Marketing Life Planning

We think in terms of mental images – pictures. When you speak about **life planning** with clients, they hear the word "planning," which they associate with their existing images of **financial planning.** And those images are "heavy" – budgeting, debt management, taxes, portfolios, and insurance. The following cartoon captures clients' perceptions about planning.

How can you distinguish yourself from other advisors and successfully market life planning? You must replace clients' "rock and hard place" financial planning image with a life planning image that is emotionally engaging and relevant to their lives.

MyVisionOfLife.ca

Some clients may create their vision of life on the www.MyVisionOfLife.ca Web site. Also, the site certainly is useful for working remotely with clients. **But its greatest potential is for marketing.** Here's what we recommend.

1. Go to MyVisionOfLife.ca and register as your client.

   For example, register as Bill Smith. You'll have to enter Bill's email address and assign him a temporary password such as "temp." Make sure that you enter your email address!

2. Once you've registered Bill, login in to the site.

   For example, enter Billdemo@gmail.com and temp (password). Try this on the site!

3. Go to the My Vision of Life page and the Step 1. About tab.

4. Use the Add button to add your clients to the plan.

   For example, add Bill, Sue, and Bill Jr. We've already done this!

5. To make your client's experience as engaging as possible, add photos.

   For example, go to Facebook, right-click on a photo, and click Save Picture As. Save the photo on your computer. On the About tab, use the Browse button to locate the photo.

6. Phone your client, send an email invitation to a "web conference," and give him/her a tour.

   For example, check out Mikogo at www.mikogo.com. It's very easy to use and ***free***!

You'll replace your client's "rock and hard place" financial-planning image with an emotionally-engaging and relevant life-planning image!

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Here's a suggested "script." You are talking with Bill Smith.

Bill, are you available for 10 minutes and are you in front of a computer? I'd like to do a "webinar" with you so that I can **show** you what we mean by life planning.
[If your client isn't available, book a convenient time.]

[Send your client a webinar invitation and walk him/her through the connection. Have the www.MyVisionOfLife.ca Web site open on your computer.]

Bill, I've already registered you on the My Vision Of Life Web site. To login, I'll enter your email address. I gave you the temporary password "temp."

[Once logged in] Bill, if what you see today appeals to you and you want to return to the site, you can change your password.

Let's go to the My Vision Of Life page.

There are several tabs. The first tab, Introduction, will give you a brief overview of life planning. Also, you can play a short video that will take you on a tour of the site.

Let's click the About tab. As you can see, I've already set up you, Sue, and Bill Jr.
[If you're dealing with a prospect, enter an approximate age and life expectancy. Any postal code will do. Click the Edit button and show the prospect that he/she can revise any of the entries.]

Let's click the Values tab. To begin, you prioritize 20 values. You drag a bar up or down, depending on how important a value is to you. For example, if giving Bill Jr. the best education possible is important to you, you'd drag the Academics value to an 8, 9, or 10. Let's make it a 10.

[Click the Help button.] Bill, wherever you are on the site, just click this Help button and you'll play a video that'll show you how to use the feature. For example, we're on the Values tab. This video is only two minutes.

Once you and Sue have entered your values, click the Vision tab. Life planning is about planning for the life you want, whatever that means to you. Let me show you how to create your vision. Let's create your home.

[The home you enter will depend on whether Bill and Sue live in a house, townhouse, condo, etc. If you're talking to a prospect, ask what kind of home you should create.]

Once you've created your home, you add entries to it. For example, if you have a housekeeper or gardener now, you'd enter them. If you want to make some renovations or landscaping in the future, you'd add those entries. Is there anything you want to add?

Also, you can add a condo, if you plan to downsize your home in the future. And you can add a cottage, chalet, country, or sunbelt home, if you have one now or would like one in the future.

Once you've completed your home entries, you create lifestyle entries…

[Continue to create entries that are relevant to Bill.]

[End your conversation however you wish.] Bill, thanks for your time. I'll send you an email with a link to the site and your login information. Please show the site to Sue and see what she thinks of life planning. If what you've seen today is appealing, you can enter your values and build your vision on the site. Also, we can have another webinar, with Sue, and work on your vision together. Or, we can meet if you want. Just let me know.

Thanks again for your time.