

Join the
**Micro-Influencer
Revolution**
#BeYourOwnLoud





Top advisors are building their brands and regional influence using our Micro-Influencer System.

Most advisors struggle to attract and influence ideal clients. *"I just need a steady stream of qualified leads"* is a common plea.

Most advisors don't know what to do or what works best. They want help with finding and implementing marketing strategies. They are tired of wasting time and money chasing silver marketing bullets.

What advisors really want is one kick-ass solution that builds momentum now, next quarter, and for years to come. Our Micro-Influencer system works as a short-, medium-, and long-term marketing plan simultaneously.

What is a Micro-Influencer?

A Micro-influencer is an advisor or firm that OWNS a specific expertise, for a specific audience, in a specific region. Micro-Influence isn't just a great marketing tactic, it's a better way to grow your business; by igniting and building relationships versus buying unqualified leads.

Stop Chasing Leads, Invest in a System That Creates Relationships.

We've developed a system to solve your ongoing lead generation and marketing challenges. You focus on what you do best —speaking your expertise. We build and implement the rest.

We meet with you 2 times per month to record a podcast where you share your thought leadership. We produce those podcasts, turn them into multiple pieces of ready-to-share content, and then publish and promote your expertise through our network expansion and lead capture tools. We implement the complete system, fine-tuned just for you.

You become a prolific online micro-influencer in only 2 hours of your time per month as we systematically expand, attract, and influence opportunities for you. You own the system, which is just like having your own marketing department —or one kick-ass solution.

Our Micro-Influencer Program contains four tactics that actively work together and produce short-, medium-, and long-term results. This helps you to help yourself by sticking with this plan until the most consistent results start happening in year 2, and beyond.



OUR FOUR SYNERGISTIC TACTICS INCLUDE:

The power of podcasting and authentic content.

Podcasting will be one of the most significant marketing advancements in financial services. It will revolutionize how top advisors communicate and market to their ideal audience.



#1 - PODCASTING

Advisors and firms aren't typically good at consistently and professionally producing authentic content. Consequently, their content marketing efforts aren't differentiating, nor effective. Podcasting helps you fulfill this huge gap in your content marketing strategy. It's simple to execute and it's fun.

Do you know 71% of podcasts are listened to at home or while commuting? Podcasting provides an intimate medium, which significantly boosts your engagement with clients, prospects, and COIs. Podcasting is easy to be good at, and they're fun to listen to and share. They're a powerful tool for growing and influencing your audience.

Advisors and firms are trying and mostly failing at social media. What keeps them from having success? They don't have access to authentic content that is consistently produced and converted into social-friendly snippets.

We take our your 2 monthly podcasts and create 10 audio bursts, 10 quotes memes, 2 video files (static image), 2 podcast audio files, and 2 video bursts of your podcast. That's 28 pieces of social-friendly content — we call them snippets.

We then draft social messages to accompany each snippet —powerful social content that's ready to go.

#2 - CONTENT MULTIPLICATION

The power of LinkedIn.

First, let's start with why LinkedIn? LinkedIn users are 11x more likely to consume professional content than users on any other social network. On LinkedIn, your communication with businesses or individuals carries a certain level of professionalism inherent to LinkedIn. Plus, it's easy to invite and connect with LinkedIn users if done the right way. LinkedIn is not just a B2B marketplace; each of those users are also consumers.

11x

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#3 - LINKEDIN SOCIAL

We take your content snippets and set calendars in LinkedIn for every day of the month. This process is efficient and cost-effective for you. You can use these snippets however you wish for other media, such as seminar presentations or promos, email newsletters, and personalized sales emails. You own the system, so the content is yours to use if you have other opportunities to do so.



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#4 - LINKEDIN CONNECTION BOOSTING

Advisors and firms typically haven't done a great job at building their digital networks. We fill this void in an important way. We identify and initiate connections to your ideal prospects at a rate you've not likely experienced.

We create an advanced search in Sales Navigator and invite 300 ideal (personal) profiles to connect with you. We typically get ~20% uptake, which amounts to ~240+ new ideal connections per month, or ~3,000 over a year. These new LinkedIn connections become your audience and prospect pool. The strategy is that over the next 12-24 months, the connections see, engage, and internalize your message and take action, either by advocating for you, sharing your content, or starting a conversation with you. The results are what you make of them but they are what you'd expect: engaged, qualified, and efficient opportunities.