The Perfect RIA, Episode 95: FPA Presentation

"I have an awesome website, but customers don't come to me. What am I doing wrong?"

Action Items

1. **Have your team go through the website.** If you don't have a team, hire a virtual assistant to do that. Make them go through it as they were your customer going through the entire onboarding process. What are the things you think are done but actually are not? What are their feelings? What did they expect to happen versus what actually happened? Clean up the boarding process.
2. **Think about the next step.** As your team review the website with you, what would be your next step? What expectations have been set? If your website just says: "Contact us" and the customers are left alone to imagine what will happen, it will not work.
3. **Jump on the podcast**. Download it if you haven't done that yet. Matthew and Micah put our weekly content in there that's designated for financial advisors. Check it out.
4. **Mark your calendar May 18th to 21st**. Matt and Micah will be in Scottsdale, Arizona, doing the TPR Live. More information will come out soon but make sure to mark the calendar right now.

This episode is a bit different than usual. FPA of Phoenix is listening live but Matt and Micah are also recording for podcast listeners. Micah is starting with what are some of the best ways to prospecting. Especially with the branding considerations. As he says, there is a lot of the advisor websites that they do and that is productive, but there is also a lot of things that are not productive at all.

Micah works with federal employees across the country. He has about 30,000 of unique visitors a month on his website and about 90% of his new clients come from the website itself. So, the traffic is pretty good. It is important to know what to put on your website so that it influences the audience in a proper way. If you look at your page from a customer point of view, would you know what to do? If it says “Contact us” on your website, will your customer know what will happen after they do it? If it doesn’t, you let the customer to think about possibly worst-case scenario. Is somebody to contact him or nothing will happen? Is someone going to try to sell him something right away? You’re letting your customer’s imagination run wild and, what’s worse, you’re letting them set expectations for you. You need to do it yourself before the client engages with you because that will build the credibility. It’s really amazing how those little things influence the whole experience.

Matthew highlights that Micah’s website doesn’t look the best, there is no flashy graphics, elaborate color schemes, etc. but he does deliver massive value through it and that’s what counts. You want to give your customer information they need without adding unnecessary noise. There is a lot of free stuff on Micah’s website, planyourfederalretirement.com which people can just use. He’s doing that so that people engage with him, they leave their contact information so that Micah can then start dripping on it. He adds them to his newsletter, podcast list, invite them to webinars and just control a little bit the whole experience.

Matthew also talks about 10 top questions financial advisors wish you didn’t ask them. You can use them and turn them into things that flatter you. As he says, thanks to that he won a prospect away from a very well-known RIA firm. During the interview, he asked him: “Is your advisor giving you tax advice? Are they reviewing your tax return as it relates to the financial planning process?” And they said no. It turned out their advisor didn’t do anything like that for them and by asking that question Matthew differentiated himself from those other people.

Not getting enough prospects in the door? Spending your days on the phone wishing someone other than a wholesaler would call you? We have great news for you. Listeners of the Perfect RIA podcast can now access prospect video training series by visiting theperfectria.com/prospects and entering the code PLEASEPLEASEPLEASE. Completely for free!

The whole idea of creating a good website is about speaking your customers' language. You need to have a call to action on your website. You can have a few different ones and just rotate them every quarter or so. That way your clients visiting the website will see new, updated information. Most of Matthew's marketing comes from networking. He never hands out the business card because that way he has no control over the client, he doesn't know if that person will contact him or not.

What also helps is having a niche. If your website is speaking to the entire world, no one will hear about it. But if you follow Micah and choose only one niche, that's a different story. Micah has federal employee benefits, Matthew's friend works only with dentists who are buying practices. The narrower the niche is, the tighter group that you're speaking to through your website, the more success you will have.