

COVID-19 UPDATE

**THE
FINANCIAL ADVISOR
DIGITAL MARKETING
MANIFESTO**

HOW FINANCIAL ADVISORS CAN SURVIVE AND PROSPER DURING
TIMES OF UNCERTAINTY AND PERIL, DUE TO THE COV-19 PANDEMIC

BY JOVAN WILL

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You Grow Your Practice In The Digital Age](#)**

Preface (COVID-19 UPDATE)

How are you able to attract more qualified prospects and serve more clients during this COVID-19 pandemic?

While dinner seminars, retirement workshops and educational classes are being canceled around the country; right now presents an unprecedented opportunity for “virtual” advisors to serve clients well.

My mentor, Robert Kiyosaki, would say that the greatest opportunities in history to grow businesses and serve people well is during times of crisis — when many are panic-stricken or paralyzed by fear.

Sadly, most FMOs and marketing agencies are ill-equipped and unprepared at helping financial advisors adapt to this “new normal” — leaving many advisors scrambling to figure out where to go from here.

I’ve personally helped financial advisors implement some of the most successful lead generation programs in our industry. After working in this industry for over a decade, this is the first time I’ve created a report that clarifies how we leverage digital marketing to generate leads and qualified appointments for virtual advisors.

My hope is that this report will offer you some guidance on how to become a “virtual” advisor and which types of marketing that you may want to explore further during these uncertain times.

Helping our clients navigate these turbulent times has never been more important than now. I’m confident that we will be able to help clients weather this storm.

On behalf of the AIM team we hope you, your friends, and family are staying safe and healthy during the COVID-19 situation.

Sincerely,



Jovan Will
President, Advisor Internet Marketing

**A Must Read For Financial Advisors Tired Of
Dwindling Response From Traditional Marketing Efforts**

Why Financial Advisors are Abandoning Traditional Methods, and Using A New Model To Generate More Revenue And Gain More Freedom Than Ever...

From the Desk Of Jovan Will

Subject: "Disruption is at your doorstep..."

Are you looking for more predictable ways to get in front of qualified prospects? Would you like to consistently close new business while building a highly profitable practice around your schedule and lifestyle?

Are you tired of traditional "old-school" approaches that flat out don't work like they used to?

Most of what financial advisors have been taught about building a successful financial practice is DEAD WRONG...especially in today's day and age.

The times have changed, and what I'm about to share with you may upset some, but will help countless others.

Let's face it, our industry is changing fast...clients are more resistant to traditional marketing (and more skeptical than ever before due to a lack of trust in our industry).

The purpose of this letter is to warn you, or at least make you aware of some very unsettling trends that need your immediate attention if you plan to prosper in 2019 and beyond.

(*Sidebar: I'll also reveal to you the 3 specific questions that every financial advisor MUST be aware of, before you work with any digital marketing service provider.)

Well, the truth of the matter is that the traditional “old school” marketing tactics and business building approaches flat out don’t work for the average advisor anymore.

Sadly, most advisors aren't aware of the alternatives (and some marketing organizations would rather keep it that way).

I know you’ve experienced the symptoms. In fact, I can almost guarantee they are plaguing your business at this very moment. But what you might not see or fully understand is the cause behind the symptoms.

Can you relate to any of the following:

- You’re getting dwindling response from traditional “old school” approaches to getting in front of more qualified prospects (i.e. direct mail, dinner seminars, client appreciation events, etc.).
- You’re FMO has made big, bold promises to help you grow your practice (but all you have to show for it is a pretty website that produces ZERO leads).
- You’ve hired a digital marketing agency or consultant to build websites, blog posts, or videos that have produced dismal results (they haven’t helped you get in front of more qualified clients).
- You were led to believe by a digital marketing “guru” that you could easily learn how setup Facebook ads and websites yourself, only to be left frustrated with all the implementation challenges (why should you be building website sales funnels, when you should be meeting with clients?)
- You’ve bought expensive, but lousy Internet leads, or called leads that have been resold to several different advisors.
- Are you feeling more than ever like you’re simply chasing one marketing idea after another, hoping the next one will actually work?
- Have you ever lost a case to an advisor that your client found online, even after you’ve done all the hard work?

If so, I hear you my friend — And you’re not the only one. Right now, more than ever, achieving predictable long-term results in our industry can be a struggle.

We all know that the cost and amount of work it takes to acquire a new client has increased while keeping existing clients loyal and happy has become increasingly difficult, which basically means...

Using Traditional 'Old School' Marketing in The Digital Age Is Like Trying To Fill A Leaking Bucket



You can get ahead of the curve for a while if you have the time, money and energy, but it's only a matter of time before your efforts are drained out again.

In an industry where hype, smoke and mirrors, "dinner seminar systems" and rehashed sales scripts have become the norm, a growing trend is quickly emerging with a select few financial advisors who are sick of the same old dog and pony show.

To meet these challenges there's a fierce battle being waged



What I'm about to share with you is bound to ruffle some feathers for sure...

The system is rigged against you because there's a battle being waged for financial advisor's hard-earned dollars (and overrides).

No. 1 - FMOs:

Their name FMO/IMO or (Field Marketing Organization) suggests they can help you market your practice; sadly most of these groups are better at marketing themselves than they are at helping you market your practice. Most FMO's marketing ideas are decades old and include the typical "dinner seminar systems", live workshops or classes, referral marketing, client appreciation events, partnering with CPAs, etc...

This type of traditional or PR marketing also includes: authoring a "best selling" book, buying media citations or getting featured on financial news shows.

No. 2 - Marketing Agencies

Their business model is predicated on their ability to sell you "more marketing services" (ie direct mail, FB ads, social media) independent of the results that they produce. Some of these companies may offer fancy \$20,000 "automation funnels" with custom professional videos, that don't actually consistently produce leads and appointments.

No. 3 - Digital Marketing "Gurus"

There's more self-proclaimed "marketing experts" advertising on Facebook than ever before that tend to grossly oversimplify how easy it is to generate leads online with exaggerated testimonials.

Sadly, the aforementioned options above are either very expensive in dollars (or overrides) or require incredible amounts of time to figure everything out yourself (via technical implementation).

They tend to steer financial advisors into spending more of their hard-earned money, regardless of whether the advisors are producing a healthy ROI.

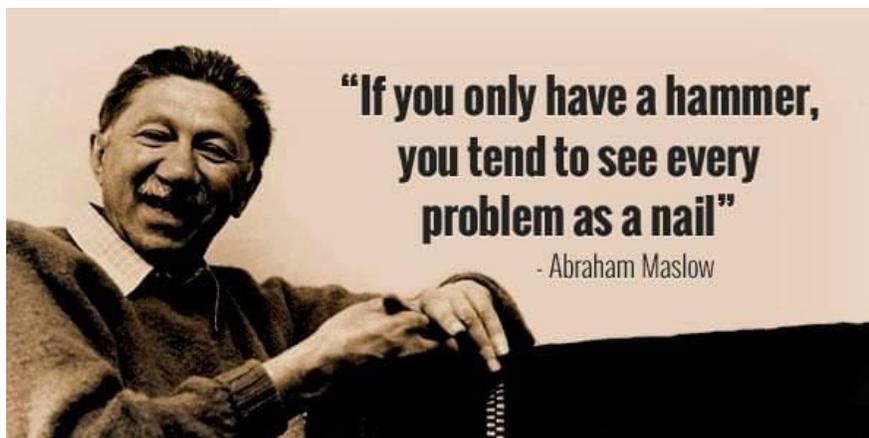
Here's the problem with traditional 'old school' marketing approaches...

They're primarily based on decade-old paradigms on growing your business and are either very expensive in dollars (or hard-earned commissions or overrides).

They are NOT scalable and rely on manual time and effort in order to make them work. I mean, how many dinner seminars can you realistically host per week, while still maintaining a healthy work-life balance?

Most FMOs are still pushing advisors to host costly dinner seminars and live events or meet with prospects in person (in their homes or office) and don't factor in the extraordinary time investment required.

"DO MORE DINNER SEMINARS!" is pretty much the only advice they give to financial advisor's that can't get in front of enough qualified prospects.



In their defense, many of these FMOs haven't really evolved their marketing approach over the years, so they really don't have any other marketing ideas to offer.

Although dinner seminars are still a viable way to get in front of more qualified prospects, the reality is that most advisors actually would rather NOT do them altogether.

Who wants to spend evenings running around town pitching presentations in restaurants and feeding strangers for free, without knowing if they'll turn into any business?

Let's face it, advisors resort to this archaic approach because it's the only thing that their FMO is pushing them to do and so are many of the "top producers".

Are you afraid of having 'annuity breath'?

When I started offering marketing consulting in this industry a decade ago, I was shocked when I discovered why one financial advisor was afraid to mention annuities in his dinner seminar...

He told me he didn't want to have what he called, "Annuity breath..."



I was puzzled as to why that was the case, but after I critiqued his mailers I discovered that he never mentioned anything about annuities or income planning benefits...

Instead, the mailer touted new ways to optimize social security, estate planning tips, and generic retirement planning ideas (and yet all he really wanted to offer was annuities).

And that's when I uncovered the key to being able to consistently attract more qualified annuity prospects than ever before...

***Hint, it's actually not as complicated as you might think.**

It's something that most advisors never think about when it comes to their own marketing.

Most of the financial advisors today are still afraid of having "annuity breath" which means that you need to talk about everything BUT annuities to get people to book

appointments with you, and then hopefully “back-door” an annuity sale once you’ve earned the prospect’s trust.

This approach is incredibly ineffective but still produces some results for advisors due to the high commissions associated with annuities (but we all know this won’t last forever).

After launching some of the most successful annuity campaigns in our industry, I discovered a type of marketing that consistently works to attract ideal and qualified annuity prospects without scaring off prospects with “annuity breath.”

I call it “Congruent Marketing.”

It means that your marketing message is congruent to what you’re actually offering; yeah, it sounds pretty obvious, but most financial advisors, (FMOs and marketing agencies and the like) often miss the boat when it comes to this.

Let’s look at it another way... If we were in the burger business and our customers really want a greasy cheeseburger, then...

Give them the friggen' greasy cheeseburger already!



Not some lame gluten-free, vegan, tofu sandwich!

The same principle applies in our industry, yet many advisors are still resorting to “bait & switch” tactics and gimmicks to sell more annuities.

Let’s be honest here: do you really want to offer dozens of social security optimizations services for free? (I didn't think so).

The gig is up and baby boomers are wisening up to these archaic (and misleading) marketing approaches.

Our prospects want more transparency when it comes to financial advice (which is why the old school marketing approaches are drying up, along with advisor's businesses that don't adapt to this new reality).

Here's the harsh reality that few advisors are prepared for..

Your *real* competition is invisible



Have you ever lost a case to a prospect that attended your dinner seminars or live workshop?

We see it happening all the time....

Financial advisors that are spending a small fortune on dinner seminars and events to drum up more business, but after the first or second appointment the prospect ghosts them completely...Leaves without a trace. They're not returning calls or emails.

So what happened to them?

Obviously they had a financial problem they needed solved or they wouldn't have scheduled the appointment in the first place.

Let me let you in on a little secret...

Your prospects are going online to research the annuities you just proposed them, and lo and behold they landed on your competition's website and now they're doing business with your competition.

The more dinner seminars and events that advisors hosts, the MORE annuity business they end up driving into the hands of their competition (literally right under their nose).

Their competition is better equipped, better trained and has access to more tools and income planning strategies than most advisors. **The ironic part is, this “new breed” of financial advisors don't actually live in your local market area.**

They're "invisible" because oftentimes they are hundreds if not thousands of miles away and they're closing new business — without ever having to meet with clients in person.

If this has ever happened to you, it's not your fault.

Here's the brutal truth:

Consumers today are more resistant to traditional marketing methods; they are more sophisticated, and more Internet savvy than ever before.

We've seen the dramatic consequences of disruption in other industries within the last decade alone:

- Expedia eliminating the need for expensive travel agents
- Taxi cabs being replaced by Uber
- Fancy hotels being displaced by local mom-and-pop Airbnbs
- Netflix and Spotify streaming on-demand media

The list goes on and on and there will be many more to follow — including our industry.

In recent years we're seeing the rising threat of the robo-advisers replacing the jobs of many investment advisors...

Disruption is now coming to shake up the current annuity distribution model, and only those that adapt accordingly will survive and prosper in the years to come...

Insurance carriers are taking notice and finally starting to offer e-signature applications to enable apps to be signed virtually, because that's where the industry is headed.

I don't mean to sound all "doom and gloom," but there are plenty of signals indicating that our industry is ripe for disruption — and the advisors that don't see this tidal wave coming will be in for a rude awakening.

The good news is that this tidal wave of change offers an unprecedented opportunity for those that are forward-thinking and literally levels the playing field for all financial advisors.

The Truth About Digital Marketing for Financial Advisors

Because of fierce competition and the lack of marketing innovation and support that most advisors get from their FMOs, advisors are now turning to expensive marketing agencies or marketing “gurus” for help.

Oftentimes many of these marketing agencies emphasize “automation” and “digital technology,” but in reality they struggle to produce actual leads or appointments (and in some cases require advisors to learn how to implement everything themselves).

Here's a tip:

Don't fall for the trap of getting sold on “vanity metrics” such as video views, likes, tweets, clicks, or media citations — which don't actually translate into profitable client relationships.

Why is it that most of the marketing being sold to financial advisors produces little to no results?

Well, the answer is quite simple: it's because they're focusing on all the WRONG things...

****Hint**** Your marketing should really only focus on three specific things (I'll get to that later).

After having generated hundreds of thousands of leads for financial advisors over the last decade, I've discovered that most FMOs, marketing

agencies, and consultants are actually clueless when it comes to producing ACTUAL RESULTS.

You see, many of these so-called digital marketing “experts” are selling advisors on:

- **Niche blogging** (how many people are actually reading your blog?)
- **Posting videos on YouTube** (have you seen some of these videos?)
- **Posting articles and links on Facebook** (Typically produces ZERO leads)
- **Content marketing** (aimless writing articles, hoping to get traffic)
- **Tweeting** (I’ve never met an advisor that’s grown their business from Twitter)
- **Making connections and LinkedIn social selling**
- **Optimizing your website for SEO** (how many clients have you got from SEO)



Now granted, there are some exceptions to the rule. We've all heard of stories of financial advisors that spent a decade or more building a "unicorn" website that gets a ton of traffic and now they're making more money from ads on their blog than they do from their financial practice.

But for the rest of us mere mortals, we need something that's far more predictable and a process that can be replicated.

The alternative to hiring a digital marketing agency, is to hire a self-proclaimed marketing guru to teach you how to implement digital marketing for yourself.

Sidebar: In full disclosure, my team and I were amongst the first to offer digital marketing training and live workshops to financial advisors. It was thrilling to see advisors building out their very first campaigns, launching online sales funnels and generating their first leads online...but as time progressed, many of the advisors began to struggle to produce consistent results given all the algorithm changes with Facebook and Google over the years.

We found the implementation part of digital marketing to be the biggest obstacle for most advisors, which was also partly due to the fact that they were so busy building their practice and didn't have time to actively monitor their online campaigns, nor did they have the inclination to do so.

To that end, we've transitioned our entire business model away from coaching and training to offering 100% done-for-you marketing programs. After years of trial-and-error and beta testing our current model, we've cracked the code on what we believe is a more innovative and efficient approach for advisors to plug into a done-for-you marketing system (which I'll address later on in this letter).

Today I'm committed to being a master practitioner of marketing and cringe when someone refers to me as a "marketing guru" because of all the negative baggage associated with "information marketers" today...

Chances are you've been getting bombarded with ads on Facebook, and media feeds from marketers making big, bold audacious claims.

The rise and proliferation of the self-proclaimed digital marketing 'guru'

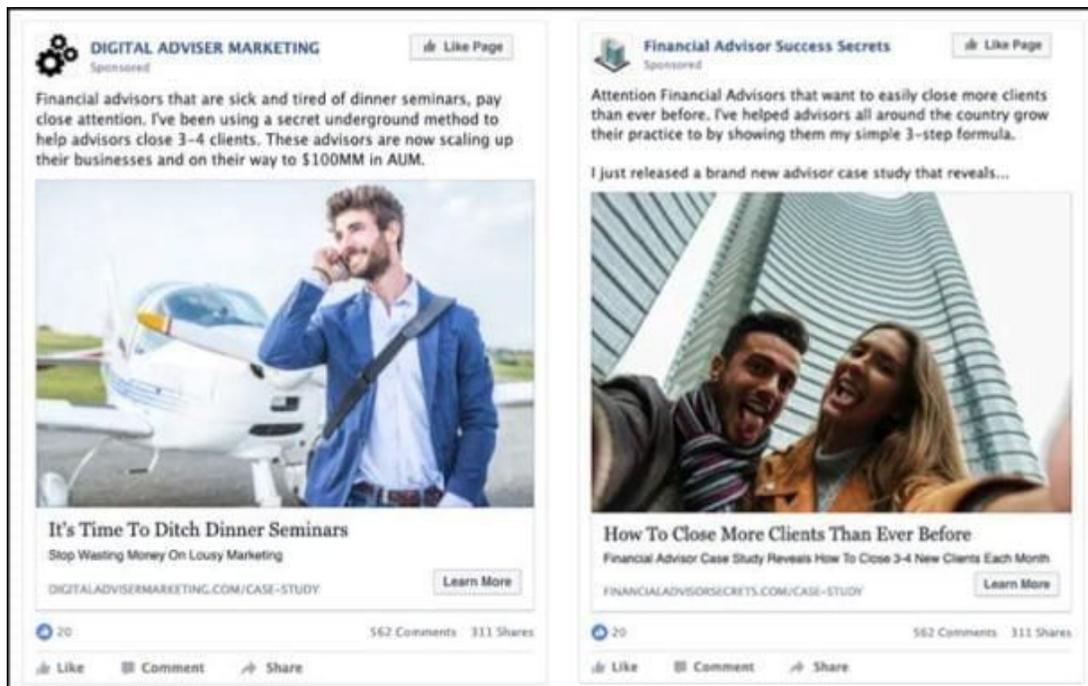
Unfortunately, many of these so-called marketing gurus grossly over-simplify just how easy it is to set up a digital marketing campaign from A-to-Z.

Sadly, many of the advisors that embark on implementing digital marketing in their practice fall short of producing any consistent results.

If you casually scroll through your Facebook news feed, you'll find no shortage of "marketing coaches, consultants or gurus" promising to help you scale your business to over \$1B in AUM.

There's literally a new Facebook advertiser hawking something to advisors pretty much every month.

The ads look something like this:



These ads typically consist of a millennial or young guy posing in front of a fancy building or jet setting around on planes living the "good life" and promoting a "case study" video that promises to reveal the secret strategies to generating leads, appointments and closing clients using digital marketing.

So where did all these digital marketing gurus come from — well the answer to that question is quite simple:

A couple of years ago, we entered into what I refer to as the “Advisor Gold Rush.”

“There's gold in them, thar hills!”



You see, back in the Gold Rush days the ones making all the money were actually NOT the gold prospects. It was the opportunists that were selling shovels, axes and gold picks to “would-be” prospectors.

...And it's no different in our industry!

Massive profits are being reaped from hard-working financial advisors who want to jump on the “digital marketing bandwagon.” Many of these marketing gurus came out of the woodwork after spending a couple thousand bucks on digital marketing training programs designed to teach them how to sell marketing coaching programs.

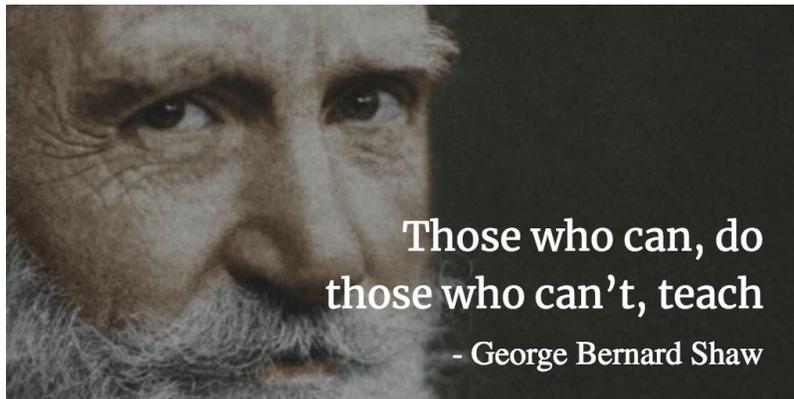
These opportunistic Internet marketers discovered the financial industry to be far more lucrative than most others (yogis, fitness trainers, hair stylists, etc), because financial advisors tend to make a great living and typically need help with digital marketing.

As you've probably seen, these marketers post compelling Facebook ads that drive financial advisors to a carefully crafted online sales video that pitches them on booking a "strategy session" which is a glorified sales call to get pitched on a \$10,000 to \$20,000 "implementation coaching program".

The basic premise behind these marketing coaching programs is to teach financial advisors digital marketing to drive traffic into their own online sales funnel and VOILÀ! Your calendar will get booked solid with qualified prospects (well that's at least what's supposed to happen).

If I may be so bold to say that most advisors aren't all that interested in learning digital marketing for themselves, based on my personal experience, they just want it completely done for them.

Well, the question remains: Why are these so-called marketing ‘gurus’ pushing advisors to learn how to implement digital marketing themselves?



Because it's easier to TEACH financial advisors digital marketing than it is to actually do it for them!

Harsh words, yes I know...

Furthermore, it's far easier to build and scale a highly profitable group coaching business selling to financial advisors than to actually deliver done-for-you marketing that produces tangible results (I know this first-hand, based on my own personal experience).

You see, it takes the same amount of time and energy to coach 5 financial advisors as it does 50, which is why it's such a lucrative business model for savvy marketers.

Some marketing coaches may be lead to think that they are an exceptional marketing coach because they're making \$100K+ per month coaching clients...

Here's the self-delusion trap that I've seen marketing coaches fall into:

If a marketing coach is making \$100K per month, they tend to “drink their own kool-aid” and believe that their advisor coaching clients are getting tons of *real* value.



Sadly, that couldn't be further from the truth with most marketing "gurus" in our industry.

It's one thing to market and sell coaching services to advisors (which is quite easy to do), it's another thing to help advisors ACTUALLY generate millions of dollars in new business predictably.

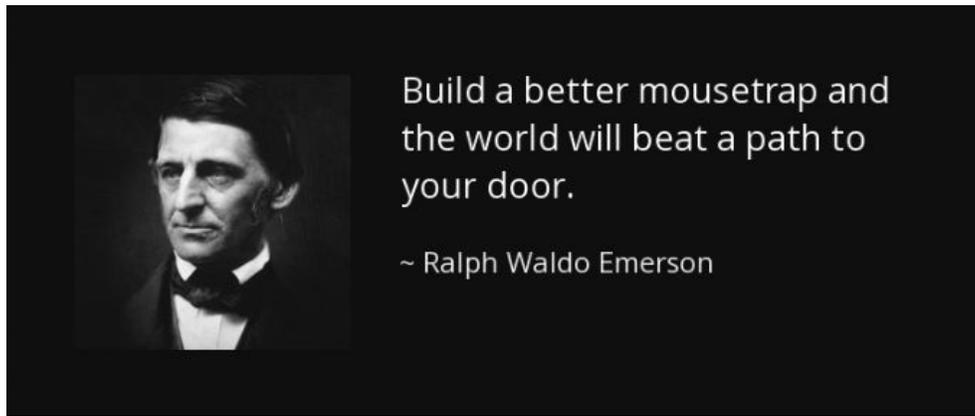
Look I'll be the first to admit, there's some exceptions to the rule — but most advisors struggle with implementation because they're so busy running their practice because running marketing campaigns is a fulltime job...Not something that you can casually monitor once a week!

The best way to empirically measure a "marketing guru's" real value is by the actual new business (and ROI) that they're helping advisors bring in day in and day out, NOT how much money they're making selling their marketing coaching services to advisors.

Here's a fact...the real players that are really making it rain, are NOT teaching this stuff.

They're too busy building massive companies! (think Fisher Investments, WealthFront, Betterment, Acorns, Robin Hood, etc).

After spending tens of thousands of dollars on digital marketing coaching and many more thousands on Facebook ads, most advisors are disheartened to discover how difficult really is to produce results consistently. Financial advisors should be spending most of their time growing their business by meeting with qualified prospects and serving clients, NOT tinkering with websites, tweaking ads or monitoring marketing analytics.



Basically, financial advisors are trading one “mouse-trap” for another in a futile attempt to drive more business. The latest marketing “mousetrap” being pushed by our industry is using Facebook ads to drive attendees into dinner seminars.

Remember the ol’ Ford Pinto that exploded upon rear-impact?

Using digital marketing to drive prospects into dinner seminars is like bolting a supercharger onto a Ford Pinto...



Sure you may go a bit faster, but you’re still driving an old Pinto and the vehicle is still seriously flawed. Instead of “pimping” out the Ford Pinto...why don’t we scrap the vehicle altogether and rebuild everything from the ground up???

Let's scrap the old marketing model for something new

It's time for a new marketing model to emerge in our industry (something comparable to the Formula One vehicles that zip around the track at 200 MPH)...



I'm referring to a modern, more efficient approach to consistently attract more qualified prospects — that requires the least amount of time and effort on the part of the advisor.

And it has NOTHING to do with:

- Hosting more dinner seminars or extremely time-consuming live events...
- It also doesn't require financial advisors to waste their time learning how to implement Facebook campaigns and automated sales funnels...
- Building online sales funnels in ClickFunnels, InfusionSoft, blogging or building websites.

The advisors that have discovered this “secret”, are too busy running appointments with qualified prospects — that are provided to them predictably and consistently (all on auto-pilot).

[Keep reading to learn more...](#)

After addressing all the challenges we see advisors facing and how they're trying to address them, we think it's important to take a step back and ask ourselves...

What do financial advisors want?

If you were really honest answering that question, it would probably NOT involve any of the following:

- Hosting more dinner seminars
- Having a fancy office with a large staff
- Authoring a “best selling” book
- Garnering media citations
- Getting interviews on a financial news shows
- Having a flashy website
- Tons of LinkedIn connections, a large twitter following, or lots of Facebook friends

Based on my experience working with advisors over the past decade, what most financial advisors REALLY want is pretty simple...

They want to spend more time in front of qualified prospects.

After addressing all the challenges we see advisors facing and how they’re trying to address them, we think it’s important to take a step back and ask ourselves...

What do you REALLY want?

If you’re like most advisors, you want confidence knowing that there’s a steady pipeline of prospective clients wanting to work with you.

You want to be able to build your practice while enjoying time with your family.

You’re looking for proven ways to attract more qualified clients, with the least amount of TIME, MONEY and EFFORT!

Here’s the bottom line, most advisors just want to...

Work less, and make more.

Well, that's easier said than done, especially with all the conflicting ideas being pushed out there.

FMOs and marketing agencies have made far too many bold promises to advisors, with little results to back it up.

In an industry fraught with bold claims and promises, marketing gimmicks and fakery, most advisors are left feeling as an afterthought.

And while the FMO industry swarms around “top producers” like bees to honey, the rest of the advisors feel like they're being treated like second class citizens and end up turning to second rate marketing agencies and digital marketing “gurus” for help...with next-to-nothing to show for it.

I think the status quo is broken, so I decided to do something about it (more on that later). It's time to redefine the rules for building a successful and thriving financial practice.

A new breed of financial advisors are emerging...

While most “old school” advisors are jockeying to bring in new business in their local market area, as we mentioned before, there's a new breed of financial advisors quietly bringing in millions of dollars in new business by doing the EXACT opposite of what everyone else is doing — and having a whole heap of fun at the same time!

These “virtual” financial advisors are challenging the status quo by reinventing the rules of success in our industry.

By and large, these advisors are happy building a wildly profitable advisory practice “under the radar” without all the fanfare or trying to make it to the “leaderboard.”

You WON'T see them doing any of the following:

- Speaking on stage at your FMO's sales conference
- Lining up interviews with financial pundits on tv
- Sharing their secrets on your FMO's incentive trips or recruiting events
- Wasting their time trying to learn how to implement digital marketing
- Hosting expensive dinner seminars or running around meeting clients for in-home visits (or in the office, for that matter).

We think there is a better way to build a wildly profitable advisory practice.

Here at Advisor Internet Marketing, we're leading the charge by helping financial advisors grow their practice by plugging into our 100% done-for-you digital marketing programs.

We specialize in delivering targeted annuity leads delivered in real-time to our financial advisor's email inbox and automatically schedule appointments right on their calendar.

We deliver leads and appointments without advisors having to lift a finger — all on autopilot.

- No more needing to meet clients in your office.
- No more needing to drive to meet your prospects in their home.
- No more feeding people at dinner seminars or hosting client appreciation events.
- Everything can be done 100% virtually without the need of a fancy office, expensive website or large staff or overhead.

No more "hopeful marketing" that we hope and pray turns into results. Everything we do is measured and tracked to produce a positive ROI.

We're redefining the rules of success for the modern, financial advisor.

Advisors can build a location-independent practice that's not tied to a brick-and-mortar location.

We help financial advisors work WHENEVER and WHEREVER they want.

Clearly, there's still advisors bringing in large sums of new business using the "old model", but many of them are grinding out dinner seminars several times per week and having to chase around town in order to make it all happen.

But that's not what YOU want.

My guess is that you want to build a highly profitable practice, while still having the freedom and flexibility to live a lifestyle that few advisors know is even possible — otherwise you wouldn't be reading this report.

Imagine what your dream business and ideal lifestyle would look like

- What's possible for you, if you had the income and freedom that you desire?
- Would you spend more time with your family and friends?
- Would you travel more and not feel chained to your office?
- How about spending more leisure time enjoying hobbies, sports & activities?
- Would you be more active and live a healthier, stress-free lifestyle?



You would be living life to its fullest!

Want to work from home today in your shorts? No problem!

How about running a client review meeting from your lake house or while fishing on your boat? Enjoy the view. ☺

Want to travel with your family, while continuing to build your practice? Bon Voyage!

In this "new reality" you're no longer bound to the geographic limitations of having to work from your office or needing to "impress" your clients with a fancy lobby and welcoming staff.

The Internet has broken down the traditional walls of our industry, and it will never be the same.



And that's where Advisor Internet Marketing comes in — by offering scalable, digital marketing programs that help advisors predictably close new clients every month.

We do this by using smart and automated marketing that completely by-passes traditional methods, thereby eliminating the need of having a fancy office, large staff, dinner seminars or in-person meetings with prospects.

Our process enables advisors to meet with clients with just an Internet connection and a cellphone.

This is the exact same system that advisors are using to sell MILLIONS of dollars in annuity premium and provides them the freedom and ideal lifestyle that they desire.

Would you like to bring in an additional multiple six-figures of profit year or reduce the number of dinner seminars you host each month?

We'll help you get there, with the most amount of freedom and ease

Of course, we're still huge proponents of working hard, but we're challenging the status quo and redefining the rules of the game — so advisors can build a successful business that supports their ideal lifestyle (and NOT the traditional definition of success that's being perpetuated by "top producers" of old).

We help financial advisors predictably attract their ideal clients, without hosting a single dinner seminar or having to lift a finger to implement complicated digital marketing campaigns or funnels.

Yes, I know it sounds a bit far fetched, but it's backed by solid data after years of field-testing.

Our team has over a decade experience generating annuity leads online and have launched marketing campaigns that have produced hundreds of thousands of leads that resulted in HUNDREDS OF MILLIONS OF DOLLARS IN ANNUITY PREMIUM.

We eat, live and breathe this stuff so you can focus on what you're really good at:

Building profitable relationships with prospects and serving more ideal clients

While most advisors are grinding out dinner seminars and workshops or chasing clients around town — our financial advisors are doing the exact opposite, and making more INCOME and PROFITS while experiencing more FREEDOM than they ever dreamed was possible.

Here's how it works

Remember how I mentioned earlier that you need to focus on 3 things in order to make digital marketing work for your practice? Well here they are in their respective order...

Our done-for-you marketing programs utilizes a proven formula to predictably generate leads online by fiercely focusing on 3 specific things:

#1 - Driving Traffic (attracting targeted and qualified prospects)

We use a combination of traffic strategies that targets prospects ranging from people approaching retirement to folks that want to buy an annuity.

#2 - Generating Leads (predictably and consistently)

We educate retirees and annuity prospects with online video presentations (sales funnels) to address their biggest retirement challenges.

#3 - Setting Appointments (on auto-pilot)

We use automated email sequences to inform, educate and inspire prospects to request an appointment with you.

Our campaigns are working 24/7, 365 days per year like "sales robots" that deliver educational presentations to prospects and ultimately producing leads and appointments for our advisors while they sleep.

This is no exaggeration, our advisors literally wake up to leads in their inbox and appointments on their calendar — without lifting a finger...pretty cool right? ☺

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Our army of "sales robots" work around the clock for our advisors



We unleash what we call an army of "sales robots" that deliver sales presentations that educate and persuade prospects to work with our advisors.

Imagine having your own private army of "sales robots" delivering sales presentations to your prospects 24 hours per day, 7 days per week...all on autopilot.

Your ability to deliver sales presentations to prospects (à la dinner seminars) is limited by the number of events you host and the number of hours you can work...which clearly gives our advisors an unfair advantage.

We all know that when it comes to spending your time, once it's spent, you NEVER get it back and it's gone forever! **Which is why when you are evaluating your marketing ROI, you want to be sure to factor in the total time investment that is required.**

And based on conservative estimates, a dinner seminar marketing campaign takes up a total of 18 hours and can only be delivered 100% through manual work.

So the question to ask yourself is: "Are you placing enough value on your time?"

So here's how to learn more...

Since you've made it this far I'm going to assume that I've piqued your interest. Here's what what to do next:

We're inviting hand selected advisors to learn more about our 100% Done-For-You Annuity Leads program based on the responses that they submit on a quick survey we put together.

This 4-question survey helps us better qualify if advisors may be a good fit for our marketing program.

Advisors that take the time to fill out our survey will be notified when we have openings in our done-for-you marketing program and given the opportunity to learn more on a live invitation-only webinar hosted by your truly.

So if you're looking for a modern and hassle-free approach to effortlessly attracting more qualified prospects, so you can build your dream business...

...Then click the link below and to access more bonus resources...

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Sincerely,

Jovan Will
President, Advisor Internet Marketing



P.S. Now you know the 3 specific things we focus on in order to predictably generate leads and appointments for our advisors.

So if you're looking to hire ANY digital marketing provider, here's the 3 key questions that you must ask BEFORE you hire them...

By asking these 3 specific questions, you'll immediately discover whether they know what they're talking about —or if they're just trying to sell you on worthless "vanity metrics"!

Here are the 3 key questions:

Question No 1: How are you driving traffic?

Question No 2: How are you generating leads?

Question No 3: How are you going to help me book appointments on my calendar?

P.P.S. Geez this is a longer letter right? lol

If they can't easily answer these 3 questions, and have verifiable proof that their marketing is helping financial advisors generate new business predictably — then you may be sorely disappointed.

And lastly, ask them if everything is fully automated and done-for-you. If the answer is NO, you'll be forced to manually send out tons of "cold emails" and make endless outbound phone calls in order to chase down prospects (and that's clearly not the best use of your time!).

I hope you found this report useful, whether you end up working with us or any other digital marketing services provider.

Cheers!

~Jovan & The Advisor Internet Marketing Team

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