

Do you want to “Crack the Code” of Business Owner Marketplace? Try this simple strategy.

Why would anyone not choose to work with prospects.....

- Who are available during the day?
- Whose time is as valuable as yours?
- Will only show up when genuinely interested and in need of your services.
- Who must plan for their own retirement?
- Who are NOT satisfied with SS and want to maintain an affluent lifestyle?
- Who make quick and permanent decisions?
- Who value you as a fellow business man?
- Who do not begrudge your commissions?
- Who are NOT on a do NOT call list?

The only professional who would choose otherwise must love abuse and indulge in self flagellation.

Working with the business owner community is like picking “low hanging fruit”. But how do you get their attention, how can you get your foot in the door?

Every business owner in your community respects good old fashioned marketing and quiet professional persistence. They wouldn't be in business if they didn't implement some of their own. That being said – try this marketing campaign and smile all the way to the bank.

- **Find a list** – purchase a pre sorted list of business owners from any data source. Select a radius of your own determination for how far you want to prospect. Limit the list to 1000-1500. You can keep the list in a certain industry. You may want to target white collar professionals or blue collar service industries – the choice is yours. Bear in mind that when you specialize you will get to know the nuances of that industry and soon become that industry's “go-to”. Don't forget – word travels fast – especially when you do good work.
- **Mail a letter** – not a postcard, not an invitation, but a letter. You will not be hocking a product – you will be making a letter of introduction to the business owner, sharing who you are in the community and the way you have been able to help other of your clients, ending with an invitation for them to call you. Make certain your PICTURE and contact info is on the letter. This will be mail merged and use a first class stamp. *Safe Money Strategies* will be happy to send you our prewritten letter at no charge.
- **Mail the same letter to the same list two times.**
- **Start calling the names and offer an appointment.** After the second mailing, have your assistant start calling the list to book a complimentary analysis of their retirement income needs and “free” personalized strategy. If you need a great script, again, *Safe Money Strategies* will be happy to provide you with one. If you don't have an assistant – get one. Even a part-time assistant- four hours a day – two days a week - will keep this program going for you. Do NOT call or make

- your own appointments. When you do it sends a loud and clear message - that you don't have an assistant.
- **Call the whole list.** Put interested business owners in your database for future contact. *Mail to the same list every month.* Delete bad leads and add to it as necessary. When the whole list has been called, start over with the same list. Why the same list, why keep calling? After a few mailings – and the content of the letter each month should vary – your name and face in front of your leads creates familiarity. Soon they will be calling you; soon they will not only take your phone call but be expecting it. Why do realtors mail to the same list, why do dentists mail to the same list? Why do restaurants mail to the same list? **Because it works!**

We, as financial professionals, tend to think that seminars are the easiest way to find great prospects. Seminars are a great way to build your business, albeit very expensive, and frustrating. This strategy is much easier on the pocket book, builds your name recognition in your community, and creates virtually no stress for you because someone else is making the calls and booking the appointments. The whole campaign for the year, including your assistants pay, will be less than the price of one seminar.

And remember, if you doubt the effectiveness of this campaign, – ***anything will work if you do ☺***