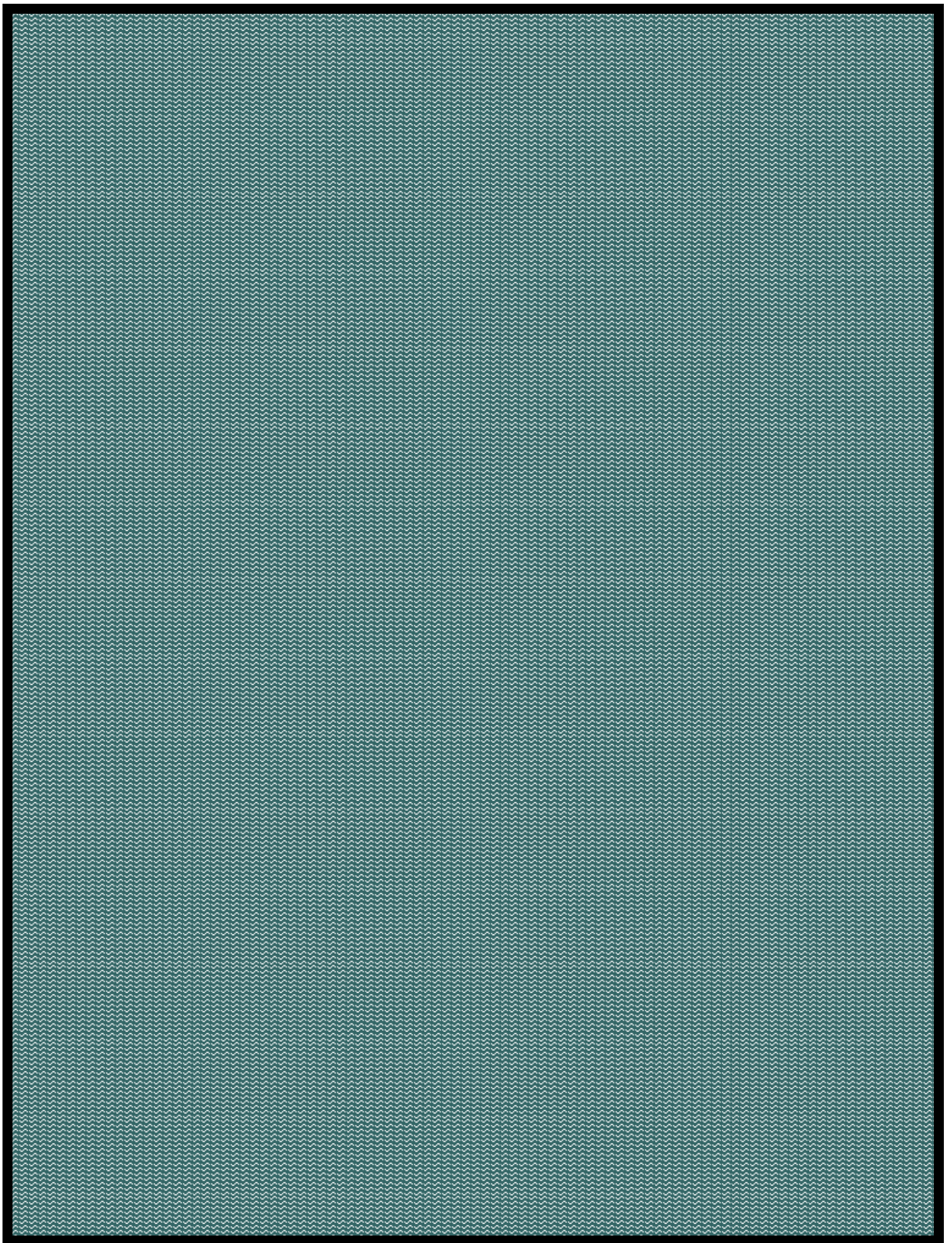


# 5QES Halo System

Leveraging the Church Bulletin

Mike Kaselnak  
Founder of 5Q Group



## Table of Contents

Prepare to Share .....	4
Ever thought of the Church Bulletin .....	5
Summary .....	5

Your place of worship is an excellent source of terrific potential clients... however, if you are like me, you feel a little uncomfortable approaching people in that environment. This is a place of worship, not business, right? These are people you see every week and you don't want an embarrassing situation to occur, do you?

I get it. You don't want to market at the place where you worship. However, you do want to help the members of the congregation, don't you? You care about them. You want the best for them. So, if that's the case, do you think that **you** would take better care of them financially, or do you think a stranger would?

I hope you said yourself. And the great thing about working with people in your congregation is that word-of-mouth works extremely well, so you don't even have to blow your own horn.

That's where a terrific 5Q Elevator Statement (5QES) comes in.

\*\*\*\*\*

**If you have not yet downloaded the step-by-step free eBook Financial Marketing's Quintessential Element™ on how to create your own killer 5Q Elevator Statement , you should go here:**  
<http://www.5qgroup.com/tools/eBook.pdf>

\*\*\*\*\*



[Click to Download](#)

## Prepare to Share

Do members of your congregation occasionally ask you what you do or how business is...

- ◆ After the service
- ◆ During volunteer junkets
- ◆ While serving on committees
- ◆ During picnics or breakfasts
- ◆ Or, even when you run into them around town

Of course they do! How do you answer them? "Oh, business is great! How about you?"

If you do, what's the likelihood that that will generate any type of conversation about what you do, or ultimately in bringing them on as a client?

Instead, next time someone asks you, "How's business?"

Reply with a mini-case study that revolves around your 5QES. Tell them how you just solved a problem for somebody just like them. For example:

*"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!"*

What do you think the next thing out of your friend's mouth will be? "Would that work for me?"

Ta da! You now have your invitation in to tell your friend about how you can help them.

## Ever thought of the Church Bulletin

Another great way to get the word out in your congregation is to use the church bulletin if possible. Many bulletins will have a type of advertisement "bulletin board" on the back cover. It helps cover the cost of printing etc.

If they do, place a simple ad with your name, contact information and...

## Your 5QES as the only verbiage in your ad

I guarantee you'll get questions about it the very next week.

If they don't have advertisements in the bulletin, check around with other places of worship to see if they use local advertising to fund their bulletin. If they do, place an ad with them. They will be eager to help you. These ads are generally very inexpensive.

## Summary

We all know that word-of-mouth and referrals are the best way to bring in new clients. Start with these ideas at your place of worship, but always be on the lookout for additional places to use these types or similar ideas. The group associated with your hobby...the service organization you belong to...or, the charity you work with. There are many ways you can leverage the two ideas mentioned above. Put them into action and you'll see lots of success.

*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](mailto:support@5qgroup.com) \ Phone: 1-855-633-0900*

