



# Business Planning Guide



INVESTMENTS

# The opportunity

Developing and adhering to a business plan is a critical part of being a business owner. In short, having a business plan allows you to:

- Determine where your business stands today.
- Develop a picture of where you want to be.
- Define high-level strategies and initiatives to improve your business's growth and profitability.
- Follow a road map for your continued success.

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# Introduction

This guide walks you through the different components of the business plan, beginning with Step 1—a high level description of your goals and where you envision your business being in the years to come. This will help you paint a picture of what your future will look like. In Step 2, you'll develop a profile for your company that includes your unique value proposition, as well as mission and vision statements. With Step 3, you'll “level set” what your current environment looks like, the clients you currently serve, your product offering, and the competitive landscape. In Step 4, you'll analyze your business from both a quantitative and qualitative standpoint, look at your income and expenses, and complete a SWOT analysis. Step 5 includes establishing goals for revenue growth and developing strategic initiatives to help you pave a way to achieve your goals. Finally, in Step 6 you'll create a marketing plan to drive your client relationship building and prospecting activities going forward.



## Step 1

### Envision your future

Describe what you want to achieve



## Step 2

### Develop your company profile

State your UVP, mission, and vision statements



## Step 3

### Understand your environment

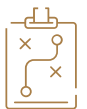
Evaluate your ideal client profiles, product and service offerings, and competition



## Step 4

### Evaluate your business

Take a quantitative and qualitative assessment of your business



## Step 5

### Set strategic initiatives

Outline the projects that your business will take on next year



## Step 6

### Create your marketing plan

Construct an action plan to drive your business

## Step 1



# Envision your future

As a business owner, it's important to take time to look within yourself and envision what you want your future to look like, both personally and professionally. Use the space on the following pages to list your goals and wishes for where you want to be in the coming years. In addition, include any achievements and milestones you'd like to reach. Examples may include designations, affiliations, industry accolades, AUM numbers, etc. Collectively, this will paint a clear picture of the direction of your business in the years to come. For the time being, don't worry about how you will achieve these goals, rather focus on getting your aspirations down on paper.

Make note of any gaps between where you are now and where you want to be in five years. This will be important later in the business plan development process.

When you're done with this exercise, make note of any gaps between where you are now and where you want to be in five years. This will be important later in the business plan development process.

### Develop high-level goals

Set your high-level goals for both next year and five years from now. It's not necessary to list exact numbers, as a range may be more appropriate and less overwhelming. Laying these goals out up front will help guide you through the rest of your business plan.

Current	One Year from Now	Five Years from Now
Revenue	Revenue	Revenue
Net profit	Net profit	Net profit
Number of ideal clients	Number of ideal clients	Number of ideal clients
Council level	Council level	Council level

### Best practices

- Your goals should be SMART—Specific, Measurable, Attainable, Realistic, and Timely.
- Take the time to give this serious thought, as these goals will be the foundation for your business plan.



### Paint a picture for yourself

Write a free-form description of what you want to achieve next year, both personally and professionally. Envision how you want your office to look and what you want to achieve in terms of your relationships with your clients, team, COIs, and network of family, friends, and colleagues. List your dreams for your personal life as well, focusing on how your personal success will ultimately be interconnected with your business success. Then, create a similar descriptive picture of what you want your business and life to be like in five years.

#### One year from now:

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#### Five years from now:

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## Step 2



# Develop your company profile

Now that you have your high-level goals on paper, the next step is to develop your company profile. This will include your company's mission statement, vision statement, and unique value proposition. This information validates why your organization exists, what its core purpose is, and what differentiates you from the competition:

- **Mission statement**—describes why the organization was created and its purpose.
- **Vision statement**—describes where you're headed and what you see for the business in the future.
- **Unique value proposition (UVP)**—describes what differentiates you from the competition and highlights the value that you offer.

### Mission statement

A Mission Statement specifies the purpose of your business and its reason for existing. It should guide the actions of your firm, lay out your overall goals, and guide your future actions. In short, your Mission Statement provides the framework for your company's strategic goals.

As you create your Mission Statement, ask:

- **What are our clients' needs?**
- **Where does our business excel?**
- **Why do clients choose to work with us instead of the competition?**
- **How do we measure success?**

Combine these answers into one or two sentences to define the core purpose of your business. In addition, emphasize client needs that match your firm's strengths and differentiators. Below are examples of things to consider when developing your Mission Statement, as well as a sample based on this background information.







### Sample vision statement

Our vision is to be the top financial services firm in our region, working with executives and business owners. We want to help our clients and their families achieve their financial goals. Our success will be measured by our ability to help our clients achieve their financial goals and by being good stewards in the community.

### Vision statement

A vision statement is a declaration of a company’s mid- and long-term goals. A successful vision statement drives the daily operations of your business and molds your strategic decisions. It also inspires confidence in your staff and clients that your firm has thought about its future and theirs.

As you craft your vision statement, ask:

- What will our business look like in three to five years?
- How will we define success during this period?
- What will help us to stand out from the competition?

Below are examples of things to consider when developing your vision statement, as well as a sample based on this information.

Question	Answer
What will our business look like in three to five years?	We want to be the top financial services firm in our region, working with executives and business owners.
How will we define success during this period?	We would consider our business to be a success if we can increase our profitability metrics each year, grow our client base, and know that our clients truly enjoy working with us.
What will help us to stand out from the competition?	We have established a niche and become experts in business succession planning, which helps to set us apart. Our high-touch service model will continue to help broaden the gap between us and our competition.

Now, write down your vision statement. It can be one line or up to a few paragraphs.

### My vision statement

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## Unique value proposition

A unique value proposition (UVP) is a powerful statement that helps to differentiate you from the competition. It provides clients and prospects with a clear understanding of what you do, why you do it, and how you do it differently from others. Put simply, your UVP is the story of you and the business you've built.

- As you develop your UVP, think about:
- Your positioning statement as a financial advisor in the industry.
- Your key differentiator(s).
- The declaration of what you're passionate about and what drives you.
- The summary of the value you promise to deliver.

Below are examples of things to consider when developing your UVP, as well as a sample based on this information.

Question	Answer
Your positioning statement as a financial advisor in the industry.	I coordinate the finances for local families and business owners.
Your key differentiators.	We focus on holistic planning before making any recommendations to our clients.
The declaration of what you're passionate about and what drives you.	We love hearing clients tell us that we've made a positive impact in their life. It's then—and only then—that we feel like we have made a difference. We are passionate about helping our clients achieve the quality of life they desire.
The summary of the value you promise to deliver.	We promise to understand a client's entire financial situation and priority of goals before making any recommendations. We will be the client's financial quarterback and work with our client's other advisors to ensure an integrated plan.

## Sample unique value proposition

Before entering the financial service industry, I owned a business. Being a business owner helped me realize that I had a knack for managing finances and a passion for giving back to the community. I started ABC Advisors for the sole purpose of helping business owners and high net worth clients identify and accomplish their personal goals, both financial and philanthropic. My office utilizes a team approach, working closely with clients and all of their trusted advisors (i.e., attorneys, accountants, etc.) to identify each individual's unique needs. We value direct and honest sharing of information. We also help ensure that our client's "teams" are working collectively to make sound decisions that will help bring their plans to completion.



### Step 3



# Understand your environment

It's important that during the business planning process, you take a snapshot of where your business currently is. This step includes evaluating your ideal clients, including their characteristics and what makes you uniquely positioned to serve them. Also, consider your product and service offerings and how they align with the needs of your clients. Then, compare this to your competition to determine what gives you an edge over other financial advisors in the marketplace.

## Ideal clients

Take some time to evaluate your ideal client profile. This begins by reviewing your current book and compiling a list of your top 10 clients. This list should be completely subjective and comprised of the following quantitative and qualitative information:

- Who are your most lucrative clients?
- Who do you enjoy serving the most?
- Who are your favorites?
- When speaking with staff or reflecting on the business year, which clients do you consider your firm's "best?"

Once you've determined your top 10, identify attributes and characteristics that are similar among these clients. Specifically, look for:

- Demographic information
- Professions
- Industries
- Needs
- Goals
- Interests
- Hobbies
- Personal styles

You'll likely find that there are similarities among your clients and that you focus on a distinct target market. Use this information to derive an ideal client profile, which may look something like this:

**My ideal clients are married couples who are five to 10 years from retirement with \$1.5 million+ in investable assets and a combined income of at least \$150,000. Leaving a legacy to their children and community is important to them.**



As you review this information, you may determine that you serve more than one ideal client profile or segment. You may also identify some clients who are no longer “ideal” clients. The following worksheets are designed to help you profile these segments and outline why they’re a good fit for your business:

- Identify one to three client segments you feel are ideal for your firm, given the services you offer and the strengths of your business.
- Describe who they are in terms of age, income, and other relevant demographic factors.
- Describe what they want in terms of products and services, as well as what you can deliver.

Following are several sample client profiles, based on these questions.

	Ideal Client Profile 1	Ideal Client Profile 2	Ideal Client Profile 3
What is the ideal client profile?	<ul style="list-style-type: none"> <li>• Age 55+</li> <li>• Successful in their career</li> <li>• Values family and professional advice</li> <li>• Wants to maintain their lifestyle</li> </ul>	<ul style="list-style-type: none"> <li>• Affluent business owners</li> <li>• Have an established business for 10+ years</li> <li>• Values financial advice</li> <li>• Wants someone to coordinate their finances</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging affluent</li> <li>• Young entrepreneurs in technology and finance, ages 30-40</li> <li>• Too busy to manage their wealth</li> </ul>
What characteristics define this target?	These clients are thinking about retirement and transferring any excess wealth to their children.	Successful business owners who are building their asset base and are thinking about funding their children’s future.	Affluent individuals and families with positive cash flow and the willingness to be proactive about their financial future.
Why is this client ideal?	Potential to educate them about retirement income strategies and wealth transfer, using various techniques.	Looking for comprehensive wealth management and want to take advantage of all my services.	They are on the path to being very successful business owners and have the potential for large transfers of wealth through M&A activity.
What particular challenges can you solve?	Preserving and growing wealth, wealth transfer, education planning, and business succession.	Protection, savings, wealth accumulation, and wealth transfer.	Manage growing assets and start college savings program, while ensuring that proper protection is in place.

Now, develop a matrix of your ideal clients.

	Ideal Client Profile 1	Ideal Client Profile 2	Ideal Client Profile 3
What is the ideal client profile?			
What characteristics define this target?			
Why is this client ideal?			
What particular challenges can you solve?			

As you define your ideal client segments, you may notice clients who are no longer “ideal.”

You may want to consider a number of options, including:

- Continue to work with these clients based on the relationship, revenue, and/or potential.
- Transition these clients to a junior partner, or move them to a lower segment.

## Products and services offered

Now that you've identified your ideal client segment(s), let's look at the products and services you offer that they find to be the most important. In addition, identify capabilities and services you don't currently offer that clients have asked about, or that you believe will increase your competitive edge. Consider the following when thinking about your suite of products and services:

- Which products and services do your ideal clients value the most?
- How do these compare to your competition's offerings?
- What can you do to improve your firm's offerings?
- Which new products and services can you add to better meet your clients' needs and stand out from the competition?

Following are some sample answers to these questions.

Products and Services Offered	
Which products and services do our ideal clients value the most?	Our clients have unique planning needs and value our comprehensive and holistic approach. They value our wealth transfer strategies, investment management philosophy, and protection strategies. They also value our business succession expertise.
How do these compare to our competition's offerings?	Our approach appears to be more holistic in nature and more tailored to the client.
What can we do to improve our offerings?	We need to ensure that our clients are aware of all of our services and capabilities. We are competitively priced on our solutions, yet some of our prospects still work with local competitors. We can do a better job with communicating this to clients, prospects, and COIs.

Now, fill in the following worksheet for your firm

Products and Services Offered	
Which products and services do our ideal clients value the most?	
How do these compare to our competition's offerings?	
What can we do to improve our offerings?	

## Competitive landscape

Next, consider the competition and how they position themselves. This will give you a high-level view of the industry, as well as more detailed information about your local competition. You'll also gain valuable insight into what sets you apart from the competition, as well as what services you may want to consider adding in the future.

Your competitive analysis should include the following:

- List your top three main competitors.
- Review their LinkedIn profiles, web sites, and other marketing collateral that are readily available.
- Identify how they position themselves (e.g., independent, fee only, wirehouse, team, etc.) and where they say they are proficient.
- Look for areas where you excel and can highlight as your competitive edge.

The following are sample client profiles.

	Competitor 1	Competitor 2	Competitor 3
Company name	DEF Financial www.DEFFinancial.com	GHI Wealth Management www.GHIWealthManagement.com	JKL & Associates www.JKLAssociates.com
What do they say that sets them apart (perceived strengths)?	Focus on investment management for wealthy households with \$500k+.	Integrated wealth management and planning. They have a CPA and attorney on staff.	Small insurance office that focuses primarily on group benefits.
Where are gaps in their story, offerings, and people?	No planning services or insurance solutions mentioned.	Is there a conflict of interest with a CPA and attorney on staff? Are clients really receiving objective advice?	They may be insurance experts, but they don't offer any planning or investment services.

Now, complete this worksheet to help you to stay competitive and relevant.

	Competitor 1	Competitor 2	Competitor 3
Company name			
What do they say that sets them apart (perceived strengths)?			
Where are gaps in their story, offerings, and people?			

Completing these exercises will help you gauge your competitive edge as it relates to serving your ideal clients.

## Best practices

- Continually review your competition for opportunities to see how you compare and to help you identify your competitive edge.
- Consider adding additional services to maintain and attract ideal clients.

## Step 4



# Evaluate your business

The next step involves drilling down further to evaluate your business. This begins by analyzing the money flows of your business. It also includes an accounting of your business expenses, as you may uncover ways to lower certain costs. Finally, you need to complete a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to determine exactly where you are and what you'd like to accomplish.

Fill out the following table, as it applies to your business. Pay careful attention to the revenue across core product lines. Make the distinction between revenue derived from FYC and from trail income. Also, make note of the revenue sources that are recurring (such as your Advisory fees), as this income can help you cover your fixed business expenses.

Pay careful attention to the revenue across core product lines. Make the distinction between revenue derived from FYC and from trail income.

Revenue	Current Year			Next Year			Five Years		
	FYC	Trail	Total	FYC	Trail	Total	FYC	Trail	Total
Life									
Annuity									
LTC									
Mutual funds									
ETFs									
Planning fees									
Other									
Total									



Next, list your current and projected expenses. Then, determine your net profit by taking your total revenue and subtracting your total expenses.

Expenses	Current Year	Next Year	Five Years
Advertising			
Association dues			
Bank charges			
Capital expenses			
Charity			
Employee benefits			
Insurance (business)			
Licensing fees			
Office expenses			
Postage			
Rent			
Retirement plan contributions			
Salary expense			
Software (eMoney, Morningstar, etc.)			
Taxes			
Technology (phone, internet, etc.)			
Training			
Travel			
Total expenses			
Net profit (total revenue – total expenses)			

## SWOT Analysis

Thus far, you've completed a number of exercises to capture both quantitative and qualitative information about your business. Now, take an introspective look to determine your Strengths, Weaknesses, Opportunities, and Threats (SWOT). This analysis can be helpful to determine actions to take to help you achieve your goals.

- **Strengths**– Areas you do well, or advantages of your firm.
- **Weaknesses**– Areas to be improved.
- **Opportunities**– External factors that can help you build on your strengths and contribute to the overall growth of your firm.
- **Threats**– Potential problems/risks caused by external factors that your firm may face.

Following are a few SWOT analysis examples:

- You may have a strong brand and clear ideal client definition, but you may fall short in types of services your ideal clients prefer.
- When you evaluate your current business metrics, you may see that your trails are not growing fast enough to meet your growth goals. This may suggest the need for a more robust plan to engage existing clients or acquire new clients.

Below is a sample SWOT Analysis.

### Strengths

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- Clients centric, consultative business model
- Breadth of resources and support teams
- Strong COI and community relationships and ties

### Opportunities

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- Addition of fee-based advisory services can meet needs of wealthier clients
- Affluent clients seeking single, trusted consultative advisor
- Many ideal prospects in my community

### Weaknesses

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- Inconsistent brand messaging
- Lack of consistent "A" client communication
- Not enough focus on marketing

### Threats

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- New local competitors
- Similar products and services also offered by competitors
- Rising business expenses, like rent

Fill in your own SWOT analysis below.

**Strengths**

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**Opportunities**

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**Weaknessess**

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**Threats**

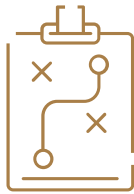
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Completing these exercises will help you identify key sources of revenue and pinpoint areas to reduce expenses. They also help you evaluate your business from a quantitative standpoint and consider larger industry trends when making strategic decisions.

### Best practices

- Reconcile your revenue and expenses to determine any inconsistencies and uncover both positive and negative trends.
- Ask your staff for feedback and their views of the firm, clientele, and the industry. You may be surprised with what they have to say.

## Step 5



# Set Strategic Initiatives

Drawing on the information from the previous four steps, it's now time to outline the broader company initiatives that you feel will help you grow your business. These initiatives should capitalize on your strengths and opportunities, as well as combat your weaknesses and threats. When considering your initiatives, remain cognizant of the larger goals set forth in the earlier steps.

These initiatives should capitalize on your strengths and opportunities, as well as combat your weaknesses and threats. When considering your initiatives, remain cognizant of the larger goals set forth in the earlier steps.

Before tackling this process, keep in mind that your initiatives may require some research and financial forecasting. Furthermore, when you choose where to invest your time and resources, consider how these choices will impact other areas of your business, such as client service, office efficiency, net profit, etc. For example, if you're considering expanding your office space, you will want to take into account all of the following: how long it will take to move, how much money it will cost, how much potential revenue could be lost (how many clients could be seen in the time you spend moving x revenue that could've been brought in), and what activities and relationships might be disrupted or impacted over the short and long term.

Below are examples of two possible business initiatives, followed by a step-by-step process to approach each item.

Strategic Initiative 1	Hiring
Benefits to business	Help me focus on revenue-producing activity.
Potential negative consequences	Temporary drop in revenue while finding staff.
Costs	\$35,000 per year
Target completion	March
Who will own	Me
Who will help	Team

Five-Step Action Plan	Completion Date
1. Analyze my daily tasks and determine what type of staff person I need.	
2. Analyze my business budget and determine appropriate compensation.	
3. Create job description and post to external site.	
4. Vet resumes and interview.	
5. Make offer.	



Strategic Initiative 2	Rebrand My Business
Benefits to business	Better positioning to target audience. Business will be more referable.
Potential negative consequences	Time spent focusing on rebrand (conference/strategy calls) will take away from revenue-producing activities.
Costs	Direct – \$1800 for web site creation Indirect – number of clients I could have met with, in time I will spend multiplied by potential commission or fee
Target completion	June
Who will own	Me, Marketing Assistant
Who will help	Team

Now, list three key initiatives you'd like to put into place for your business. Also, list the steps involved with implementing your initiatives.

Strategic Initiative 1	
Benefits to business	
Potential negative consequences	
Costs	
Target completion	
Who will own	
Who will help	

Five-Step Action Plan	Completion Date
1.	
2.	
3.	
4.	
5.	

Strategic Initiative 2	
Benefits to business	
Potential negative consequences	
Costs	
Target completion	
Who will own	
Who will help	

Five-Step Action Plan	Completion Date
1.	
2.	
3.	
4.	
5.	

Completing these worksheets will help you identify your top three strategic initiatives and think through a high-level action plan for each.

**Best practices**

- Choose a few manageable strategic initiatives.
- Identify the steps involved to complete each project. Do not fret over getting too granular with the action steps. Keep the steps clear and simple for the purposes of your business plan.
- Assign due dates to foster accountability.

## Step 6



# Create your marketing plan

We're now at the last step of your business plan: creating your marketing plan. As you'll see, your marketing plan serves as the growth engine of your business, as it can directly increase revenue in a number of ways. For example, your marketing plan can help you: (1) build deeper relationships with your current clients, (2) acquire new clients through your prospecting efforts, and (3) obtain new clients through your relationships with COIs and other strategic partners. In order to have an integrated marketing plan, you need to have a strategy for how you approach all three groups. You also need to incorporate a plan for how you will continually market your business's brand to clients and prospects. Lastly, you will need to summarize your marketing plan into a one-page "calendar." This will help you to stay focused each month, and keep yourself accountable.

First, let's review opportunities to deepen relationships with your most important clients.

Marketing Plan: Deepen Existing Client Relationships		Approximate Costs
"A" clients	<ul style="list-style-type: none"><li>• Conduct one "Wow" touch point for each "A" client.</li><li>• Host two intimate client events, one in May and one in September.</li><li>• Send personal greeting for birthdays, anniversaries, and all other important events.</li><li>• Host an annual client appreciation event in December.</li></ul>	
"B" clients	<ul style="list-style-type: none"><li>• Host one event for a select group of "B" clients, namely John and Jane Doe, Bill and Nancy Smith, and Tom and Marie Brown in April.</li><li>• Conduct "Wow" touch points for highest potential "B" clients.</li><li>• Send personal greetings for birthdays for all "B" clients.</li><li>• Host one client appreciation event, combined with "A" clients in December.</li></ul>	
"C" clients	<ul style="list-style-type: none"><li>• Send an automated monthly newsletter</li><li>• Send an automated birthday greeting to all "C" clients.</li></ul>	
"D" clients	<ul style="list-style-type: none"><li>• No marketing efforts for "D" clients. Reactive service only.</li></ul>	



Next, here are strategies to acquire new clients through prospecting.

Marketing Plan: Acquire New Clients through Prospecting		Approximate Costs
Networking & community involvement	<ul style="list-style-type: none"> <li>Attend a formal or informal networking event once a week (preferably Thursdays).</li> <li>Volunteer at a local church charity or attend a charity function once a month.</li> <li>Attend town hall holiday events for New Year's, Easter, Thanksgiving, and Christmas.</li> </ul>	
Sponsorships	<ul style="list-style-type: none"> <li>Sponsor two events next year that are either important to an "A" client or give me access to "ideal prospects." (Revlon Run/Walk and Youth Soccer League Tournament).</li> </ul>	
Social Media & digital presence	<ul style="list-style-type: none"> <li>Automatic weekly post on LinkedIn on Mondays.</li> <li>Automatic weekly post on Twitter on Wednesdays.</li> <li>Automatic weekly post on Facebook on Fridays.</li> <li>Time block 30 minutes each Friday morning to Social Media activity.</li> <li>Promote web site through Social Media channels.</li> <li>I will create a "business brand video" with the help of my summer intern and post it on my web site.</li> </ul>	
Advertising	<ul style="list-style-type: none"> <li>Advertise in one local publication (New York Life's Co-Op Program).</li> <li>Advertise with a banner at a town parade on Memorial Day, Fourth of July, and Veterans Day.</li> </ul>	
Introductions & referrals	<ul style="list-style-type: none"> <li>All attendees to intimate client events will be asked to bring one "introduction."</li> <li>Each "A" client and select "B" clients will be asked for an introduction during their scheduled review meeting or personal touch point.</li> <li>Ask for an introduction via LinkedIn once a week during my "Social Media time."</li> </ul>	

Finally, here are ways to acquire new clients through COIs.

Marketing Plan: Acquire New Clients through COIs		Approximate Costs
COI partner A	<ul style="list-style-type: none"> <li>Monthly lunch invitation.</li> <li>Invitation to May and September's intimate client events.</li> <li>Holiday handwritten note and gift.</li> <li>Touch point on an article of interest once a month.</li> </ul>	
COI partner B	<ul style="list-style-type: none"> <li>Monthly lunch/dinner invitation.</li> <li>Co-host an educational client/prospect event in September.</li> <li>Holiday handwritten note and gift.</li> <li>Touch point on an article of interest once a month.</li> </ul>	

Now, fill out your own marketing plan with specific activities that you will keep you engaged with each group.

Marketing Plan: Deepen Existing Client Relationships		Approximate Costs
"A" clients		
"B" clients		
"C" clients		
"D" clients		

Marketing Plan: Acquire New Clients through Prospecting		Approximate Costs
Networking & community involvement		
Sponsorships		
Social Media & digital presence		
Advertising		
Introductions & referrals		



Marketing Plan: Acquire New Clients through COIs		Approximate Costs
COI partner A		
COI partner B		

When you are finished completing your marketing plan, you will want to create a one-page summary for yourself. Visualizing your marketing activity each month will help you stay motivated and on track. It will also help you stay accountable to your plan. In addition to your monthly calendar, keep a list of any activities that recur each month, and remain constant throughout the year.

Review the following example, and then use the worksheet provided to fill in your own summary.

## Marketing Plan Calendar Summary

January	February	March
<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Town Hall New Year’s event</li> <li>– Chamber lunch</li> <li>– BNI meeting</li> <li>– Meetup.com event</li> </ul> </li> <li>• Lunch with COI A</li> <li>• Lunch with COI B</li> <li>• “Wow” touch point for “A” client: John Smith</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Chamber meeting</li> <li>– P&amp;C agent office’s ribbon cutting</li> <li>– Meetup.com event</li> <li>– BNI meeting</li> </ul> </li> <li>• Coffee with COI A</li> <li>• Lunch with COI B</li> <li>• “Wow” touch point for “A” client: Gomez Family</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Chamber event</li> <li>– Meetup.com event</li> <li>– BNI meeting</li> <li>– Ronald McDonald event (with COI A)</li> </ul> </li> <li>• Breakfast with COI B</li> <li>• “Wow” touch point for “A” client: Sue and John Niecey</li> </ul>
April	May	June
<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Town Hall Spring Festival/Easter Celebration</li> <li>– BNI meeting</li> <li>– Meetup.com event</li> <li>– Chamber event</li> </ul> </li> <li>• “B” clients and prospects (and COI A and B)                             <ul style="list-style-type: none"> <li>– Lunch and Learn (invite clients: the Does, Smiths, and Marie Brown)</li> </ul> </li> <li>• “Wow” touch point for “A” client: Paul Stone</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Town Hall Memorial Day Parade with banner</li> <li>– Chamber lunch</li> <li>– BNI meeting</li> <li>– Meetup.com event</li> </ul> </li> <li>• Intimate client event (and COIs) at Silverpointe Vineyard</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Town Hall Charity Banquet</li> <li>– Chamber lunch</li> <li>– BNI meeting</li> <li>– Meetup.com event</li> </ul> </li> <li>• Sponsor Youth Summer Soccer program</li> <li>• Co-host educational event with COI B</li> <li>• “Wow” touch point for “A” client TBD</li> </ul>
July	August	September
<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Chamber lunch</li> <li>– BNI meeting</li> <li>– Meetup.com event</li> <li>– July 4th Town Parade with banner</li> </ul> </li> <li>• COI touch points TBD</li> <li>• “Wow” touch point for “A” client TBD</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Chamber lunch</li> <li>– BNI meeting</li> <li>– Meetup.com event</li> </ul> </li> <li>• Brand video release</li> <li>• COI touch points TBD</li> <li>• “Wow” touch point for “A” client TBD</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Networking event TBD</li> <li>– Chamber lunch</li> <li>– BNI meeting</li> <li>– Meetup.com event</li> </ul> </li> <li>• Intimate client event (and COI A and B) at Sushi &amp; Steak</li> </ul>
October	November	December
<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Chamber lunch</li> <li>– BNI meeting</li> <li>– Revlon Run/Walk sponsorship</li> <li>– Halloween event at children’s hospital</li> </ul> </li> <li>• COI touch points TBD</li> <li>• “Wow” touch point for “A” client TBD</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Chamber lunch</li> <li>– BNI meeting</li> <li>– Veterans Day Town Parade and lunch</li> </ul> </li> <li>• Personalized Thanksgiving cards for all “A” and “B” clients and COIs</li> <li>• Automated Thanksgiving cards for all “C” clients</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly networking/Community involvement:                             <ul style="list-style-type: none"> <li>– Town Hall New Year’s event</li> <li>– Chamber lunch</li> <li>– BNI meeting and Meetup.com event</li> </ul> </li> <li>• Client appreciation event at Hilton Garden Inn Banquet Hall for “A” and “B” clients and COIs</li> <li>• Personalized holiday greetings for all “A” and “B” clients and COIs</li> <li>• Automated holiday greeting for “C” clients</li> </ul>

### Recurring Every Month

- Run list: Personalized birthday/special events touch points for any “A” and “B” clients
- Automated “C” client birthday card
- Automated newsletter to all clients and COIs
- Automated LinkedIn, Twitter, and Facebook posts every Monday, Wednesday, and Friday, respectively
- Social Media prospecting every Friday morning
- Ad in local publication to run

Marketing Plan Calendar Summary

January

February

March

April

May

June

July

August

September

October

November

December

Recurring Every Month



Completing these worksheets will help you build a solid marketing plan that will ensure that you are continually focused on promoting your business brand, deepening relationships with existing clients, and acquiring new clients.

### Best practices

- Pre-plan as much as possible. Input all touch point reminders, time blocks, and service activity reminders into your calendar as early in the year as possible.
- If you are planning to host events, place them in the calendar immediately after completing your business plan. Also, set reminders for yourself in the preceding months to help you stay on track with planning each event (e.g., book event space, send invitations, make phone calls to invitees, etc.).
- Put “TBD” placeholders in your marketing calendar summary to remind you of the activity you have planned for that month.

## Conclusion

In today’s competitive environment, continually growing your business doesn’t happen by chance. Rather, it requires a well-constructed business plan that is grounded in your vision of where you want to be long term. To accomplish this, you need to evaluate your business, decide upon your strategy and goals for the coming year, and, finally, create a marketing plan that will help drive activity. Collectively, taking the time to follow these steps will help you chart your course for the future, as well as keep you on track to attain your goals.





INVESTMENTS

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