

## **Branding--Creating the Unique You**

**When your referral partners are sitting in front of your ideal client, how do they position you...in the mind of the prospect?**

All too often when I ask that question to your bank partners, the answer that I here back is either some version of "our investment guy" or worse, "the rate specialist". These are horribly weak ways to be positioned. This weakness in the process generally goes back to branding. How we describe ourselves and what we do and what we bring to the table, is the high water mark on how our partners are going to describe you.

In this section we take you through a process of creating your Ultimate Value Proposition so that your bankers can position you in a way your prospects will be predisposed to doing business with your.

Do you need work in this area? Take this simple test. Does the way your bankers are currently introduce you:

Separate your from the crowd or make you sound like "just another advisor"?

Focus on your prospects' problems or your solutions?

Cause the clients to engage?

Is it repeatable?

This initial stage of the process is often an area that can deliver a quantum leap in your overall results. The goal is create an identity that will create a buzz in your institution and a powerful way that your bankers can bring you into their client relationship process.