

Harness the client mind
and grow your business

ifa Business Strategy Day

March 2020



Human
to human



Do any of these scenarios
sound familiar?



Not enough prospects
contacting you?



Or when they do, they're
indecisive about working with
you?



Or are your existing clients
starting to question the value
of your service?



It's frustrating!



It's also a lose-lose



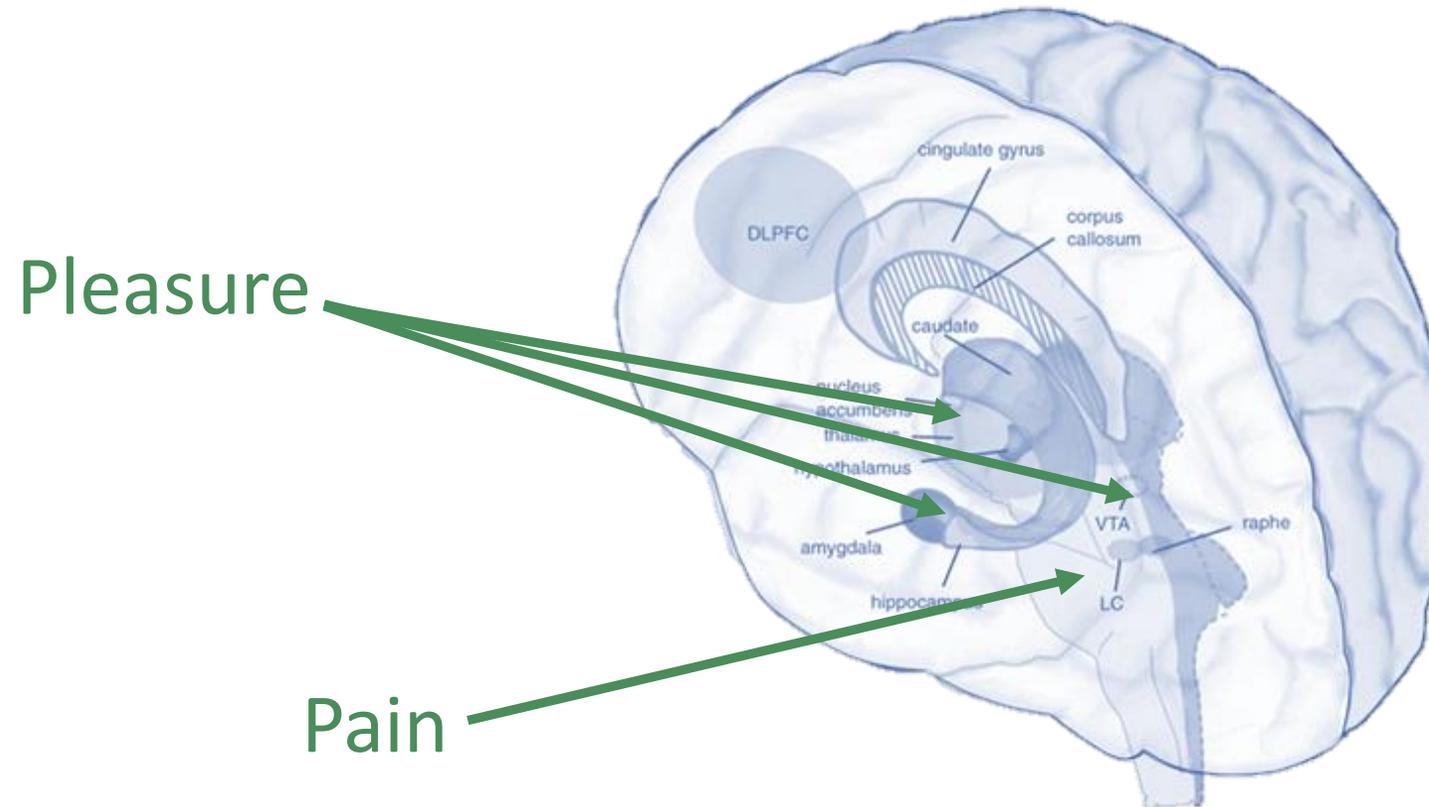
How do we help people to
make decisions that are
in their best interests?



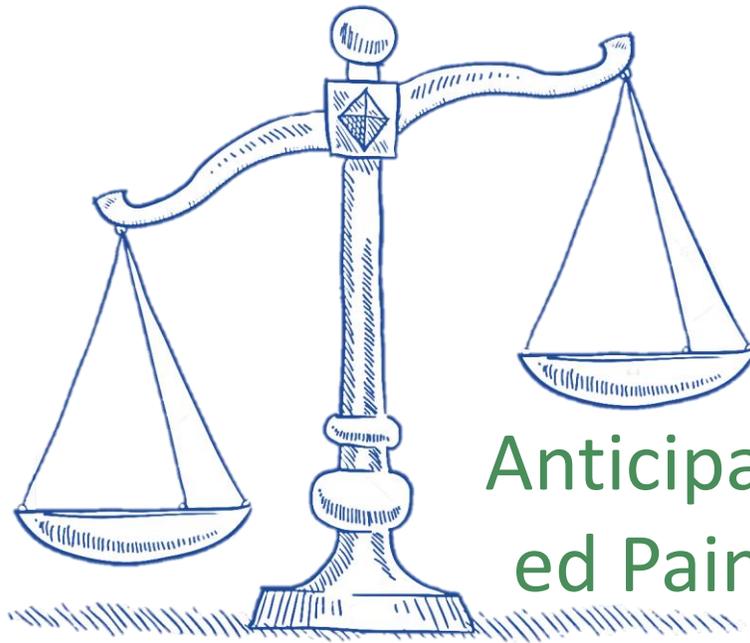
The answers are found in neuroscience



Decisions are determined by the brain's relationship between Pleasure and Pain



How we make buying decisions

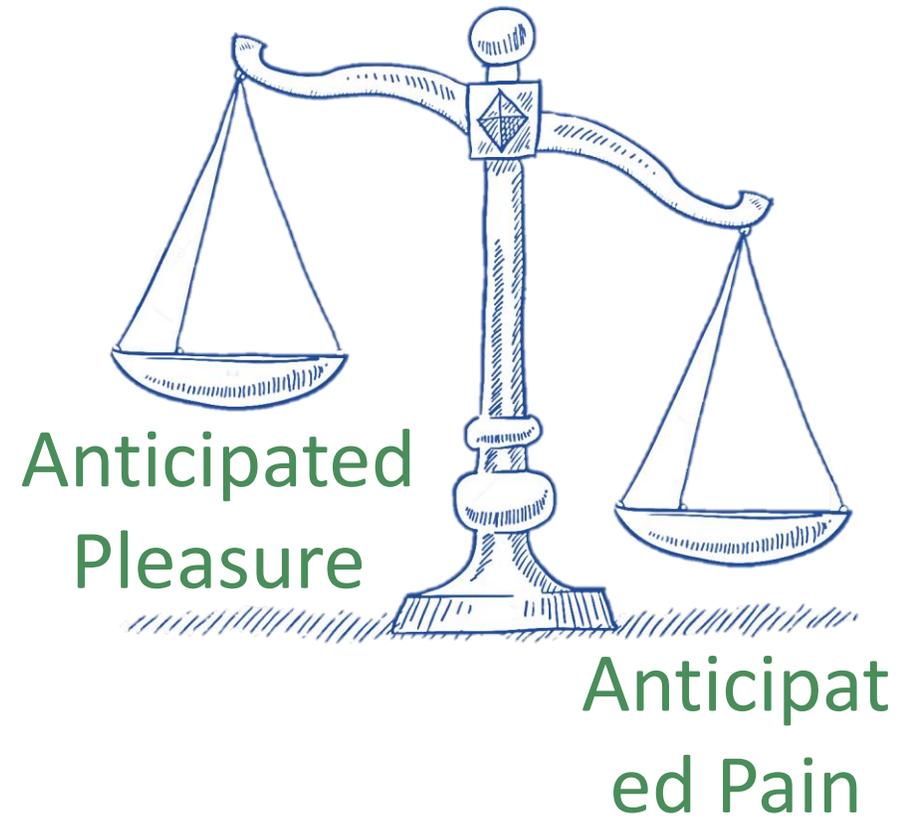


Anticipated
Pleasure

Anticipat
ed Pain



How we make buying decisions



How to increase the brain's pleasure and reduce its pain



Human
to human



i.e. How to make people want to work
with you
(and stay working with you)



Human
to human



The 3 principles to master:

People need **TANGIBILITY**

People need **CERTAINTY**

People value **SIMPLICITY**



Human
to human





Insight #1

People need
TANGIBILITY



i.e. clear outcomes from a
relationship with you



Our initial value is very
tangible



But it gets less tangible over
time



Staying on the path

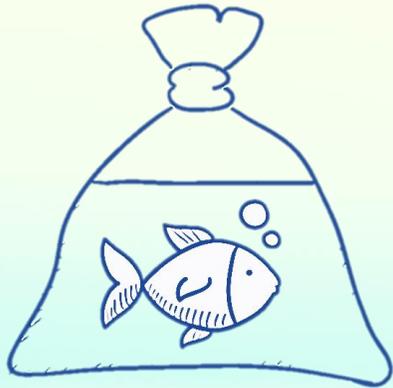
- Avoiding bad decisions
- Making good decisions
- Overcoming challenges
- Achieving things they wouldn't have otherwise achieved
- Feeling better about their money and life



If it's out of sight,
it's out of mind

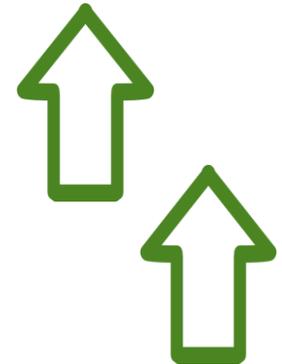


People have short memories



Mastering people's recency bias

We need to make our ongoing experience feel more valuable by making our ongoing value more tangible



What value looks like for an existing client

1. Feeling connected

2. Seeing progress



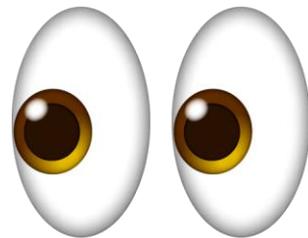
Be more present in their lives

Use **video** as often as possible



‘The Mere Exposure Effect’

The more your clients see you, the more they will like you



Be more present in their lives

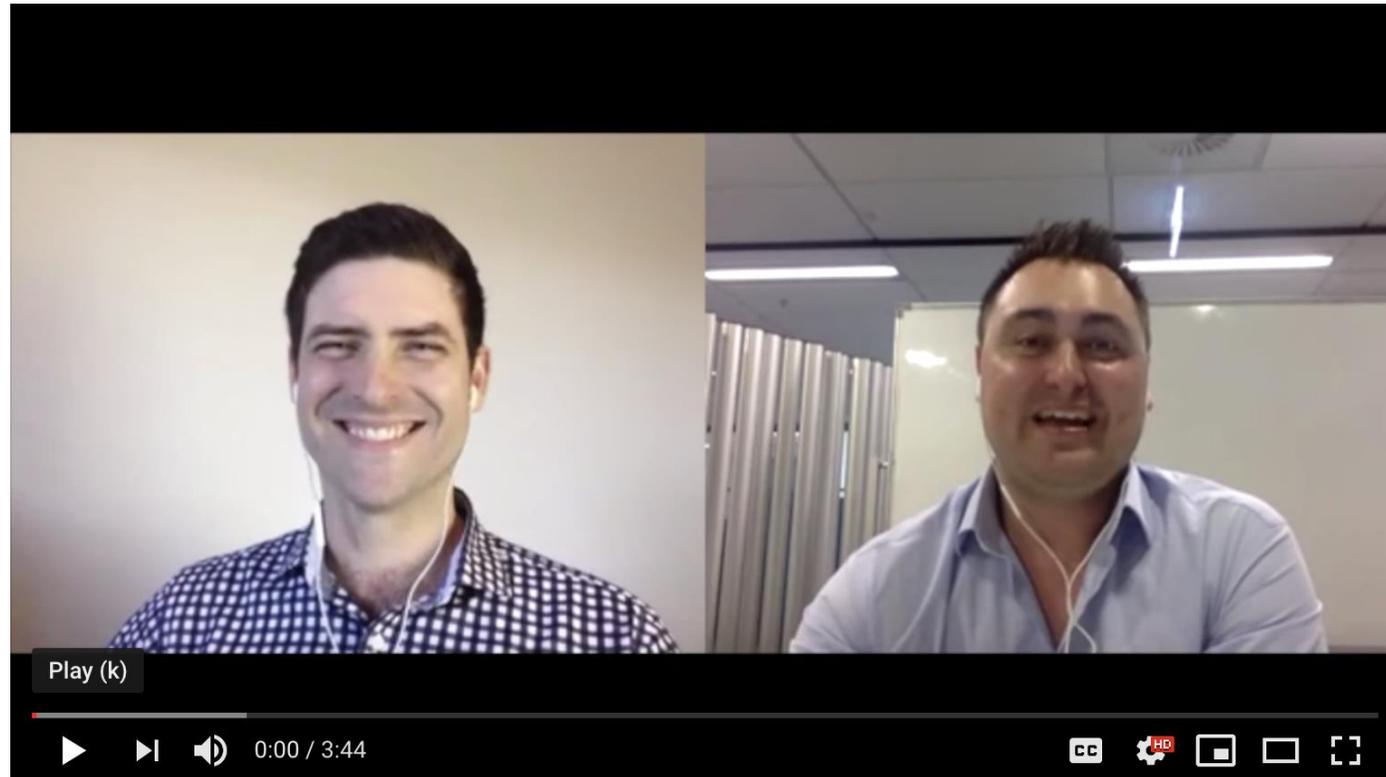
Use video to replace 'one to one'
and 'one to many' emails



Use tools like Loom, Bonjoro or simply your smartphone



Get creative



Demonstrate progress

Show your tangible value over the short and long term:

- Tax savings
- Debt reduction
- Investment growth

But this isn't the 'be all and end all'

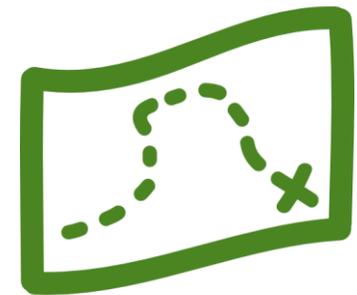


How do we make our
less tangible value more
tangible?



Demonstrate progress

Reinforce the **goals** they've achieved and the **challenges** they've overcome





Daryn

Values

Wealth

Family

Freedom

Goals

Renovate bathroom

Retire comfortably

New car

Reduce work to 3 days p.w.

Visit Jakarta

Pay for Rory's wedding

Buy a campervan

Challenges

I'm spending too much

I don't understand investing

I have no clarity over my spending

I'm earning less than I should be





Daryn

Values

Wealth

Family

Freedom

Goals

~~Renovate bathroom~~

Retire comfortably

~~New car~~

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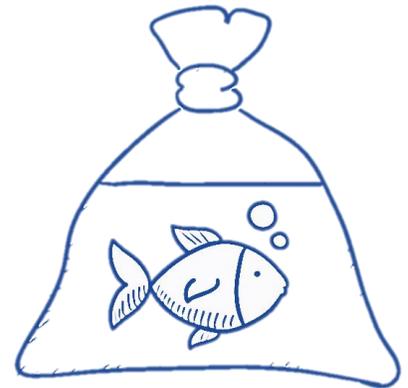
Demonstrating progress

And don't forget the way they **feel**



Demonstrating progress

Once again, people have **short memories!**



Sure, ask these types of questions

Has there been a significant change in your income or expenses?

*

Yes

No



But also these types of questions

On a scale of 1-10, how would you rate the following aspects of your financial life?

Your happiness with your current lifestyle? *

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Unhappy Super happy



But also these types of questions

On a scale of 1-10, how would you rate the following aspects of your financial life?

The progress you're making with your finances *

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Almost no progress

Making huge progress



But also these types of questions

On a scale of 1-10, how would you rate the following aspects of your financial life?

Your control of your day-to-day money *

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Out of control

Super in control



But also these types of questions

On a scale of 1-10, how would you rate the following aspects of your financial life?

How stress-free you are about the current state of your finances *

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Super stressed

No stress at all



But also these types of questions

On a scale of 1-10, how would you rate the following aspects of your financial life?

Your confidence about your financial future *

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Almost no confidence

Super confident



Set benchmarks for how they feel and keep revisiting them

How you felt	Before we started	Now
Your happiness with your lifestyle	4/10	7/10
Your financial progress	2/10	7/10
Your control of money	3/10	6/10
How stress-free you are	6/10	9/10
Your confidence for the future	5/10	7/10





Insight #1

People need
TANGIBILITY





Insight #2

People need
CERTAINTY



i.e. confidence that you will
follow through on your
promises



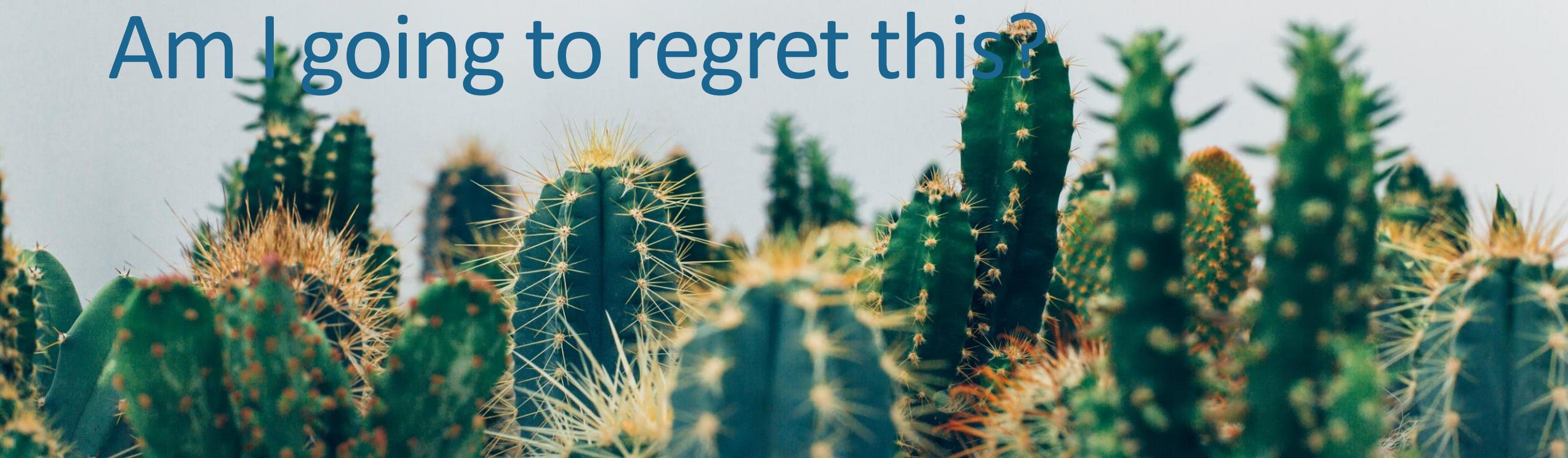
Starting any relationship is fraught
with uncertainty



Who are these people?

Are they the right people to help me?

Am I going to regret this?



Give prospective clients more certainty

Help them realise they've arrived at the right place



Identify who you best help

WHO WE WORK WITH

FRESH PERSPECTIVES FOR THE MODERN GENERATION



+ THOSE STARTING OUT

+ NEXT GEN PROFESSIONALS

– FEMALE FRIENDLY ADVICE

We know that you care deeply about achieving your personal goals. Do you have a plan in place to get you there? Honesty is important and transparency is key. Who do you trust when it comes to those tough financial decisions? As for financial security, knowledge and confidence are paramount. Do you have questions you would like to clarify?

A recent study showed that women commonly use terms such as “unwelcoming,” “patronizing,” “male-dominated” and “full of jargon” to describe the wealth management industry. Globally, 67% of females feel their financial adviser misunderstands their goals or cannot empathise with their lifestyle.

You're not alone in your quest for financial freedom. Here at Fox & Hare we have created a community where like minded women come together and achieve financial success.

“Some of us are becoming the men we wanted to marry.”

+ SAME-SEX COUPLES



Get crystal clear on their problems

Taking you from 'stuck' to money success

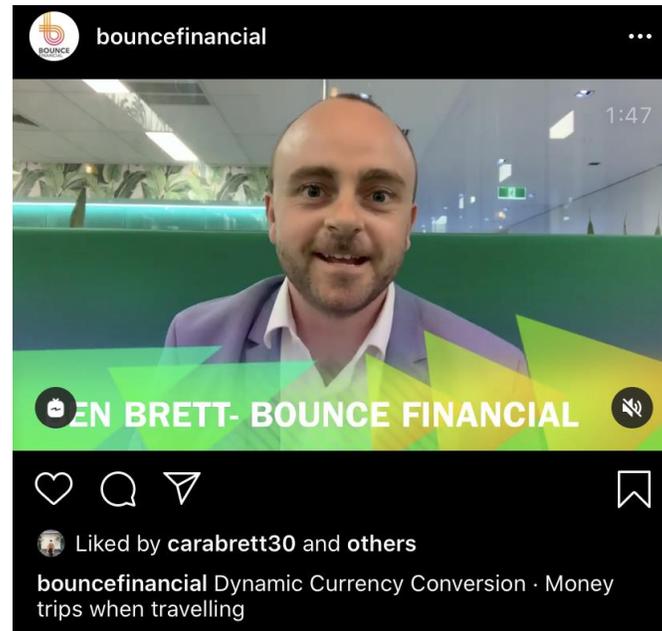
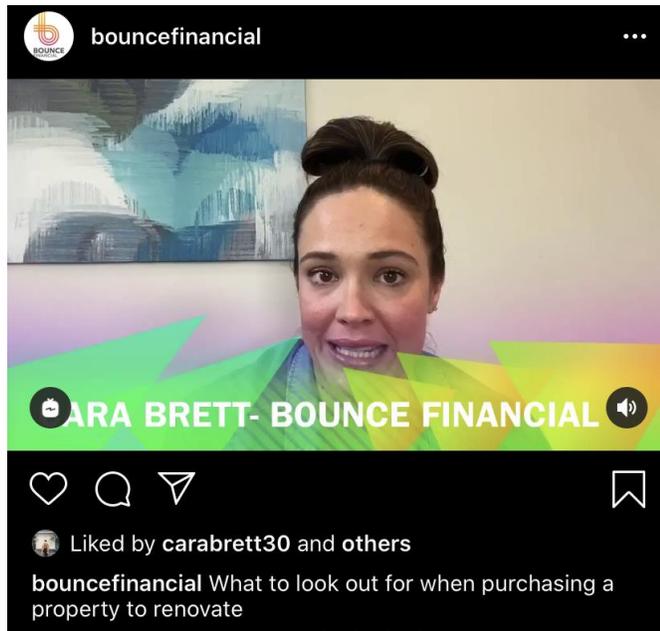
The people we help are normally struggling with three main challenges. Can you relate?

- Struggling with information overload, too many options and too much information
- Can't find the right balance between getting ahead with money WHILE living an epic life
- Time poor and don't want to waste time 'spinning your wheels' without getting results

Pivot Wealth was created to solve these problems. If this sounds like you, check out our video above to learn how to break through.



Solve some of their problems before they've met you (while harnessing the power of video)



Give prospective clients more certainty

People also need social proof

We trust others more than we trust ourselves



Which restaurant would you choose?



Google Reviews

Make becoming a client feel safer



Why Google Reviews?

They help your Google rankings



financial adviser melbourne



All

Maps

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Rating ▾ Hours ▾

Journey Wealth ▾

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45/195 Wellington Rd

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Verse Wealth

5.0 ★★★★★ (87) · Financial planner

Hub Southern Cross, Level 2/696 Bourke St · In Mail Exchange Hotel

Open · Closes 6PM · 0435 757 884



verse wealth melbourne



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www.versewealth.com.au

Verse Wealth: Melbourne - based financial advice

Verse Wealth is a Melbourne based financial advisory firm providing personalised advice and guidance for wealth, happiness and financial freedom.

Us

Us. We started Verse because we knew people needed a new ...

Contact

Be in touch with our team in Melbourne for more insight and ...

Approach

Our approach is to make your money by aligning unique ...

[More results from versewealth.com.au »](#)

Services

Our financial services include developing strategy, coaching ...

Clients

We love our clients. We really do. We're pretty confident they love ...

Articles

Verse Wealth unpacks the reality of the financial challenges and ...

www.facebook.com > ... > Financial Planner

Verse Wealth - Home | Facebook

★★★★★ Rating: 5 - 10 votes

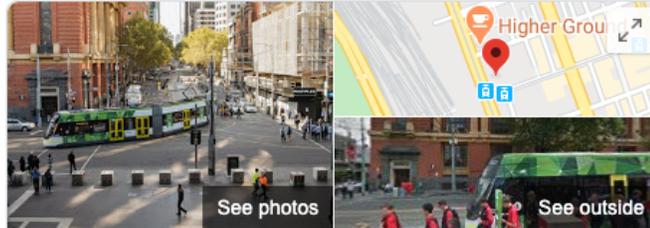
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★★★★★ Rating: 5 - 10 votes

Verse Wealth - Hub Southern Cross, Level 2/696, Melbourne, Victoria, Australia 3000 - Rated 5 based on 10 Reviews "Wow, wow, wow! Verse Wealth is one of..."



Verse Wealth



Website Directions Save

5.0 ★★★★★ 87 Google reviews

Financial planner in the City of Melbourne, Victoria

Located in: Mail Exchange Hotel

Address: Hub Southern Cross, Level 2/696 Bourke St, Melbourne VIC 3000

Hours: Open · Closes 6PM

Phone: 0435 757 884

Appointments: calendly.com

Edit your business information

Your edit couldn't be verified, so it won't be published.

Questions & answers

Be the first to ask a question

Ask a question

Reviews from the web

5/5 Facebook · 10 votes



Google Reviews

Can be multi-purposed in your
Client Engagement Slide Decks



What our clients say.

'Verse have been indispensable helping my family achieve our goals.' **Greg. P**

'I could not be happier with their professionalism and knowledge.' **James. F**

'We're on track in a huge way, thanks to Verse.' **Richard. S**

'The Verse team have really set us up financially for our future.' **Adrian. P**

'The Verse team will change your lives forever.' **Stephen. S**

'I can happily say that I've never felt more in control.' **Sandro. P**



Google Reviews

Can be multi-purposed in your
Brochures



Testimonials

Our property owners are the lifeblood of our business, as their success is our success. Great feedback is what we strive for each and every day.

You can see what our delighted Property Owners and Tenants think of us by checking out some of our [Google Reviews](#).

You can also see a selected sample of these below.



"I have been dealing with Trevor, Katherine and their team now for several years. Service and responsiveness by all there, is beyond comparison.

Highly recommend this team for all your real estate needs buying, selling and property management."

- Andrew S



"The team at Raine and Horne is extremely professional and wonderful to work with. They have a perfect combination of great customer service, market knowledge and execution which provides me with peace of mind knowing my property is in good hands.

I highly recommended them to anyone seeking to rent their property and wanting the security of knowing their investment is well managed."

- Sanjay S



Google Reviews

Can be multi-purposed in your
Pre-meeting emails



P.S. Want to hear what some of our happy clients think of us?
Check out our [Google Reviews](#)



Google Reviews

Test and measure a process
for asking for them.





Insight #2

People need
CERTAINTY





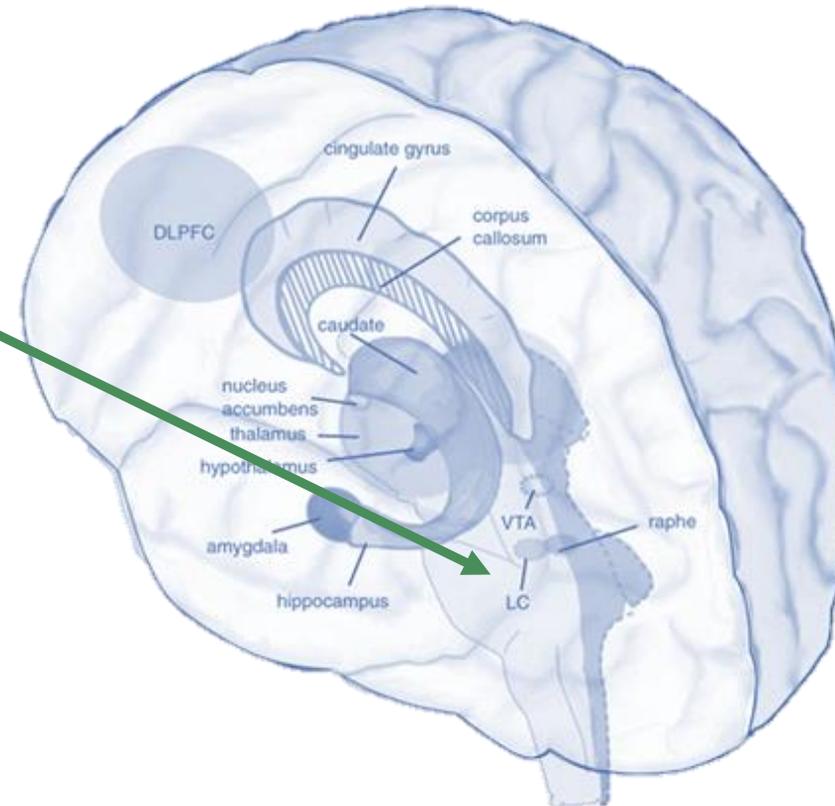
Insight #3

People need
SIMPLICITY



Money isn't the biggest source of 'buying pain'

Time and
Effort = Pain



The bottom line

Making people
THINK TOO MUCH &
DO TOO MUCH
is costing you money



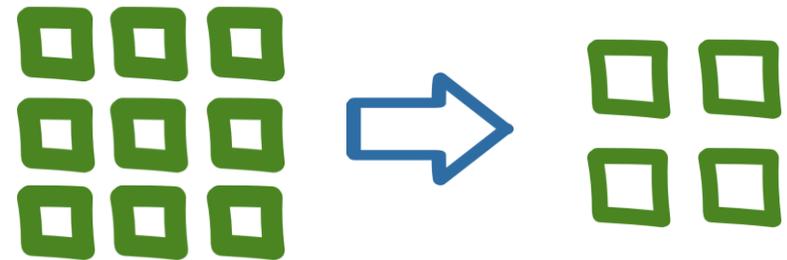
Start by reducing friction
for your prospects



Idea #1

Simplify your messages

Reduce the amount of text on your website and in emails



Simplify your messages

Your marketing needs to pass 'the
twelve year old test'



Simplify your messages

This means:

- Less text
- Less jargon



Simplify your messages

Advice

The Verse philosophy is based upon providing our clients the **financial advice, coaching and leadership** they need to achieve the goals important to them.

Philosophy

We recognise that everyone's needs, goals and circumstances are different. That's why we're focused on first understanding what our clients are hoping to achieve before we determine how we can help and what advice we need to provide.

Once we establish a partnership with our clients, all our advice and ongoing efforts are focused on helping them eliminate any financial concerns and live out the goals and experiences important to them.

At Verse, we operate free from many of the conflicts that can impact the quality and value of financial advice. Our fees are transparent and reflect the complexity of each client's individual circumstances. We aren't aligned to any financial products providers and don't take any commissions.



Expertise

At Verse, financial advice is **comprehensive** and **holistic**. We're focussed on your entire financial life which includes your financial habits and behaviours to ensure that you have the best chance of achieving the goals most important to you.

Investments



Financial investments can be complex and challenging with numerous options, risks and considerations. Using extensive research to support our recommendations, we're focused on finding the most appropriate investments for your circumstances and attitude to risk. We aim to simplify the complexities of shares, managed funds, property, term deposits, cash and bonds to ensure your investment appropriate is aligned to your needs and future goals.

We also clearly communicate the specific benefits and drawbacks of all investments to ensure you're making informed decisions. We construct and manage portfolios that are tailored to your individual circumstances to ensure you are making the most of your opportunities whilst not being exposed to inappropriate risks.



Simplify your messages

Uniquely Personal

Your life is your life, and financial advice needs to reflect it. We'll align your strategy and decision making to what you value most. There's nothing cookie cutter here.

Complex Made Simple.

No one wants to be overwhelmed with financial jargon and industry speak. We're obsessed with simplicity, so you're empowered and feel in control.

We Make You Money.

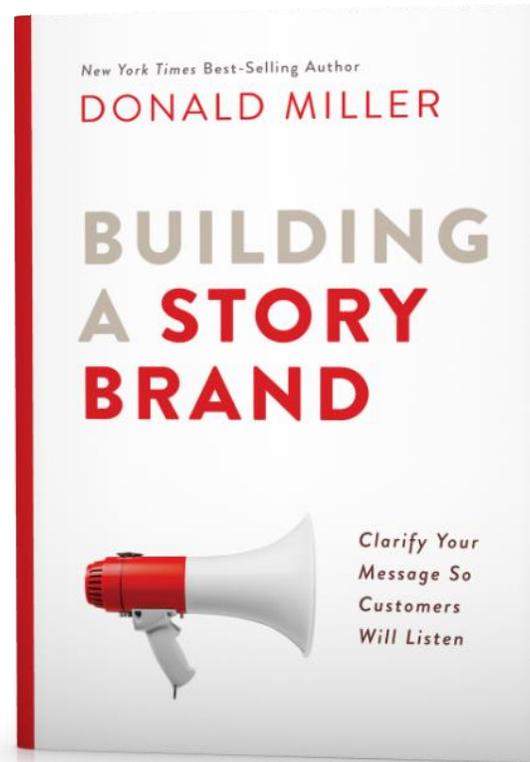
Let's cut to the chase, you've got goals but you're here to make money. Our depth of knowledge, experience and access to professional networks will make sure you do.

No Commissions, No Kickbacks.

We're not aligned to any financial products and don't take commissions. That's the traditional financial advice industry.



Simplify your messages



Simplify your messages

“People don’t buy the best products and services...

they buy suitable products and services
which they can understand the fastest”



Simplify your messages

Hi NAME,

I hope all is well

Just checking in following our recent conversation about hiring a team member.

As mentioned, we would love to help you and believe you are a perfect fit for the exact type of business we are best placed to help.

If you have any questions or if I can clarify any aspect of who we are and our services, please let me know or take a look at our attached brochure.

Or if you want to book a meeting in my diary, [you can access it here](#).

Take care and look forward to hearing from you soon,

Danielle



Simplify your messages

Hi NAME,

Just checking in and seeing if you're still interested in hiring a team member?

Speak soon,

Danielle



Idea #2

Make executing tasks as simple as possible



Introducing...

The Zeigarnik Effect



19%



34%



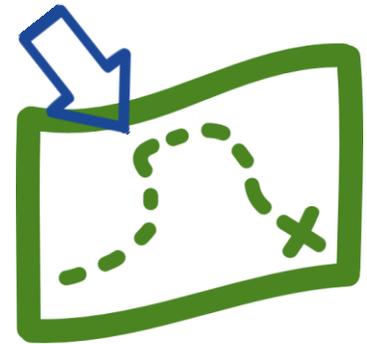
The Zeigarnik Effect

People hate starting something and not finishing it



The Zeigarnik Effect

When your prospects or clients start a process they'll be more likely to finish it



Simplicity is empowering



Simplifying tasks

Make it *easy* for people to get in touch



Simplifying tasks



Contact

📍 Level 10, Tower 4, World Trade Centre, 611 Flinders St, Melbourne VIC 3005

📍 Level 17, 9 Castlereagh St, Sydney NSW 2000

☎ 03 8630 2814

✉ admin@versewealth.com.au

🌐 www.versewealth.com.au



Make an Enquiry



Simplifying tasks

You've come to the right place.

Book a chat.

15 minutes. It's free. Without obligation

Book 15 Min Call

Email Us



Simplifying tasks



Verse Wealth

Introductory chat with Verse

🕒 15 min

📍 One of our Financial Advisers will contact the invitee at the scheduled time

Thanks for getting in touch. Please choose a time that suits you to chat and we'll call you then.

Please note: We are currently experiencing high demand for our services which may limit the times available to you. We appreciate your patience and look forward helping you as soon as we can.

Speak soon.

Select a Date & Time

February 2020



Tuesday, February 18

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

🌐 Brisbane Time (4:43pm) ▾

11:45am

12:00pm

12:15pm

POWERED BY
Calendly



The Result?



But what about existing clients?

Keep finding ways to reduce their effort too

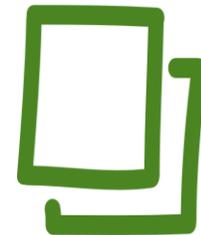
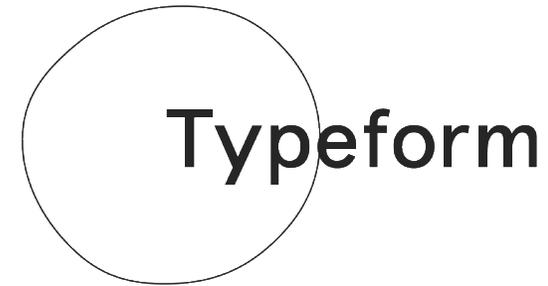


Simplifying tasks

Online data collection

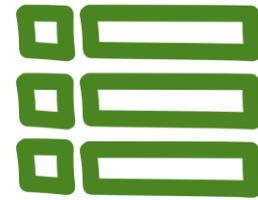
vs.

Print and complete



Simplifying tasks

Multiple choice



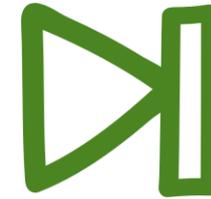
vs

'Typing'



Simplifying tasks

Video emails e.g. Loom



vs

Long, wordy explanations



Simplifying tasks

Use visuals



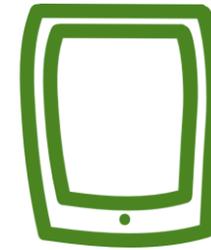
vs

Long, wordy explanations



Simplifying tasks

Digital signatures



vs.

Print, sign, scan, return



Simplifying tasks

Pre-fill forms



vs.

Sending empty forms



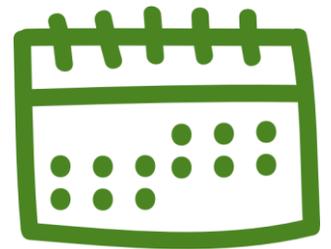
Some things take time

When you can't reduce time,
reduce the perception of time

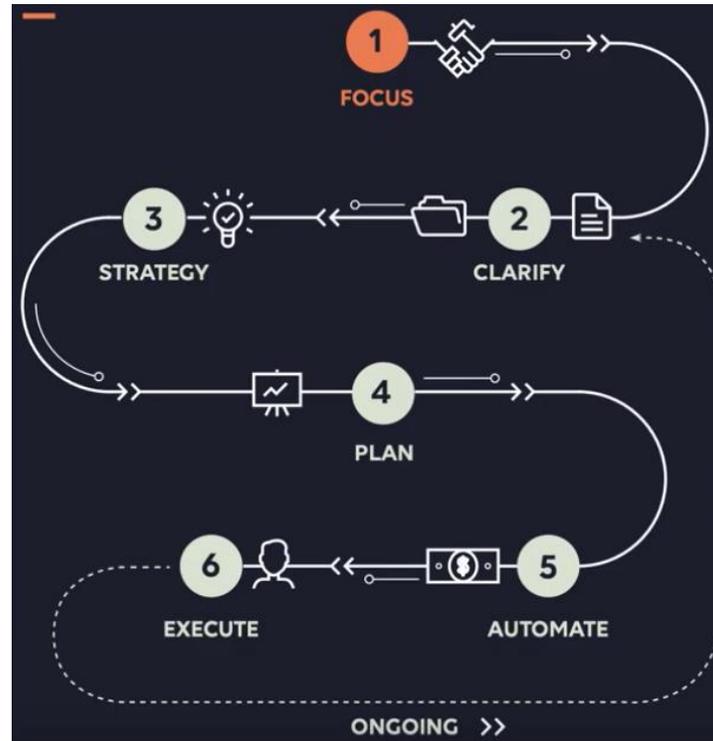


Reducing the perception of time

1. Set **clear** time expectations for **lengthy** processes
2. Communicate **regularly** during these lulls



Communicate process and progress



Automate important messages to fill lulls (and build connection)

People often come to us asking 'what's the best thing to do with my money?'.

That's almost like asking 'what should I eat?'... the answer is 'it depends'. It depends on where you're at right now, what's important to you, and how your situation is going to change over time. Cutting to the chase, it ultimately depends on YOU.

But there is one formula that can drive money success, which I cover in the video below:



Give regular updates during implementation (EVEN if there's no extra news)

Action item

- Please activate your Macquarie accounts online via the emails received from Macquarie

We have included our implementation table below for your reference but please just action the above item for now.

Steps for Implementation	Who	Date Actioned	Date Completed
Banking Steps			
Process IOOF fee form for the payment of the initial deposit and fees until 30/9/19	Pivot	18/7/2019	
Activate your Macquarie bank accounts via the email received from Macquarie	You		
Pivot to lodge certified ID with Macquarie	Pivot		
Form lodged with Macquarie to update nicknames for bank accounts	Pivot		
Bank accounts are confirmed as active	Pivot		
Confirm card for the fixed account has been issued	Pivot		
Set up online access to Macquarie	You		
Transfer initial cash 'floats' to the new Macquarie accounts as follows: HUB \$1,300 Fixed \$400	You		
Arrange for your pay to be paid into the new Macquarie HUB Account	You		
Set up regular weekly transfers from the Macquarie HUB to the following bank accounts and ensure they commence on a Monday: Spending \$303 Fixed \$700 Lifestyle \$96	You		



So, where
to from
here?



It has never been easier to help people
make decisions that are in their best
interests



Human
to human



Which one of these is hurting your bottom line?

Your value is too **intangible**

You're not creating enough **certainty**

You're making people's lives too **complex**



Human
to human



Create a win-win for your
clients & your business



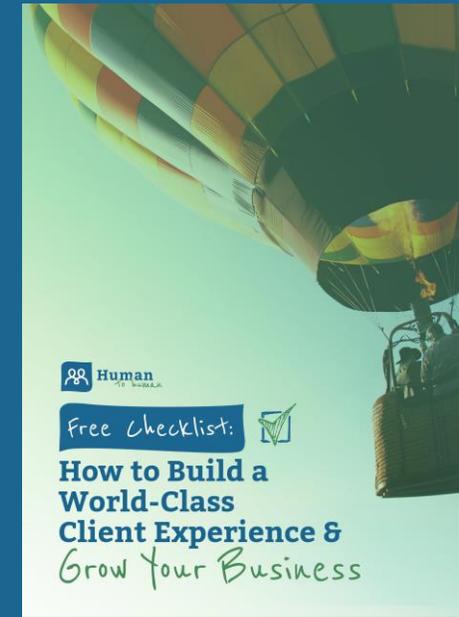
Human
to human



Download my free checklist

How to build a world-class client experience (and grow your business)

www.humantohuman.com.au



Ask me anything

Visit: www.humantohuman.com.au

Email: michael@humantohuman.com.au

Connect: [linkedin.com/in/michaeljback](https://www.linkedin.com/in/michaeljback)



Human
to human

