



# Ignorance is NOT Bliss: Know Your Numbers

As you recall from our last newsletter we introduced **The EASE™ Formula for Success**. The first component of EASE™ is Education.

At Ideas For Advisors, we believe that Education relates to how much you really know about your business.

## Do you know your numbers?

What was your bottom line last year?  
What was your client retention?  
Of the clients you lost, what revenue was lost?

## You can't get to where you want to be if you don't know where you are.

Improving your client retention is the best way to improve your bottom line. Want proof, consider this: Review your client list from 3 years ago and compare it to your client list today - what names have disappeared and why?

If you are the steward of 200 households and 4% of them leave each year - that would mean that you would lose eight households per year. What would your business look like in 10 years if 40% of your households had left you for another advisor?

## Is 96% retention something to be proud of?

We teach compounding to our clients all the time - remember compounding works in your business too. When you improve your client retention by 2%, imagine how different your business would look in as little as 10 years. 20% different! Is it easier to attract clients or retain your existing clients?

In order to improve your client retention ask yourself: Why did they leave? Likely, it was something very simple.



## Special Announcement!

Back to Asia for the 4th time.

AIA Life will find out why Michael is known as The Leader in Marketing Strategies™.

Kuala Lumpur, Malaysia  
April 12 - 15, 2011

## Word is Spreading

If this is close to your area and you too would like to learn why Mike is known as The Leader of Marketing Strategies, contact us.

Catch a sneak peak of Michael's presentation



## The #1 reason clients leave is lack of contact from their advisor. End of Story!

Our goal is to provide you with strategies to help attract and retain clients and improve your bottom line.

## Action Thought

### What additional strategies could you implement to improve your client retention?

Here are a few simple things that you can implement to touch your clients in a more frequent and effective manner, ultimately increasing your bottom line by improving your retention.

- Express appreciation: a handwritten thank you note; a brief email after a client meeting.
- Keep in contact: a 'nothing's urgent' voicemail message, a web link that is of interest to your client.
- Acknowledge important life events: graduation, retirement, investment milestones.

You have reached your level of success with your current systems and processes. Keep doing those things and add one or more client retention strategies on a regular basis.

### This is about making yourself better than you were the day before.

Michael lives by the philosophy that "a confused buyer NEVER buys." This simple statement drove Michael to design and field test concepts and analogies that provide advisors and their clients with a clear understanding of the services they offer. Today advisors all over the world implement Michael's Marketing Strategies with EASE!

Find out why Michael Morrow CFP, is known as:  
**The Leader in Marketing Strategies™**

Invite Mike to share strategies at your next event!  
[michael@ideasforadvisors.com](mailto:michael@ideasforadvisors.com)

Discover Success Strategies: [www.ideasforadvisors.com](http://www.ideasforadvisors.com)  
All of Michael's presentations qualify for CE credits

If we have impressed you with these ideas, please forward our newsletter to your business associates so they too can use these  
*Innovative Ideas to Grow Their Business Now!*



**Michael Morrow CFP,**  
featured in **Life Insurance Selling** cover story article:

**"These cost effective and memorable marketing strategies, presented by Michael Morrow during the 2009 MDRT Annual Meeting, can work for you."**

[click here to read article](#)



200 - 905 Tungsten  
Thunder Bay, ON Canada  
P7B 5Z3  
1-807-684-1805  
[michael@ideasforadvisors.com](mailto:michael@ideasforadvisors.com)



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