



HOT Button nr. 7

You know, right?

You know I pushed your hot button when I used words like *new, innovative, finally, now, state of the art.*

Which hot button?

The hot button that makes you feel ADVENTUROUS.

It's the excitement of discovery that appeals to you. It's your curiosity that pulls you toward giving a comment (or you just wanted to say how you feel about the post 😊).

Customers who respond to this hot button want to discover everything by themselves. These people are always on the outlook for new services. They welcome a new point of view. A new approach.

They want to hear your new pitch, especially when you are presenting a new way to solve an old problem and promise to give them a way to discover something.

How?

Simply give your financial planning service a new benefit your competitor hasn't thought of yet.

Discovering something new and different makes your prospect feel exclusive and smart. Discoverers feel that their unique knowledge sets them apart in their peer group and that in turn raises their self-esteem.

Tips

- Don't invent the new-financial-planning-iPad; a new approach works too (try using video for example)
- Add scarcity; launch a new way of doing things, but make it available for a short period
- Discovery = risk, so reassure your customers that the reward exceeds the risk
- Use *new, new, new* in all your communications
- Offer a free trial period

Hope this all makes sense to you.

Talk soon.

Let's make financial planning matter,

Ronald Sier, founder Smart Financial Planner



PS: if you want to know *How to Get 100+ Prospects for your Financial Planning Service in 24 Hours*, please head over to smartfinancialplanner.com and sign up for the free video course