



# INNOVATIONS

*Business-Building Ideas for Today's Advisor*



Inspired Training for Financial Professionals

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## The Rule of 2 Activity Goals to Drive Your Success

There is no better way to insure your success than a valid goal-setting process. But what kind of goals should you set? Activity goals often work best because activity is one of only three variables you can control. The others are attitude and skill. The fascinating thing is that activity also drives attitude. So if you want a stronger, more positive attitude...DO SOMETHING! Now the only question is skill. So if you stink at something...you can either get better or steer your activities in a different direction. To learn more attend our program Thriving on CHAOS or email me at [frank@maselligroup.com](mailto:frank@maselligroup.com)

### • 2 appointments per day

You are at your best when you are face-to-face helping people. Do whatever you can to spend more time in front of clients, prospects and centers of influence. Anything that keeps you from meeting with people is a waste of your natural skill.

### • 2 work nights per week

Nights are often the best time to reach your people. Is this hard work? Yes! But now is the time to work harder...not just smarter. And don't make these admin evening...see people!

### • 2 Saturdays per month

Saturdays are also a great time to reach out to the community. Let your entire town know that you are open when others are closed. Do a series of Saturday morning educational seminars. Get some press!

### • 2 seminars per quarter

Seminars are a great educational tool and a way to reach out to new clients...but they are not easy. Learn how to do a compelling and inspiring presentation that truly helps people without sales pressure. It could change the course of your entire business.

### • 2 tele-conferences per quarter

Teleconferences are like a seminar where no one needs to leave their home or office. They are easy to set up and cheap as dirt. Bring on an expert guest speaker and keep them to 20 minutes or less.

### • 2 mailings per quarter

Direct mail works, but you have to do it with class and consistency. Check out RME's Concierge program at [www.seminarsuccess.com/vip](http://www.seminarsuccess.com/vip)

### • 2 referrals per client

Referrals are critical to your professional success and a great way to reach out to people who truly need your help. Learn how to ask for referrals in a way that befits your stature as a trusted advisor and that resonates with the way top clients WANT to be asked.

### • 2 campaigns per year

A campaign is a way to add focus and discipline to your business. It keeps you on target with a powerful theme and a repeatable process you can use throughout your career.