

Financial Marketing's

# Quintessential Element™



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Founder of 5Q Group

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# Financial Marketing's Quintessential Element™

## **And how Advisors are using it to:**

- Bring in 52 New Clients
- Bring in \$10 Million in new Money
- Make over \$500,000

**Each and every year (see pg. 23)**

## **The "Secrets" to Making it Big as an Advisor**

What you now hold in your hands is just a snapshot of my 3 years of extensive research and testing with many of today's top financial advisors and marketing organizations.

Until now, this information has been closely held and only available to select financial advisors who were accepted as clients to the industry's most successful financial coaching system. Well known advisors, among which are 8 Finalist and 3 Winners of the Senior Market Advisor of the Year Award... and 5 different advisors that went on to start their own marketing companies (all of whom prefer to remain anonymous, for obvious reasons) have all paid well over \$60,000 ea. to have me remake, remodel and redesign their businesses.

I strongly suggest that you print this document right now, and read it immediately. And please pay close attention to the image on page 12 that I suggest you also print and hang in front of your computer. It represents a quintessential idea that advisors have used to see their practice double over night, without spending a dime... once they were able to grasp the concept you are about to receive, right here, for free.

## Who is Mike Kaselnak

You might recognize me through one of the financial industry leaders I worked with previously... through the success I helped them achieve. When you open a financial industry magazine, you will see these gentlemen everywhere.

If you are a financial marketing “insider,” chances are you’ve heard of either myself or one of my former clients and the phenomenal businesses they’ve been able to grow.

I’ve been coaching for over 22-years, but still seem to be a mystery to many financial professionals. That’s because for years I’ve been working as the “king-maker,” creating large practices from small ones for advisors... helping over a dozen financial advisors that came to me making less than \$200,000 a year, grow their income to over \$1 million a year within two years of starting to work with me. This success got my selling system ranked as one of the Top 15 Selling Forces by Selling Power Magazine. It was ranked among the likes of UPS and Siemens Industrial.

Until recently, I purposely avoided the spotlight and publicity... despite generating billions of dollars in new revenue over the last decade through my coaching clients and FMOs.

I still feel weird when I have to bring it up (and I am telling you this only because it gives you a sense as to how effective and powerful the methods I am going to reveal to you are) ... but my accomplishments are... well, I’ll just say it... I know it sounds braggartory, but it’s true... they have become legendary in the ivory halls of many a financial organization.

- Spent my early 20’s as an instructor in the U.S. Naval Nuclear Program
- Spent my late 20’s as one of the fastest climbing executives in a big box retailer that dominates it’s industry.
- Spent my mid 30’s building a financial practice from zero... to netting \$967,000/yr. income in a small Midwest territory with only 12,000 households in my marketplace
- I began coaching other advisors at age 40. I’ve coached over 700 advisors over the last two decades. Hundreds saw doubling, tripling and quadrupling of their income. A dozen have seen the phenomenal success I’ve already mentioned. My coaching clients have been responsible for literally billions in new money captured in the last decade.

Bottom line, I know how to help advisors build and grow their practices and blast through income plateaus. I’ve done it for myself and I’ve helped hundreds of advisors do it over the past decade. All of these people simply followed step-by-step in my footsteps. They followed my system.



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## Why Am I Sharing These “Secrets”?

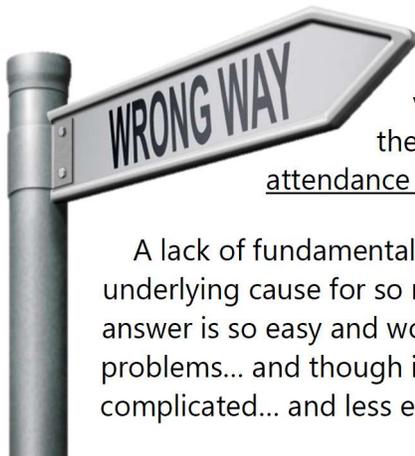
As I've said, I've spent the last 22 years researching and testing financial marketing systems with some of the top advisors in the country. What I didn't tell you is that I was doing this for a bigger purpose.

I went into coaching with a vision of what I wanted to create. A system that was duplicable... something anybody could do whether beginner or veteran... successful or struggling... extrovert or wall flower... a system that would work for anyone. I wanted to help advisors re-engineer their marketing and systematize their processes, so they could multiply their profits, while at the same time slashing their monetary and time costs.

*These secrets my advisors use, just don't help the advisor...it helps the clients! We do things for clients no other advisor does. That's what sets us apart from all other advisors. We provide **REAL** value to clients...we don't just sling Financial products at clients.*

That's why I decided that it was time for me to get this information out there so that every advisor can benefit from it.

## Here's the Reason Most Financial Advisors Struggle



I just got back from a recent financial marketing conference. I always love seeing the new eager faces, as well as those of seasoned veterans. But here is what really pains me when I speak and listen to these advisors and their ideas, dreams and concerns. Everybody in attendance is approaching their business the wrong way!

A lack of fundamental knowledge of the science of marketing and persuasion is the underlying cause for so much struggling and stress in our industry. It's frustrating that the answer is so easy and would solve virtually any advisors financial growth and marketing problems... and though in plain sight, advisors walk right by it on their way to much more complicated... and less effective solutions.

## Missing this easy solution is why so many advisors gnash their teeth over the cost and failure of their marketing.

I'm going to call it as I see it, because I know my past experience gives me a unique perspective, having mentored so many highly successful advisors and watching their practices explode. I cannot just sit here and watch so many advisors struggle, when a solution exists to get them in front of more people than they'll ever need... A solution right there, within their reach.



That simple solution is the Quintessential Element.™ In the remainder of this document I will walk you through, point-by-point how this little secret, which is free for any advisor to use, will give you clarity on why your marketing hasn't been working... but more importantly how to make it work to fill your office with great clients in a steadily increasing flow... to an Avalanche.

You're are going to see how advisors that had been struggling for years used the Quintessential Element™ and have marketing running in the "background" that nets additional premium for a nominal cost.

But first, it is essential that you understand where the financial marketing industry is today and how the changes in society over the last ten years have made "the traditional model" completely ineffective.

## What Used to Work... Doesn't Any More

What used to work in the financial industry no longer works. Many of you have probably experienced or suspected this over the last couple of years. Marketing that used to work, no longer does. Sales presentations that used to "wow" people, just turns them off now. People have become jaded. Their attention span has plummeted.

We see examples of this every day around us.

What is causing this? Well, what exists today that didn't 10 years ago? People are overwhelmed with stimulus—Broadband internet... a smart phone in everyone's hand... YouTube... blogging "experts" ... 1,000 channels of cable TV...

It takes more and more to get people's attention. It takes more and more to "sell" people on our solutions. People are both more sophisticated... and less sophisticated at the same time. This makes for a very complicated environment, in which to grow your business.



**The good news** is that our industry is about to see ~~explosive~~ explosive growth as the baby boomers begin to retire in waves.

**The bad news** is that this means more and more competitors are going to get a lot more serious ~~about~~ about getting into our industry. Virtual advisors... Internet companies offering financial services on line... bloggers creating their own financial businesses... We are going to have competitors coming at us from directions we don't even know about right now.

It's like many of the articles I've been reading lately, the small one and two-person advisor offices are in danger. A few small "boutique" offices are going to thrive and the upcoming years are going to create

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many millionaire advisors... but many more small office advisors are going to be squashed by the coming changes.

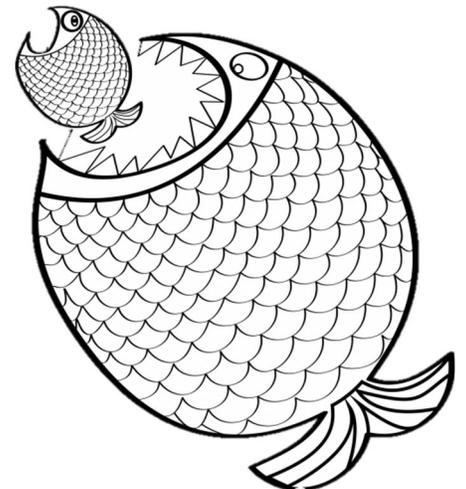
Have you seen these articles? If not, believe me, you'll start to see them now.

If you do not or are not in the process of changing your practice—to not just survive this tidal wave of change—but leverage it, you are in for a world of hurt. You need to get ready to ride this tidal wave TODAY! You are at the cusp of a huge change.

## **Is it going to make you rich... or break your back?**

The reason so many experts are predicting this change is that big business always goes where the money is and the retiring baby boomer wave is just too tempting for them not to jump in. The “little guy” is going to get squashed if they haven't insulated themselves by preparing now. And if you are a student of business, you know that this has played out in industry after industry over history.

You've already seen this start to happen in our industry. Large insurance companies buying small. Large FMOs squeezing out smaller ones by becoming commission whores. Big BDs getting bigger and the smaller BDs going out of business. And guys, you gotta look over your shoulders because the independent advisor business is the next to experience this cannibalism.



## **When I built my personal financial planning practice, I built it to dominate my small city... not compete, but dominate it!**

I see this over and over with the advisors I coach. The more an advisor dominates his chosen market place, the more money he makes... not arithmetically, but exponentially. The advisor who “just wants to keep the doors open” ... struggles until they begin losing money and have to finally bail out of the industry.

## **Time Is Running Out, But You Still Have Time To Build a Huge Financial Practice**

The reason I bring all this up is that when I sit around BS-ing with veteran advisors, we talk about the good old days... high commission products... clients being in love with our new and innovative solutions...

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**You used to be able to** do any old seminar and you'd fill a room to overflowing (without feeding them a crumb). You used to be able to send out a post card and get a 5% response rate. You used to be able to put a "CD ad" in the paper and you'd see people for the next two weeks.

It was so easy to make a living just 15 or 20 years ago... but those days are gone.

Please understand, more and more competitors are coming into our business every day. Practically every day my office gets a call from somebody wanting to get into this business, from some realtor changing businesses or some executive pushed into early retirement. You also have the big guys like banks or insurance companies wanting to expand into the advisory business. And if that isn't enough, you have do-it-yourself investors getting into the business with a goal of putting us all out of business... and let's not forget all the other advisors we've been competing with for years... they're trying to gobble up our business before we gobble up theirs!

## Understanding This One Thing About Bears Can Make You Bullet Proof



When I was an executive at the big box retailer in the late 80's and early 90's, shoplifting was a huge expense. The solution was not what I was expecting. While speaking with one of the industry's top security experts he explained you protect your store the same way you survive a bear attack... run faster than the guy next to you.

He said that all the cameras, sensors, guards and other security paraphernalia isn't really about catching the shoplifters... it's about making your store less desirable to steal from, than another store.

You want to do the same thing with your business...only make it MORE desirable. You want to build a business that dominates a particular marketplace so well, that it doesn't make sense for a competitor to try to come in and compete with you. They'd be swimming upstream and going out of business fast, because everybody in your market place wants to work with you.

And the good news is that you still have time to build the impenetrable business that not only can't go under, but will give you income like you've never seen. You still have time to dominate your chosen market place because so few advisors have done it yet... but they are beginning to, and I promise you this opportunity won't last forever.

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## Now let's examine the hurdles that currently stand in your way...

Now that you understand that the financial marketing industry is evolving, and that you need to focus on building a practice that dominates your market place, let's take a look at a few things that might get in your way.

By identifying and eliminating these problems, you'll be able to grow your business faster (and easier) than you ever thought possible. These are the same overriding concepts that ultra-successful advisors understand and have used to grow huge practices.

The best way to approach these issues is to do so the same way a doctor approaches a medical diagnosis. You see the problem. You identify the symptoms. You find the cause. You provide the solution.

### Problem #1

**Symptom:** You look the same as all of your competitors—You sell the same products. You make the same claims. You market the same way.

**Cause:** The financial industry has turned into a commodity business.

**Problem:** If you do not stand out from your competition, you will never have more than average success.

In order to move towards a solution, we have to first review your thinking.

There are really two diametrically opposed ways of operating or growing your practice. There is the Global Model and the Targeted Model.

**The Global Model** is the idea that you want to help as many people as possible. This is the way most advisors conduct their practices and I get it. The thinking goes— the more people I'll get in front of, the more people I can help ... the more people that will work with me... and the more money I'll make...

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I saw this billboard coming into town and it made me laugh...

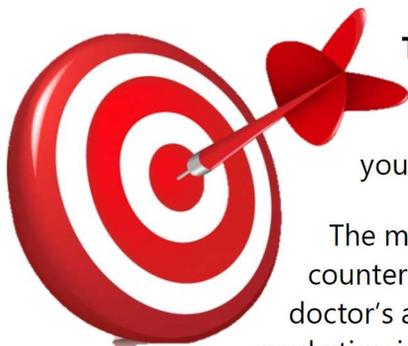


Really? This tells me you specialize in nothing... not vice versa.

- Who makes more money? A general practitioner or a surgeon?
- Who makes more money? A general surgeon or a heart surgeon?
- Who makes more money? A heart surgeon or a heart transplant surgeon?

When you specialize in everything, you specialize in nothing. If you utilize the Global Model in your practice, you are enslaving yourself to mediocrity. Many advisors have a difficult time leaving this addiction and belief that trying to harvest any and every warm body as a client is the only way to survive.

And actually, they are right. Having a business that revolves around a Global Model may allow you to survive but it also absolutely prevents your business from thriving.



**The Targeted Model** is the idea that you will only specialize with one type of client. You realize you can't know everything about everything... so instead you learn everything about one thing. You OWN it. None of your competitors can touch you on this ONE thing.

The more specific that one target or thing is... the more money you make. It is counter intuitive to a lot of advisors that it works this way, but it does. The doctor's analogy above (and their level of pay) transfers directly to the financial marketing industry.

And you will later see how targeted... to a very, tiny specific detail... you need to be to create a monumental business.

Here's a quick example of how the more specific you are... the more effective you are:

*Don't worry, you don't even need to change what you're currently doing... You just need to "Describe" what you do differently to the public. I will help you lock it down in the next few pages*

Specificity	Effectiveness
I specialize in retirees	Ok
I specialize in assisting retirees roll their 401ks to a better choice	Good
I specialize in helping retirees from XYZ Company roll their 401ks and maximize their pension plan	Great
I get homeowners in Rochester, born before 1957, an average of \$3,612 in annual government and private benefits they weren't aware they are owed, using Full Checklist software that draws from 21 different data points including Social Security and State and Local data bases.	Fantastic!

*One advisor I know worked a situation exactly like this and made over \$4 million in two years and retired from the business*

What Minnesota XYZ retiree would not want to speak with me?

Advisors that specialize no longer have the problem of looking like all of their competitors. An advisor that specializes in a particular area can easily look both different and desirable to the public, as compared to all of their other competitors.

Alright, let's say that I have convinced you that you need to have a Target Model for your business or that you already knew it. Now, let's talk about what still stands in your way of building a dominating, bullet-proof business...

**Being the Greatest Thing Since Sliced Bread Doesn't Help You If Nobody is Reading Your Marketing**





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If you cannot figure out a way to knife through the tsunami of marketing messages people get every day... every penny you spend on marketing will be money down the drain.

It doesn't really matter what vehicle you choose to market with... whether it's a seminar, postcard or radio... people are tuning you out. All the money... time... and emotional capital you are spending on your marketing is being siphoned into the great abyss. Never to be seen from again.



**First and foremost, understand there is a way out of this conundrum.** There is a way to not only get over these hurdles, but to lay them to waste. Let your competitors spend all their money, only to see it disappear, drowned out by everyday life.

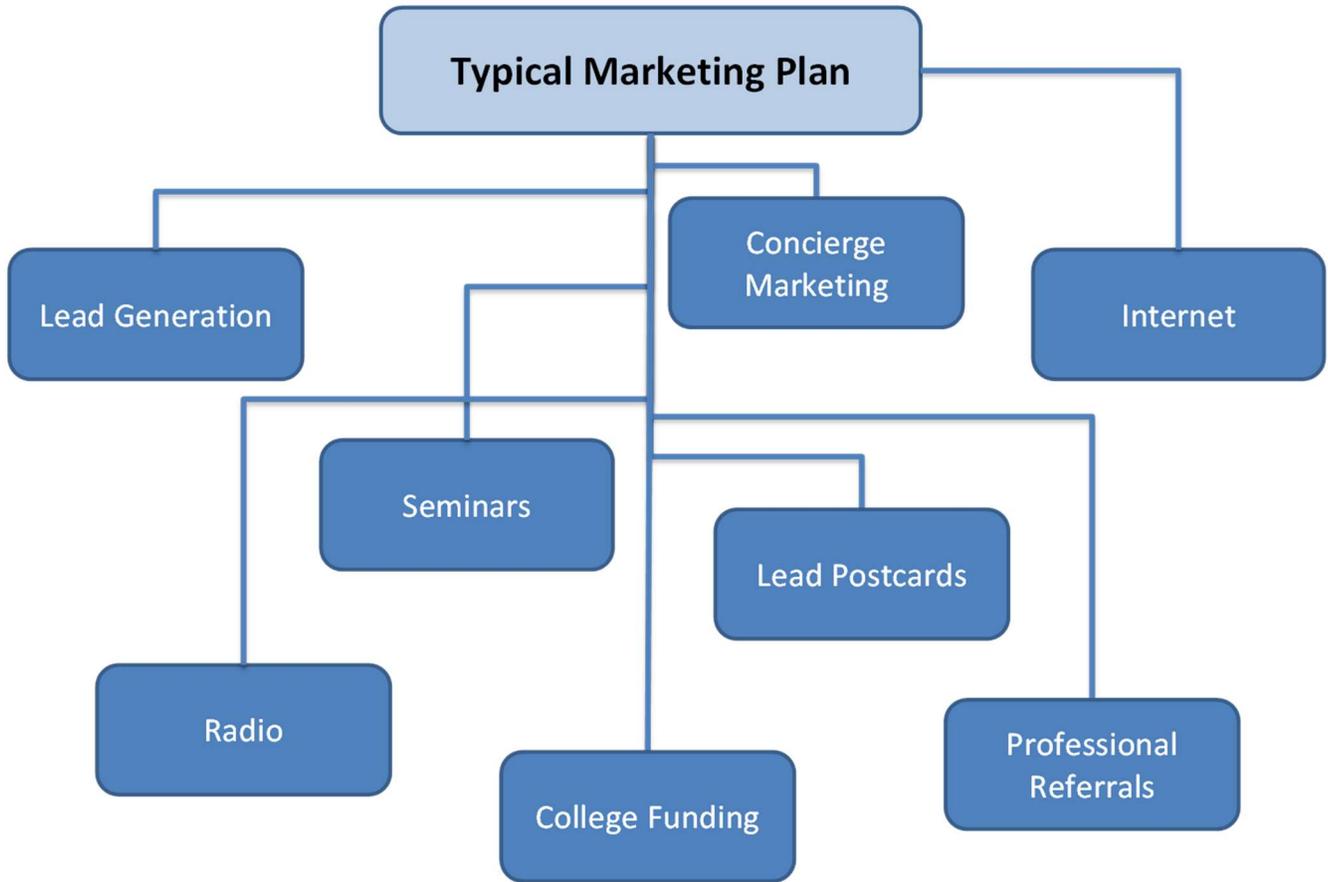
You just need to have the Quintessential Element.™

## Continuing to Market the Same Way... Doing the Same Thing is a Ticket to the Poor House

In the next few pages you will see the traditional marketing that most advisors are still using to bring people into their offices. In the past, many advisors have used one, two or maybe all of these methods to build solid practices. They all used to work but...

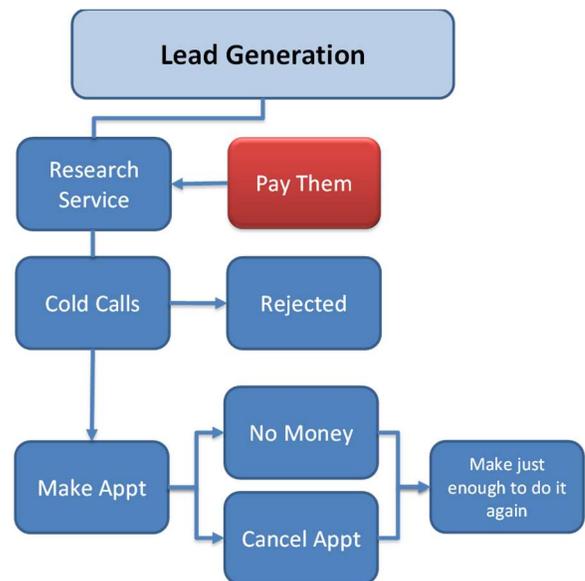
We need to dive a lot deeper into what's happening with marketing in our business to figure out why they're not working anymore, don't we? It's not as simple as paying a bunch of money for any old marketing program and watching the clients roll in anymore, is it?

We need to break down each of these marketing techniques into their separate parts to find the weakness... so we can build them back stronger and more effective than ever... what, if anything is missing?



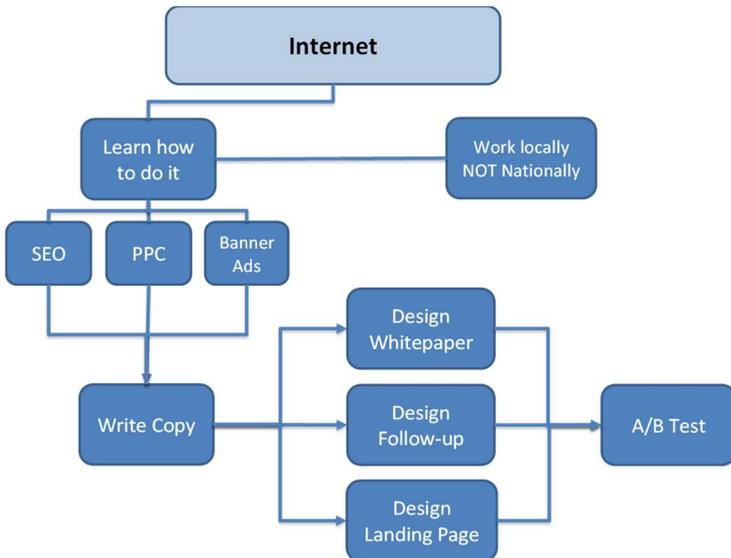
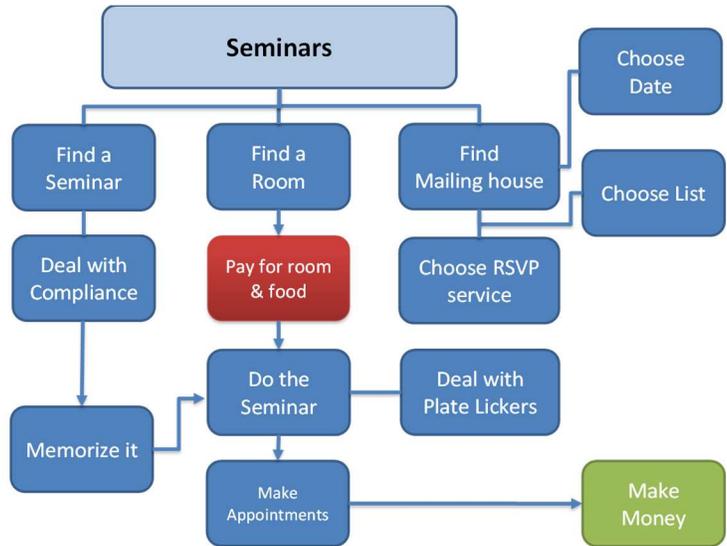
**Lead Generation activities include:**

- Research Service
- Pay Them
- Cold Calls
- Get Rejected
- Make Appointments
- See people with No Money
- Have people cancel Appointments
- Make just enough to do it again



**Seminar activities include:**

- Find a Seminar
- Deal with Compliance
- Memorize the seminar
- Choose a date
- Find a room
- Pay for the room and food
- Find a Mailing house
- Choose a list
- Choose RSVP service
- Deal with Plate Lickers
- Do the Seminar
- Make Appointments
- Make Money

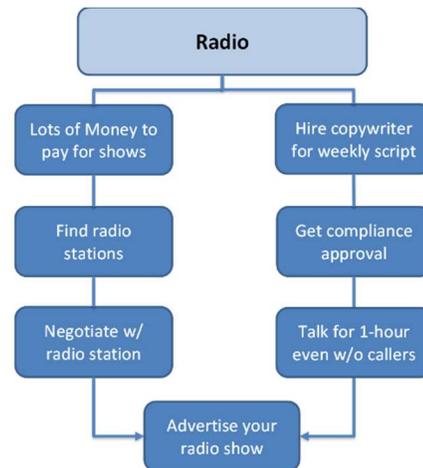


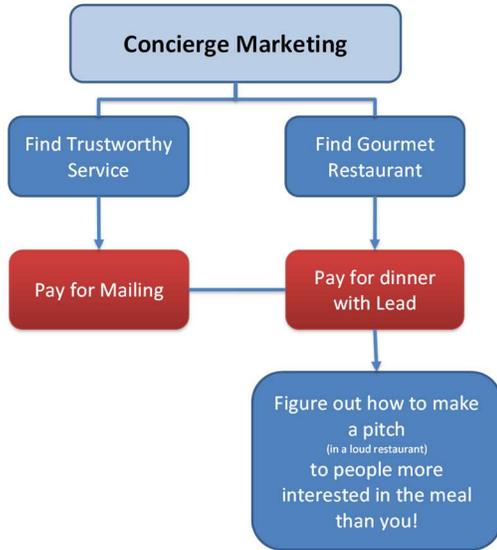
**Internet activities include:**

- Learn how to do it
- SEO
- PPC
- Banner Ads
- Work locally not Nationally
- Write Copy
- Design Whitepapers
- Design Follow-up
- Design Landing Pages
- Perform A/B Testing

**Radio activities include:**

- Need lots of Money to pay for shows
- Find radio stations
- Negotiate with the radio station
- Hire copywriter for weekly script
- Get compliance approval
- Talk for 1-hour even without any callers
- Advertise your radio



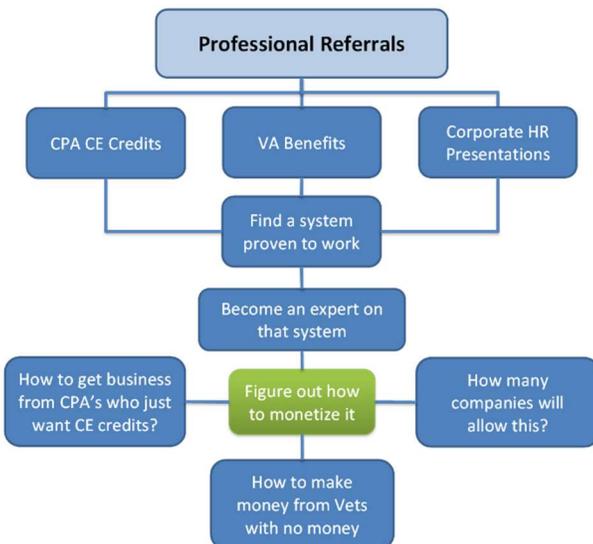
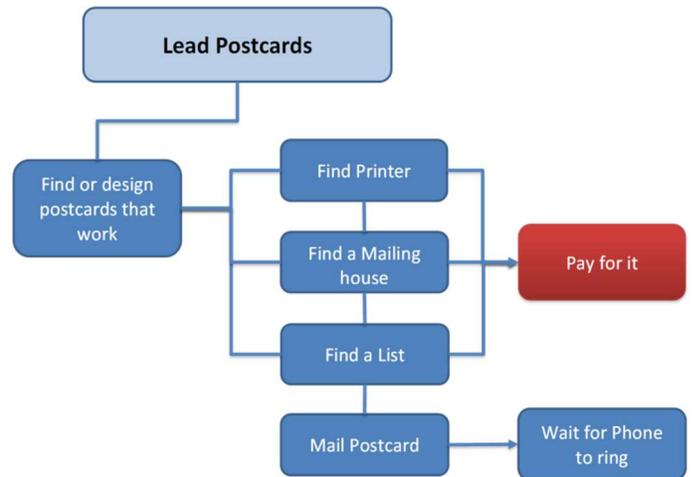


**Concierge Marketing activities include:**

- Find Trustworthy Service
- Find Gourmet Restaurant
- Pay for Mailing
- Pay for dinner with Lead
- Figure out how to make a pitch (in a loud restaurant) to people that are more interested in the meal than you

**Lead Postcards activities include:**

- Find or design postcards that work
- Find printer
- Find mailing house
- Find a list
- Mail postcard
- Pay for it
- Wait for the phone to ring



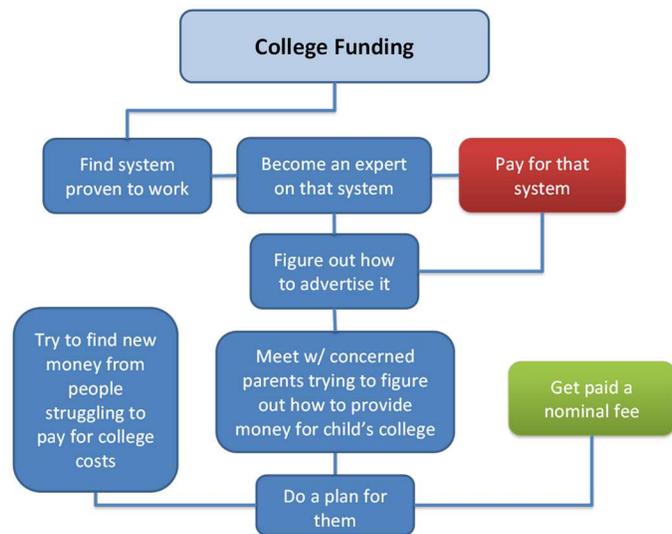
**Professional Referral activities include:**

- CPA CE Credits
- VA Benefits
- Corporate HR Presentations
- Find a system proven to work
- Become an expert on that system
- Figure out how to monetize it
- How to get business from CPA's who just want CE credits?
- Figure out how to make money from Veterans with no money
- How many companies will allow this?

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**College Funding activities include:**

- Find a system proven to work
- Become an expert on that system
- Pay for that system
- Figure out how to advertise it
- Try to find new money from people struggling to pay for college costs
- Meet with concerned parent trying to figure out how to provide money for child's college
- Do a plan for them
- Get paid a nominal fee



And after breaking down all the different types of marketing that you can use to grow your financial business... you are still left scratching your head wondering what's the missing link? Why doesn't all of this work-- all of the money spent... all of the time invested in these marketing techniques... why doesn't it work anymore?

If you are ready to see the reason this type of marketing doesn't work anymore, go ahead and turn the page.

**Did you see your message a few pages back?**



## Do you see why nobody can see... hear... or respond to your marketing?

### But...

If you are in a crowded room of people... all of them talking, you can't hear above the ruckus... but if you hear your child's voice saying your name, your brain will instantly key into that... all the other noise melts away and you hear that message... because it applies specifically to you...



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# That is the Quintessential Element™



## You “Hear” When It Applies to You...And Only You

If you’ve been frustrated with your marketing... with all the promises that have been made to you about marketing that is guaranteed to work... and then doesn’t... have you ever sat down and wondered why it isn’t working? Seriously, even if you used every single marketing program we just walked through—do you think you’d be floating in hundreds of qualified prospects—based on the results you’ve seen recently?



And here’s the crazy part, even though these are the types of marketing that most financial advisors are using every day, do you know what most advisors spend an overwhelming amount of time on? **Looking for the next miracle marketing cure!** Is that crazy...or what? If all of these methods are failing horribly, shouldn’t the first thing you do is try to find out why?

If you know why something isn’t working, doesn’t that give you a short cut to fixing what’s broken? And then getting it working again?

If a key doesn’t work in a rental car, would the best solution be to jump from one car to another car until you try all 100 cars in the lot? Or, would it make sense to figure out why the key wasn’t working in the first place. Maybe go back to the person that gave you the key and ask why it isn’t working.

If they can’t answer that question, would you become frustrated?

Isn’t that what’s happening with your marketing? You ask why your marketing isn’t working to the people who sold it or “gave” it to you in the first place and do they tell you why... or do they shrug their shoulders?

So here’ my question to you...

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## Is Doing more of what's Not Working...

### A Smart Investment of

### Your time and money?

The solution to your marketing problems is not to simply do more of what's not working--- if you were to look at our behavior, wouldn't you call that insanity?

### “Doing the same thing over and over And expecting different results”

Let me give you a small piece of advice, as long as you keep marketing without truly understanding the Quintessential Element™... you are always going to be in the position of struggling to get in front of enough people and wondering why marketing is so hard.

Now before you jump to the conclusion that I'm going to ask you to buy some new, fancy, never-been-seen before marketing program that is going to solve all of your marketing problems... I'm not.

All of the marketing we've walked through on the previous pages works...if done correctly. If you used any or all of those methods—but included the Quintessential Element™... they would all bring in plenty of new, qualified prospects. That's why I guarantee my advisors marketing. You don't pay UNLESS it works!

### ~~Message~~ It's the ~~Economy~~ Stupid!

We've all heard the famous story about when political strategist James Carville marched up to a chalkboard at Clinton's campaign headquarters and wrote, "It's the economy, stupid!"

That very focused message cleared away the B.S. and got to the point.

### Let me do the same for your marketing problems...

It's the MESSAGE... or lack thereof... that is causing your marketing to fail.

OH! But you tell me! All of my marketing does have a message!

Really?

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## Does any of your marketing stop people in their tracks and get them saying, “Really? How do you do that?”

Or does your marketing get them saying:

- So what?
- Why does that matter?
- I’ve got that covered
- You’re just another financial sales guy trying to get my business
- Big Deal

Or Worse Yet...

- Your message is so blah... it doesn’t even register in their brain

## If you have this—Any and All Marketing Works

### The Quintessential Element™ is...Having a Message That Only Pertains to Them

The sad thing is, I’ve seen hundreds, if not thousands of marketing pieces and systems. And all of them... yes, ALL of them were using the same tired messages—radio shows, postcards, seminars, lead systems—you name it and they were all using the same messages.

What if every movie for the past 10 years was about the Civil War?

- Some from the North’s point of view
- Some from the South’s
- Some from the woman’s point of view
- Some from the man’s
- Some from the white’s point of view
- Some from the African Americans
- Some about the fighting
- Some about the romance

But every movie was about the Civil War... How long would it be before 95% of people quit going to movies or even quit paying attention to all the movie advertisements?

Do you get this? I don’t care how you wrap all of the different advertising that advisors have done for the last 10 years... it all looks the same to the public.

You have to find a message that talks to the person. Would you go a Civil War movie about your great-great-grandfather? Sure! Because it’s about you and only you. That gets both your attention and your interest.

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# **How Do You Create the Quintessential Element™?**

## **Use the 5Q Elevator Speech Process**

Why would an elevator speech work? Think about it. If someone in the elevator said, "Hey, do you want to hear about this Civil War movie I just saw?"

What would you be thinking? Get me out of here!

But, what if they instead said, "Say, I just saw a Civil War movie that had your Great-Great-Grandfather in it."

Now what are you going to say?

So, in one sentence... 15 seconds... no matter how busy they are... no matter how many other things are going on in their mind... you've got their attention.

## **Message... Message... Message...**

### **It's all in the Message Baby!**

Now keep in mind that until this experience, I had been recommending the same old marketing to advisors... do seminars... do radio... do postcards... just do something...

And if it doesn't work... easy! Just do more of it!

### **I was just like all the other marketers...A Brainless Bafoon**

"Hey," I would think, "There's no marketing miracle out there. Just keep spending money and eventually something will hit for you."

No wonder advisors get so angry at their marketing companies! And am I lying or is that how they think?

## **If You Want To See More People...**

### **Come Up with a Killer 5Q Elevator Speech! It Doesn't Cost You a Cent**

Think about this... just put a little 5QES into any marketing and you'll see your results take off, the same as if you hit the nitro switch that turns a mild-mannered car into a street hot rod.

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Or, if you are tired of pumping a ton of your hard-earned cash into marketing that isn't working, why not just leverage the 5QES with word-of-mouth, and the 3-money back guarantees marketing systems 5Q gives to advisors.

Let me give you the power of this. After developing their own 5QES I've had guys create:

- ✓ 126 prospects
- ✓ 52 new clients
- ✓ \$10,920,000 in new money
- ✓ With a marketing cost of just \$1,301

\* All within a year

HOW TO

### Here's what they did.

CLICK THIS LINK



1. They completed the 13 questions in the ["Step-by-Step Guide to the 5Q Elevator Speech"](#).

If you printed this, you can download the Step by Step Guide to the 5Q Elevator Speech by copying and pasting this link into your browser:

[https://www.5qgroup.com/tools/5Q\\_Process\\_Guide\\_Non\\_Members.pdf](https://www.5qgroup.com/tools/5Q_Process_Guide_Non_Members.pdf)

2. They used their responses to follow the step-by-step directions in the Guide to craft a killer 5QES.
3. Then, they implemented a series of simple and inexpensive marketing plans using their new 5QES. Each of these simple plans required a smidgen of elbow grease to get started, but once started can run on their own with very little maintenance needed.

## Get these results in 12-Months!



System	Cost	Number of Prospects	Number of new clients
Epidemic Marketing	up to \$700	6	5
5Q Special Forces	\$313	60	25
The Guinness System	\$35	10	3
Digital System	\$0	12	2
Toast of the Town	\$96	5	2
Golden System	\$0	4	2
Be a Star	\$0	5	1
Halo	\$100	7	4
Bumper	\$57	2	2
Handwritten Referral	\$0	15	6
<b>TOTAL</b>	<b>\$1,301</b>	<b>126</b>	<b>52</b>

**My successful advisors do both short and long-term marketing.**

### Messaging: The Language of Response (and Profits)

Research done by the IPA, the group which represents advertising agencies, *finds that the message in your marketing is far more important than how much you spend on marketing.* Don't the results previously illustrated show that? Most financial advisors don't fully understand that spending time creating an effective message can have a huge boost on any type of marketing that they do. In fact, spending money on marketing without doing so can cause thousands of dollars to be wasted... something way too many advisors have experienced.

Let's look at using an effective 5QES for marketing. When developing your 5QES it's essential that you really put some thought into your [5QES Questionnaire](#)

If you printed this you can download the 5QES Questionnaire document by copying and pasting this link into your browser: [http://www.5qgroup.com/tools/5QES\\_Questionnaire.pdf](http://www.5qgroup.com/tools/5QES_Questionnaire.pdf).

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Your time spent here will be worth, not hundreds, but thousands or even hundreds of thousands of dollars. Don't rush it. Most advisors want to rush through this and get right to the actual marketing. Remember, if you do not take the time to come up with an effective 5QES, all the money and time you spend on a faulty or weak message will almost certainly be wasted.

Your 5QES message can vary considerably based on your target market, but regardless of your market place your 5QES must obey the 5Q rules:

1. Claim something that none of his competitors claim
2. Be only one sentence long
3. Address a fear, frustration or aspect of greed that teachers had
4. Be very specific
5. And give the "because" of your solution

Obviously, there's a lot more to developing a killer 5QES, but if you just start thinking about what messages you could use to cut through the noise and get into your perfect prospect's brain, you'll be light years ahead of where your competitors are today.

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# A Quick Recap of the Quintessential Element™

What I've attempted to do in this e-book is to get you thinking differently than you have before about both your business and your marketing. Here's a quick recap:

1. There is still time for you to create a practice that dominates your market place... a business that protects you from the "big" guys that will be crushing other independent practices over the next 5 years.
2. In order to have a practice that grows rapidly you must have a business that uses the Target Model instead of the typical... I can be everything to everybody—Global Model. If you do this, you will leave the pack of struggling independent practices... and instead create a practice that dominates all those in your market place.
3. Stop shopping around for the "perfect" marketing system. It does NOT exist. All marketing works with a killer 5QES... no marketing works with a weak message.
4. Realize that you do not have an infinite amount of money to spend on marketing, so you need to squeeze every bit of juice from any marketing you do... from the biggest to the smallest marketing project.
5. Remember, you are in the commodity business and it is only your 5QES that allows you to stand out from the pack.
6. Study and use any research you can get your hands on to leverage your 5QES message... the stronger your message... the less you'll spend and the more you will make.
7. Don't rush the crafting of your 5QES message... you will make far more money over the next 12 months if you spend the first month doing nothing but crafting your 5QES... than you would by starting your marketing today with a weak or overused message.  
***(If focused it can be done in as little as a couple of days...not the month I'm suggesting)***
8. Attempt to tie every contact... activity.... Brochure... marketing plan... communication... everything, back to your 5QES. Doing so will find the amount of money you spend on marketing plummeting and your profits skyrocketing.
9. Use both long-term...and faster, short-term marketing to see the most success!

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## See Your Profits Explode

These “secrets” have allowed my advisors past clients to become hugely successful. You see, there is nothing that frustrates me more than seeing all the baloney being slung about by people selling their miracle marketing cures. None of them will work without a solid intriguing message... a message that none of your competitors are using. It makes me angry that the guys selling this crap either don’t know any better... or worse yet, don’t care.

Everything that I’ve covered in this guide can:

- ✓ Be done risk free
- ✓ Be used to make any marketing you are currently using work a whole lot better than it is now
- ✓ Finally allow you to both solidify the success of your business... and dominate your territory

There are an infinite number of 5QES’ that can be created. Giving you this information doesn’t hurt my select coaching clients, but it can help you immensely. Who knows, maybe this will be what helps get you to the level where you can become one of those \$10 million or more a year coaching clients.

It’s now in your hands. You now understand what’s lacking in your marketing and your business. What are you going to do about it? Go back to throwing money at marketing that you know isn’t going to work... buy “miracle” marketing cures from hucksters that have no risk but instead profit by you taking all the risk of their schemes... or, sit on your hands, afraid to market at all because you have experienced too many failed marketing attempts?

Just do it! Craft a message... Dominate your market place... Make more money... spend more time doing the things that you love to do.

PS – I am starting to take a lot of flak from the many financial marketers out there. There’s even a handful that are trying to block me from offering this eBook for free on well-known financial advisor blogs, magazines and news sources. I guess you can probably guess why...

I really think this information can help an awful lot of advisors and I think it’s a shame that a few guys, trying to protect their little kingdoms, are trying to prevent this information from getting out there to the general public.

Can you do me (and those looking to instill a little integrity into our business) a huge favor? If you’ve benefitted at all from this book, please help me out. You can help me by...

- I’m providing a simple way for you to help me spread the word and at the same time help your friends. [Click here](#) to forward this to your friends and fight alongside me in changing the way the financial marketing world works with independent advisors.

Sincerely,

Michael P. Kaselnak