



## **The Logical Truth About Why People Don't Refer Your Financial Planning Service and What to Do About It**

It's all about worldview. That's the answer, that's the logical truth.

A consumer's worldview affects the way he notices things and understands them. If your story is framed in terms of that worldview, he's more likely to believe it and share it.

Remember this: your clients don't want the same things.

They don't want the same financial planning service as your competitor. Each person has a different set of biases and values and assumptions, and those worldviews are influenced by their parents, their schools, the places they live and the experiences they've had to date.

For example: if your client's worldview is about protecting himself or his family, this client will respond extremely well to a financial planning service that's framed in terms of this client's fear.

Another example: if your client got completely screwed the last time he bought a financial product, the worldview he has when visiting a financial planner four years later is a little different than that of someone who continues to be your client for his third year.

Different people, different worldviews. People can see the same data and make a totally different decision.

Here's the thing: don't try to change someone's worldview. Instead, identify your target audience with a certain worldview, frame your story in terms of that worldview and you win.

Be aware: this won't appeal to everyone in the marketplace. But those grappling with fear are unlikely to respond to anything else.

### **Examples of worldviews**

- I can afford the best financial planner
- All financial advisors are liars
- I don't trust online financial services
- I don't spend time on things that cost me lots of time to understand
- Protecting my family from harm is the most important thing I can do
- Don't tell me shallow stories, talk to me about inner values, quality and life
- I love money
- I need guidance
- If a financial planner has said it, it's probably safe
- If I have a goal, I'd be more successful

### **What to do next?**

It starts with a discussion of which group you will tell your story to. The people in the group must share a worldview, a worldview that makes it likely they will sit up and take notice. So that they will share it.

Here's a step by step action plan you can use to make your service more referable.

Via All Marketers Are Liars – Seth Godin:

### **Which worldview are you addressing?**

If you don't get noticed, you're invisible. You can't tell a story and your marketing ends there and then. The story you'll need to tell in order to get noticed must match the worldview of the people you're telling it to, and it has to be clear and obvious.

### **Which frame are you using?**

How do you frame your story so that people with that worldview will be aware of it, listen to it and believe it.

### **What's the story that's worth noticing?**

Once you've framed it properly, you can tell a subtle story. Use frames to make the stories palatable to people who share a worldview. Tell a story that your audience cares about. You only get one chance to tell this story-and it's a story you're going to have to live with. So pick a story that works, not one that your colleague likes.

### **How will you live your story?**

Be authentic. Live the story. Making promises you can't keep or selling for the short term instead of the long term is a lousy trade-off. You have a powerful tool – will you use it to make people's lives better?

### **What hard decisions are you willing to make in order to keep your story real and pure and authentic? Compromise is the enemy of authenticity.**

Create mechanisms that allow individuals who believe your story to share it with their friends and colleagues. The way your story will spread is *not* because you directly market to people with a worldview alien to your story. It will spread when one individual interacts with another and uses the power of the personal interaction to spread your story.

### **What are the shortcuts your fans can use to tell the story to their friends? How can you help them frame that story?**

If you can't do this with your current financial planning service, *change it!*

**How can you radically change your service so that the story is natural and obvious and easy to tell?**

If you're not growing, the problem is most likely in your service and not your advertising. Have the guts to change it so that it can evolve into what it deserves to be.

**What's the value of your permission asset?**

Finally, understand that the people with a worldview that gives them a bias to listen to you are the most valuable consumers on earth. Get permission from them to follow up, then get to work finding new services for the people who want to buy them.

Let's make financial planning matter,

*Ronald*