounds like everyone else. The goal isn't to create something earth-shattering, the goal is to create something simple and clear while instantly differentiating yourself.

When someone gives you the opportunity to explain your value proposition, you need to ask yourself, "What does this person really want?" How you define yourself shouldn't really address what you do in the literal sense, it should address what the person really craves: a relationship with an expert who helps achieve what they aspire to – financial independence and a greater sense of control. Your value proposition essentially addresses that, and positions you as a means to that end while contrasting you favorably to other advisors.

By simply adding the phrase "I have a process", you get their attention and you are instantly more attractive and compelling. But this goes beyond how a prospective client perceives you, it also addresses how an existing client describes you. Over time, through consistent communication, your clients will absorb this phraseology and weave it in when they have the opportunity to describe you to a friend or family member. Wouldn't it be great if a client shined a light on you by saying: "You should talk to my advisor. I've never felt better about the track I'm on with my investments and best of all he has a process to ensure all the pieces of my financial puzzle are in place." or "I've had other financial advisors in the past who didn't even come close to the professionalism of my current advisor. She has a process to ensure that everything is addressed and her service is impeccable."

**The Partner Series gives you a process and elevates your value proposition.**

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