

**HOW HUSH PUPPIES WILL  
INCREASE YOUR INCOME  
BY \$360,000 A YEAR**



*For Hush Puppies—yes, the brown suede shoes—the Tipping Point came somewhere between 1994 and 1995. The brand was all but dead. The company was thinking of phasing out the shoes that would make them famous...*

Little did they know that a few hip kids in Soho had started wearing them precisely because no one else would! Then the fad spread to some New York designers. Hush Puppy was told that Isaac Mizrahi was wearing their shoes. They admitted they had no idea who Mizrahi was.

In 1995, the company sold 430,000 pairs of the classic Hush Puppy, the next year it sold four times that, and the year after that, still more—Hush Puppies were once again a staple of young American males. No one was trying to make Hush Puppies a trend. Yet somehow that's exactly what happened. The shoes passed a certain point in popularity and they "tipped." How does a thirty-dollar pair of shoes go from a handful of downtown Manhattan hipsters and designers to every mall in America in the space of two years? That phenomenon is explored by Malcolm Gladwell in his book *The Tipping Point*.

Neat story but how does it concern you? The same thing happened in my practice. I worked in Rochester, MN. Rochester is a town of 100,000 people surrounded by 1 ½ hours of farm land in every direction. At that time, I had a total of just 12,300 senior households to market to within 1 ½ hours from my office. Yet, I wrote \$14 million working the full year and \$14.5 million working just 8 months of the next year.

How? By utilizing the Tipping Point. Example: My small territory had received my same crappy, FINRA-approved, one-page flyer 15 times in 2 years. Yet, the last time I mailed I got a **3.2% response rate!** They should have been sick of the same flyer! I asked as many people as I could before the workshop, "What brought you in today?"

Response after response was... "I've been getting your flyer for years, but my brother said you are the only one in town that knows what he is talking about"... "the guy I used to work with at IBM said you are the only one in town that knows what retirees need"... "my neighbor said you are the only guy in town that's trustworthy."

Did I start with a 3.2% response rate? No way! More like a tenth of that! But what happened? I started, just as the hipster kids, by doing what no other advisor or broker was doing. I was a rebel. I didn't obey the "industry rules" of doing the least amount of work for the client for the most money. I actually started to provide value to the client. I did all the "icky" work that no other broker or advisor was willing to do.

I gave them the WOW experience! Then I started to “drip” on them with newsletters that looked like church bulletins, nothing fancy (most clients don’t read production newsletters, they want something “home grown”). I started sending them little tips to remember me. Again, nothing fancy, just little helpful tips like a checklist to use for packing for a trip or a safety item for their car. I “touched” them regularly...more so than they had ever been communicated with before, and within two years I was making \$360,000 **just from referrals alone!**

Seminars fluctuate (sometimes great, sometimes not). You need a system not only to get new clients, but to have those new clients get you more new clients and so on and so on.

### **What should this system do? Here are just a few things that it must do:**

#### **1. Get the commitment** that they will move all the money at the first meeting

- Yes, all the money. It is easier to get all the money than some of the money. If you just go for some, you have a push-me-pull-you with their broker and possession is 9/10 of the law.
- Yes, get the commitment at the first meeting before you do any work—it’s easier than you think once you know how to do it. Fifty percent of people at the first meeting will say “no”, and you don’t waste time doing any work for them. But of the 50% that say “yes”, you get 82% of them to move all their money.
- All this in a relaxing, rapport-building manner. NON-ADVERSARIAL. No stress for you or them. This is the first time they have worked with an advisor and not felt stressed, but instead felt understood (it really starts the journey to their WOW experience).

#### **2. Do the 21 things no other advisor does**

- Everyone comes in thinking their affairs are in order. You simply point out the 21 things they have not done, and they scramble for the nearest life preserver—YOU! Saving a drowning victim creates a WOW experience.

#### **3. Touch your new clients at least twice a month (Epidemic Marketing™)**

- Yes, two times per month in a non-intrusive, friendly, and helpful way that gets them talking to their friends, neighbors and relatives.
- No, it does not take much work. Technology is great! We touched our clients (230 households) multiple times a month and it takes just a couple of hours a month to do it all.
- No, you are not bugging them. Your message has to be well crafted to make it desirable by being friendly and helpful. We actually provide it monthly to our members.

***“Seminars  
are dying  
a slow and  
painful death.*”**

***If you do not have  
another method to get  
people to become  
clients you are going  
to be spending more  
and more to make  
less and less”***

#### 4. Get them to refer their friends to you

- No, not just after you made a sale! If you force those types of referrals, they will simply call their friends to warn them you will be calling— “Yeah George, I just started working with this new advisor and gave him your name. Now George if you don’t want to talk to him just tell him so...I mean I don’t want to stick my nose in your business so just tell him you aren’t interested. You won’t hurt my feelings, it’s not a big deal...sorry to put you in this situation.” *Great referral, huh?*
- Yes, you want them to refer to you when it is appropriate... like when their friend just inherited money or mentions they are not happy with their broker. It is at that point that your client will jump up and down and sing your praises! That is how you make \$360,000 from referrals alone!

Will this work for you? Let’s see. It has worked in over-worked areas like Los Angeles, Phoenix and Florida, as well as rural areas like Nebraska and Mississippi.

Why? The American public is starved for service. Good, old-fashioned service is viewed by everyone as just that, old fashioned. But not by me. Not by any smart advisor. AND NOT BY THE CLIENTS WE SERVE. By doing the things other advisors forget to do, the client gets an experience like no other they have ever had...not just by a financial professional but anywhere in any industry! They are WOWED!

#### The WOW Factors:

- Create an epidemic that will capture the 87% of retirees that will *never* attend a seminar. Studies show that only 13% of retirees will ever attend a seminar. For the first time, you will reach a population that no one else is marketing to and dominate it without even trying.
- The Epidemic Marketing system is so good it has been copied outside the financial industry. It ensures that everyone you touch turns into a client. This ensures there is a pay off on every single marketing dollar that you spend. No more money flushed down the drain.
- Non-adversarial selling system laid out item-by-item, so nothing is left to chance, which creates deep lasting rapport where most sales experiences lead to stress. Our members have only a 2% buyer’s remorse occurrence. Our clients close themselves.
- A system endorsed by:
  - ✓ Author of *Blind Faith*.
  - ✓ Author of *Selling the Invisible*.
  - ✓ Editors of *Selling Power* magazine
  - ✓ By all of its members...not some...not just the guys at the top...ALL!