

The Perfect RIA, Episode 91: Why Isn't This Working?

"I have tried your CPA strategy, I tried your email strategy, I tried your niche strategy, and it didn't work, it just didn't work."

Action Items

1. **Find your go/no go processes.** Set the milestones that you need to hit at certain points in order to say: "It's working/not working". It can be time, money, or anything else that will be best for you. Just make sure it's realistic.
2. **Create forcing mechanisms for success.** Small or large, find something that will motivate you. Whether it is the ability to go back home, have a cup of coffee, have lunch, whatever will work for you.
3. **Post in the Backstage Pass or LinkedIn.** Tell us what you want to do, what are some new things you learned from this episode that you are going to commit to? We want to know!
4. **Pay someone you can learn from.** That is extremely valuable, and you should not wait to do that. It's something you can do in the Backstage Pass as we have a lot of financial advisors in there who are happy to share their experience and talk about different situations.

In this episode, Matt and Micah are answering a question that bothers probably most of the financial advisors: „Why isn't this working?" I have followed the CPA strategy, I tried the email strategy, your niche but nothing seemed to work. What am I doing wrong?

At the very beginning when Micah started his career, he wasn't as successful as he is right now. He wasn't popping up in search engine results, he didn't have many clients calling him to ask for the appointment. But he knew that if he put a lot of effort, money and time into his business, it was going to work eventually. It had to.

Micah's dad was teaching him how to properly speak in public and how to handle presentations. If you give people all the information they need, they will not come to you because they will already have everything they need to improve on their own. Some of your clients will be do-it-yourselfers and that's fine, you will improve their situation, they will use your advice and you will both move on. But there are people who need help, who are looking for experts because they are not able to figure out the solution to their problems on their own. And that's where you come in.

Micah knew from the very beginning that delivering massive value would work perfectly, he just needed to figure out how to do that. He gets a lot of complaints from other people who are saying that he should update his website, that it's outdated etc. But he doesn't care that much about how it looks like, he cares about what it brings people and how much it's helping them. It is important to evaluate how much money and time you're able to spend on your website or anything else for it to make sense.

Matthew gets asked: "I met with one CPA and I asked for referrals, but they didn't give me one. Why?" And the answer is – because you didn't do the strategy correctly and because meeting someone just once is not enough. If you find someone in your field who is successful and you decide to follow their strategy, you need to stick to it. It doesn't mean only copying his email sequences, his ideas and some of the approaches. You need to really be consistent with delivering massive value. Follow their every step, make sure you're using all the techniques and strategies, and that you're actually implementing them in your business. If you do that, it will lead you to success and if not, it means you're doing something wrong.

Make sure that you are set for success. It is very easy to wrap yourself up in the aspect of failure. I didn't get the ultimate goal, I didn't get 50 clients out of one phone call so it sucks. And that is not true.

Matthew very often hears "I will quit updating my website, it's working well, so I don't have to do it anymore". Wrong, never ever stop doing something that works. If something is good, you should keep doing it for the rest of your life. Make sure you establish a forcing mechanism that will work best for you. "I will write the whole page of content by the end of the day" or, if you don't like writing like

Micah, “I will record X number of high-quality videos”. Something that will be possible for you to do but will make you actually do it. What Matt and Micah do is they visualize the meetings with their clients? They are completely ready before the appointment so that they don’t do anything right before it. You need to make sure you’re doing everything you possibly can to be successful. If you’re not doing that, what’s the point anyways?