MODEL FA ACCELERATOR SYSTEM™

NICHE MAP: DOCTORS, LAWYERS, AND OTHER INDUSTRY-FOCUSED PROFESSIONALS

START HERE
Do you want to work with intelligent, practically-minded, analytical thinkers?

- ✗ → Don't focus your practice on Doctors, Lawyers, or others in professional services.
- ✓ → Do you have the technical skills necessary to serve Doctors, Lawyers, and others in professional services? Skills include: personal financial planning, tax planning, retirement income planning, and investment management.
  - ✗ → Are you willing to learn the technical skills necessary to be effective?
    - ✗ → For this niche a broad focus on all financial planning is the most appropriate. We recommend the CFP Curriculum.
    - ✓ → Do you have the technical skills necessary to serve Doctors, Lawyers, and others in professional services? Skills include: personal financial planning, tax planning, retirement income planning, and investment management.
  - ✓ → Are you willing to work your local market for clients?
    - ✗ → Are you willing to launch an industry-focused, interview style podcast?
      - ✓ → Create a Podcast and Invite 1 Doctor, Lawyer, etc. per week to participate on your show. Watch the "Podcasting" training in the Model FA Accelerator.
      - ✗ → Are you willing to create a industry-focused marketing funnel and record 6-8 videos per month and promote them on Facebook and LinkedIn?
        - ✓ → This is a complex process. Unless you're a marketing expert (or willing to become one) you shouldn't attempt this alone. Watch the "Advanced Marketing" training in the Model FA Accelerator for guidance.
        - ✗ → Are you willing to build relationships (virtually) with COIs focused on the same industry?
          - ✓ → Many COIs have also narrowed the focus of their practice. To effectively reach them, you should follow the "Exponential Relationship System" trainings in the Model FA Accelerator.
          - ✗ → Don't focus your practice on Doctors, Lawyers, or others in professional services.
    - ✓ → Do you live in a sparsely populated city?
      - ✓ → You may not want to focus on Doctors, Lawyers, or another professional niche. There may not be enough people in the community to support your outreach efforts.
      - ✗ → Are you willing to devote 10 hours/week to marketing& business development using multiple platforms (LinkedIn, E-mail, Facebook, etc.) to reach professionals?
        - ✓ → Focusing on Doctors, Lawyers and others in professional services may be a good choice for your practice. Watch the "Exponential Relationship System" trainings in the Model FA Accelerator.
        - ✗ → Do you have any professional service clients you can ask for referrals?
          - ✓ → Put a referral marketing plan in place and watch the "Specific Referrals" training in the Model FA Accelerator
          - ✗ → Are you willing to create 6-8 videos per month that can be promoted on Facebook to Doctors, Lawyers, or others in professional services?
            - ✓ → Focusing on Doctors, Lawyers and others in professional services may be a good choice for your practice. Watch the "Advanced Marketing" trainings in the Model FA Accelerator.
            - ✗ → Don't focus your practice on Doctors, Lawyers, or others in professional services.

BE SURE TO WATCH THIS VIDEO FOR CONTEXT BEFORE YOU START EXPLORING!