

5QES Toast of the Town System

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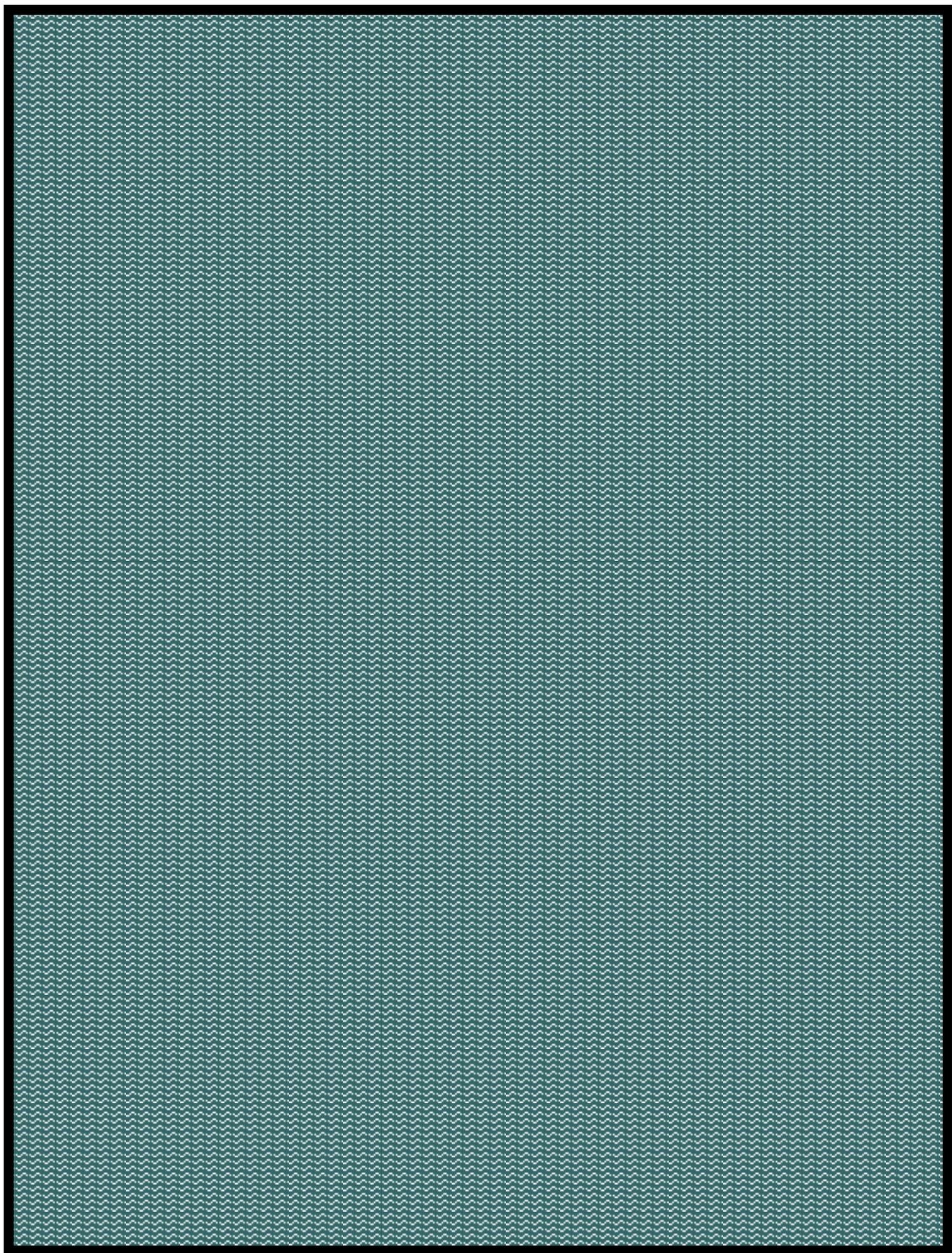


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Do You Want to Get Lucky?

There have been several studies done about luck in the last five years in both the US and UK. They found that...

Science Proves There is Such a Thing as Luck

There are people who are lucky, and there are people who are unlucky. The big discovery was that you aren't born with luck. Luck is not something the creator necessarily gave you. Luck is based on how you live your life. Covering everything that goes into being lucky would take pages and pages... so I'm just going to break it down for you in simple terms.

Luck is created by people who are always looking for opportunities:

Lucky Person	Unlucky Person
Positive outlook on life	Negative outlook on life
Relaxed personality	Nervous personality
Adventurous—like to try new things	Likes the status quo—don't break what's not broken
Trusts others easily	Guarded and doesn't easily trust others
Lots of friends and acquaintances	Has only a few close friends

There is more to being lucky than just the factors in the table above... but you are probably getting the idea.

There is one characteristic... above all others... that was common for ALL extremely lucky people...

The More People You Know... The Luckier You Are

Now you are probably looking at that and saying, "Duh."

Because it is very easy to see that the more people you know... the more likely you are to:

- Get invited to a fantastic party
- Find a better job
- Get introduced to a famous person
- Get a pair of free tickets to the football game that someone is not using
- Or, land that "whale" client

All things that your friends would call, getting lucky.

So how many people do you know?

- ✓ Do you have a mechanism in place to meet as many as possible?
- ✓ Exactly what type of people do you want to meet? —People generally hang out with people just like themselves, so who are you hanging out with?
- ✓ Where do the most successful people in your community, invariably hangout together?
—***Toast Masters and Chamber of Commerce.***

Do you belong to these organizations? Doing so can allow you to meet the most influential people in your area. Can you afford not to belong to these organizations that are full of these people? These are people who are interested in the exact same thing you are interested in— networking and meeting people that want to hear about what you do... this is a hugely friendly audience!

The More of These People You Know... The Luckier You are Going to Be

And with a little planning, you can become... much... much... luckier.

Cost

The first thing you are probably wondering is, how much does it cost to become a member of these organizations. Both are relatively inexpensive.

- The cost of Toast Master is just \$36, and many organizations meet weekly, now that's a great investment of time and money.
- The cost to join the Chamber of Commerce in your area will vary from place to place. For an independent advisor, it should be between \$30 and \$250 dollars a year. Again, a very good investment if you use it like I'm about to show you.

How Do You Turn Your Membership Into New Clients

Just rubbing elbows with the movers and shakers will begin to render dividends soon enough... but there is a way to accelerate the process. Utilize your 5Q Elevator Statement (5QES).

If you have not yet read the step-by-step guide and watch the video on How to Create your own killer 5Q Elevator Statement, you can get that information here:

Manual: <https://www.5qgroup.com/tools/How-to-Create-a-Great-Elevator-Speech.pdf>

Video: <https://www.youtube.com/watch?v=yFXzyBjxwZE&feature=youtu.be>

You must have your killer 5QES ready any time somebody asks what you do. You should also have your business card with your 5QES on the back, ready to give out at a moment's notice. This will generate conversations and questions... which turn into appointments... which turn into clients.

If they ask you, "How's business?"

Give them a story like:

"It's great! Earlier this week I worked with a couple that just retired and was able to get the tax they pay on their investment income down to 1.5% tax rate. You should have seen their faces when I walked through how to cut their tax by 90%... it was priceless! Boy are they happy campers. It's just a shame that there are so many people walking around that don't know how to use Internal Revenue Code 72 to chop their taxes by 90%. Luckily, every time I do it for someone, they give me a referral. Like these people I was telling you about, they immediately referred me to a friend that had just retired from the same company and I'm going to see him next week to do the same thing!"

That will get them asking for more.

Another Way to Leverage Chamber of Commerce

Chambers are always trying to come up with new ways to provide value to their members. One of the main ways they do this is through education. Why not approach the Chamber about doing a presentation for members? A presentation about something that all the members struggle with...

Now don't jump to the wrong conclusion... you are not going to be able to get up and pitch your financial products... nor would that get you anywhere. What almost all the members of the Chamber want to know is... how do they get in front of more customers!

And believe it or not, you have expertise in marketing that they don't!

- ✓ How to use seminars to bring in more clients
- ✓ How to use newsletters to bring in new clients

- ✓ Postcard marketing, do's and don'ts—you could team up with a printing expert for this one
- ✓ How to use newspaper inserts to bring in more customers

Really, you could present on any type of marketing that has worked for you before... believe me, you can provide a huge amount of valuable insight and instruction to most of the members of your Chamber of Commerce.

How would this help you? Because you are providing value, instead of just trying to promote your business. It's this type of behavior that movers and shakers trust. You will become their sounding board for their business, and guess what that leads to? Business for you!

One advisor in Denver did a presentation for the members - "The Do's and Don'ts of Seminar Marketing" and he brought in two new clients with over \$825,000 in new assets between the two of them... and forged a very profitable relationship with a prominent attorney that wouldn't even return his phone calls prior to his Chamber presentation.

**This isn't rocket science...
it's simply getting your face out there as much as possible...
especially around the best possible type of clients.**

If your Income has plateaued... if you are spending more money but seeing less people... if it's time for a change, we're interested in speaking with you. For over a decade, Mike Kaselnak has been quietly taking good producers to levels three and four times their income level, within three years of using the 5Q system.

*If you would like information on this or other proven business builders, please contact 5Q at:
Email: support@5qgroup.com | Phone: 1-877-941-9710*

