IdeasForAdvisors.com
INNOVATIVE IDEAS TO GROW YOUR BUSINESS NOW

June 2012 Issue IX

On the Back of a Napkin

A complex idea can be communicated and understood with a single image. This allows clients to absorb large amounts of data quickly.

"A picture shows me at a glance what would take dozens of pages in a book to explain."
Ivan Turgenev, Author

At Ideas For Advisors, our goal is to provide you with implementable ideas that will compel your clients to be moved to action. As a Financial Advisor, your greatest challenge is to get your clients to make a decision. The easiest thing for your clients to do is — nothing. Not deciding is easy, deciding is difficult!

Every successful Advisor will tell you that their success comes from their ability to move clients to action. This powerful strategy will compel your clients because you have made their decision making process so simple. They will realize that doing nothing is not an option.

The next time you are in a restaurant with a client or prospect, simply draw 12 boxes on the back of a napkin.

Your client / prospect will have 3 sources of income available to them:
- **> Income from Employer**
- **> Income from the Government**
- **> Income from Savings / Policies**

Your client / prospect will require income at 4 important life events:
- **> Death**
- **> Disability**
- **> Critical Illness**
- **> Retirement**

What does your client need?

For this example we will assume that your client needs the following coverage:
- > One Million Dollars in the event of Death
- > Six Thousand Dollars / month in the event of Disability
- > Two Hundred and Fifty Thousand Dollars in the event of Critical Illness
- > One Million Dollars for Retirement

Together with your client/prospect, work on filling in the boxes with what they actually have in relation to what they need. They will realize their shortfalls and be moved to action because you have made the decision-making process so simple.

Michael Morrow, CFP

We are pleased to announce that Michael has been selected once again to speak at The Million Dollar Round Table Annual Meeting.

June 10 – 13, 2012
Anaheim, California

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To learn why Mike is known as The Leader in Marketing Strategies™, contact us.

Catch a sneak peak of Michael's presentation

On the Back of a Napkin continued

We have included a LIVE audio of Mike explaining this strategy so that it becomes crystal clear for you.

Click Here

♫ LIVE AUDIO ♫

Download The 12 Boxes Template!

Click Here

	Employer	Government	Independently Owned
Death			
Disability			
Retirement			
Critical Illness			

What will be available?

"Knowing what to say is as important as how you say it. Mike Morrow has compiled practical and implementable ideas and concepts for virtually any situation. Learn these and you can increase your effectiveness and sales efficiency."

Guy Baker
MDRT Past President
Top of the Table Member

To download PDF versions of any of our newsletters: Click Here

Every Financial Advisor wants proven, one-of-a-kind marketing ideas. Michael reveals marketing strategies that you can take home and implement immediately, that will get results.

Michael Morrow, CFP is a Financial Advisor and an International Speaker who has shared his Grand-Prize winning ideas all over North America, Asia, Australia and New Zealand and at Million Dollar Round Table events, including The 2012 MDRT Experience and The 2012 and 2009 MDRT Annual Meeting.

Find out why Michael Morrow, CFP is known as:

The Leader in Marketing Strategies™

Invite Mike to your next event!
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"As a mentor to more than 150 agents worldwide, I'm always looking for a way to give my people an edge out in the field. Mike's book is more than a good read. It's a great tool, but only if you're serious about your success."

Sol Hicks, MDRT and Top of the Table Member and Speaker

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