

## You Compete In The Expertise Economy. The Question Is, Do You Market Like An Expert?

### IT'S TIME TO LEARN HOW TO COMPETE IN THE EXPERTISE ECONOMY.

Too many advisors have dabbled in writing their blog, or recording videos only to fail at being consistent and effectively promoting via social media and other digital marketing. We've found a simple and versatile medium that's a game-changer.

### EMBRACE THE POWER OF PODCASTING AND MICRO-INFLUENCE.

Podcasting is the most engaging and versatile content medium.

- It's easy. You're an advisor, you're already great at talking. Podcasting is simply an organized manner to share your expertise by talking.
- It's efficient with time, bandwidth, and engagement. All you need is an outline, not a script. It's easier on bandwidth than video. Since it doesn't require your eyes, you can do other stuff while listening such as walking, commuting, cooking.
- It's intimate. Podcasting is the easiest medium to convey expertise, concern, and passion. Listeners bring you into their homes and lives.

## Stop Buying Leads, Invest In A System You Own.

### GET STARTED WITH OUR MICRO-INFLUENCE SYSTEM.

We've built the perfect relationship attraction and influence system in financial services. Each of the four components drives success in the others.

- Your podcast is your expert content.
- We cut this into expert snippets then draft copy to introduce the context of each snippet.
- We then create calendars to share socially.
- We proactively expand your listener base with the hype of your expert podcast.

**1 + 1 + 1 + 1 = 10!**

Each tactic creates synergy with the next and advisors get more value then they're paying for.



*Micro-Influence is the path to becoming a recognized specialist. There are no shortcuts. How will you pursue? When will you start?*

## We Produce.

- Podcast Naming & Graphics
- Podcast Channel Design & Setup
- Professional Audio Equipment (we purchase and ship)
- Initial Podcast Interview
- Professionally Recorded Intro
- Your Professional Podcast Co-Host
- 2 Podcasts/Month
- Transcripts for Compliance
- Summaries for Each Podcast
- Feedback and Support to Improve Podcasting Format & Delivery
- Optimized Social Media Channels

## We Publish.

- Edited Audio Files
- Approved Podcast Episodes to Podcast Channel
- Podcast Episode Summary
- Video-Version of Podcast for YouTube
- Content Link for Compliance
- Approved Social Media Posts
- Approved Text-Motion Video
- Approved Audio Clips
- Approved Quotes

## We Promote.

- 20-30 Social Posts per Month
- Syndicate Podcast to Popular Podcast Communities
- Monitor LinkedIn Engagements
- Access to Library of Special Posts & Memes to Enhance Engagement

## We Propagate.

- Gain Exposure (SEO Boost) Through Media Partner
- Build Your LinkedIn Connections & Followers by ~150/Month
- Increase Podcast Channel, Social Profile & Website Traffic

PODCAST NAMING & GRAPHICS  
CHANNEL DESIGN  
PODCAST EQUIPMENT  
SOCIAL PROFILE ENHANCEMENT  
**\$3,500.00 SET UP**

PRODUCTION  
PUBLISHING  
PROMOTION  
PROPAGATION  
**\$2,760.00 PER MONTH**

**CONTACT US FOR MORE DETAILS OR CUSTOM PACKAGES:**

[TopAdvisorMarketing.com/contact](http://TopAdvisorMarketing.com/contact)