

Your 4-Step Guide to Gaining New Clients

PROVEN METHODS TO GROW YOUR BOOK OF BUSINESS



Create the business you envision

Prospecting for new clients is an essential part of running a business, but the process can often feel intimidating and overwhelming.

The good news is that there are some straightforward, tried-and-true methods of finding prospective clients that have proved effective for financial professionals, regardless of demographic, location, business size, or area of specialty.

Here's how you can easily explain why someone should choose you over your competition.

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02
Define Your Ideal Client

03
Optimize Your Digital Presence

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Find and Connect with Prospects

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1. CRAFT YOUR VALUE PROPOSITION

What makes you stand out from competitors?

Your value proposition tells people two things: what you do and what makes you different. That may sound repetitive, but it's not. There may be lots of basic tasks you do that are similar to other financial professionals—portfolio construction, retirement planning, budgeting, and more—and people need to know you offer the fundamental services they need.

The crux of your value proposition, however, is why someone should go to you instead of another financial professional and why a client would refer a friend or family member to you over someone else.

It could be the experience you have that comes from a special area of focus (such as parents with special-needs children), a certain type of client you specialize in (such as small-business owners), or a unique credential or background that may help you better serve certain demographics (maybe you once worked construction or were an athlete).

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Value proposition essentials

A financial professional's value proposition requires three essentials:

01

Stand Out

Your value proposition should separate you from your competitors and define the differentiating factor that makes you the right person for your ideal client to work with.

02

Tell Clients What the Emotional Result Might Look Like

Nearly all marketing is predicated on an emotional response that is later rationalized. Whether it's the two-seater convertible bought because "it will make the long commute more fun" or the expensive designer fashion accessory purchased because "it's a timeless anchor piece," we have the capacity to adjust our belief systems to align with our actions, wants, and emotions.

Helping your clients envision what's in it for them if they work with you gives them an emotional basis for rationalizing their decision to work with you. You aren't trying to win them over with an abstract vision; you are helping them look toward a better, more enriching life.

03

Let It Grow

If your business is well-established, there may be little need to reconsider how you position the value you deliver clients. But if you're still building experience, expanding your professional skill set, and finding or redefining your niche and target client profile, your value proposition can change to reflect your career growth and development. You can also have more than one value proposition to address different client segments or niches.

Continuity and Succession Plans Matter

It's important to reassure your potential clients that you have detailed plans in place in the event you have a planned or unplanned exit from your business. This will ensure seamless service as well as uninterrupted business operations.

To learn more, read our white paper, [From Founder to Future: Succession Planning in 3 Steps](#).

Putting it all together

Let's say you spent your summers working for your uncle's contracting business and you leveraged that network to get your first few clients. Your value proposition might be something like:

Value proposition

Fiduciary financial advisor with a **background in construction** crafting customized solutions **for empowering small-business owners in real estate, design/build, and contracting.**

You focus on your clients; we'll help you make smart financial decisions for you and your business **so you can build a stronger financial future for yourself and your loved ones.**

Standing out:

How many people can claim this? You have a unique perspective on their business.

Letting it grow:

Maybe you started off with just contractors but are looking to expand to other specialties within adjacent industries.

Focusing on the client's emotions:

Nearly everyone would feel an emotional relief if they had greater financial security.

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Develop your elevator pitch

You never know when you may run into a good prospect, so you need to be prepared. Your elevator pitch is a 15- to 30-second description of what you do and how you could benefit the prospect.

To be effective, your elevator pitch should:

- Explain what you do in a memorable, tangible way
- Reflect enthusiasm for what you do
- Allow you to engage the listener with questions
- Include opportunities for you to mention any designations you have or niches you serve
- Be flexible to adapt to different audiences' needs

For instance, you might say, "I help take the stress out of people's finances. It's one of the most satisfying parts of my job. Is there anything about your finances that keeps you up at night?" Or "I help people fund their bucket list through sound financial advice as a wealth strategist. What's the thing on your bucket list you're most excited about?"

Switch It Up

If you're struggling to define your value proposition, consider creating your elevator pitch first. Try a variety of pitches with your family and friends and see what feels natural to you and intriguing to them.

Is Your Value Difficult to Define?

Creating your unique value proposition and working through your elevator pitch can be a challenge. One perk for Cetera affiliates is support from experienced professionals who can provide objective feedback and coaching.

To learn more about becoming affiliated with Cetera, visit cetera.com and set up a consultation today.



2. DEFINE YOUR IDEAL CLIENT

“Everyone” is not a target market

When you are looking to fill up your client roster, it may seem like anyone and everyone is a good prospect. But resisting this urge can pay dividends down the road and make creating the practice you envision easier.

Think about who you want to service and who you enjoy spending time with:

- Are there particular careers or fields you admire or have a history with?
- What demographics in your area represent the most enticing opportunity for you?

Having a clearly defined ideal client helps you create a niche that allows you to target your marketing to a limited group, saving time and money. Having a niche in turn makes you more of a specialist, which makes you more referable.

People who know that you can handle a unique set of needs, such as those of physicians or artists, are more likely to refer you to their physician or artist colleagues and friends. And when your clients tend to have the same challenges and needs, you can more easily create repeatable processes.

Conversely, people who don't fit your ideal client profile—or are clients you don't enjoy working with—can divert your attention with specialized needs, time-consuming demands, and in extreme cases, decreased morale for you and your staff.

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Creating your ideal client profile

Use the questions below within your existing book and beyond to explore who would be a good fit for your business.



01

Who are your ideal clients now?

Write down why you enjoy working with them and what you provide that makes you the ideal financial professional for them.

02

Which clients represent a strong future for your business?

You may love working with your retiree clients, but onboarding more retirees is obviously not a good business model.

03

Which clients are your most profitable and/or least demanding?

Keep in mind that profitable clients who demand a lot of you may generate a lower hourly rate versus clients who generate less revenue but take up very little of your time.

04

Which clients refer prospects to you?

You might have clients who don't quite fit your ideal profile, but they regularly connect you to their colleagues and friends who are a match.

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Which clients align with your service philosophy?

Maybe you are traditional with a wood-wainscoted office or maybe you prefer to make informal house calls in jeans and a polo shirt. Who appreciates the way you approach client service?

06

Looking at your service area, how big is your client pool?

You and your prospects may prefer the ability to meet in person from time to time, so the demographics in your immediate area may play a significant role.

07

Who needs the services you enjoy providing?

Do you love working with people who want to build a custom portfolio from the ground up or do you prefer to create a more plug-and-play repeatable service model and focus on relationships?

08

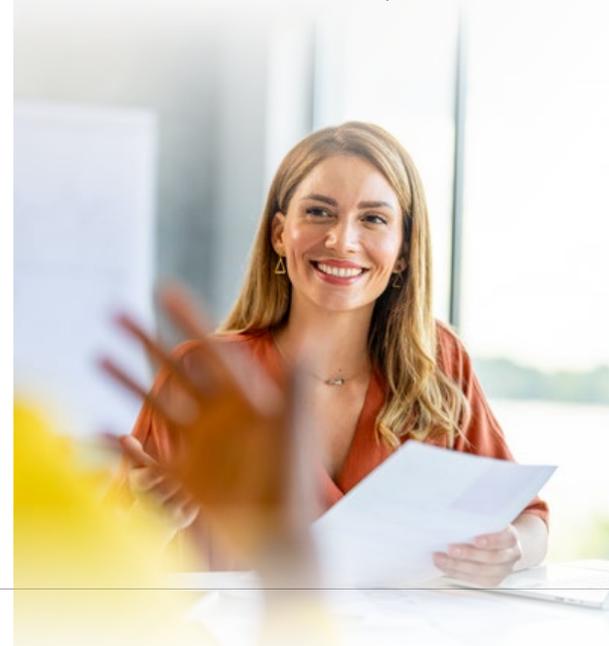
Which clients fit your value proposition and the qualities that make you unique?

If your value proposition and your ideal client profile don't match, you'll need to explore why and reconcile the difference.

QUICK TIP

The traits of people you enjoy working with can also help shape your client profile. Consider identifying preferred characteristics, such as:

- Serious or relaxed
- Introvert or extrovert
- Hands-on or hands-off
- Result- or relationship-focused



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Don't focus on net worth

While you might be tempted to think of your ideal client in terms of investible assets, don't. There are also other ways to generate income that are not dependent on assets under management (AUM).

For example, you can charge for a variety of services on a one-time, recurring, or subscription basis. Such approaches may allow you to generate the revenue you desire without a focus on AUM—or without excluding clients who can still appropriately compensate you. This can pay off with young professionals who have significant incomes but no assets.

Segmenting ideal clients

You can have more than one ideal client profile. For example, if you live near a large university with a teaching hospital, you might be equally interested in attracting:



Physicians



University professors



Administrators

Additionally, what about medical residents or postdocs? These prospects may not have a lot of assets now, but they could offer long-term potential for increasing wealth or be ideal candidates for a subscription billing model or other fee-for-service offerings.

Need One-on-One Help Creating Your Ideal Client Profile?

If you're an affiliated financial professional, your dedicated support team can provide in-office and digital conference support and customized guidance.

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3. OPTIMIZE YOUR DIGITAL PRESENCE

You need a holistic digital marketing strategy

Advisors who'd rather grow client assets than grow their own marketing footprint often find it difficult to do either. In today's digital world, they have no choice but to contend with:

- More demanding, high-touch clients
- Unfamiliar digital technology platforms
- Millennial clients chasing results, not relationships
- Difficulty attracting and retaining talented advisors
- Competition from online influencers who are raising the bar for engagement in an increasingly crowded digital marketplace

Small wonder that meeting even the barest growth goals can seem uncertain—never mind getting a guarantee of success. But these very challenges also pose opportunities to differentiate your wealth management business, acquire more clients, and gain talented advisors.

Did You Know



99%

of U.S. advisors find marketing activities to be a challenge, with

4 out of 5

saying they struggle to find time, identify the right sources of help, and select appropriate technologies.¹

¹ <https://www.broadridge.com/press-release/2024/fifth-annual-broadridge-survey>

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Five pillars of growth marketing

01

A compelling brand identity and value proposition

A distinctive brand positions you favorably among people who fit your engagement model and recruitment profile. Focusing your messaging on the capabilities you most want to be known for can also make it easier for prospects to decide to work with you and existing clients to refer their friends.

04

Continuous engagement

Ramp up the frequency of your campaigns to clients and prospects. A regular and predictable cadence of useful, timely information can keep you top of mind with high-touch clients. Most important, a defined marketing plan that spans key segments and speaks to where they are on their financial journey will increase your target's interest.

02

A strong multichannel digital footprint

Make yourself easy to find organically without costly paid promotion—not only on an optimized website, but seamlessly across digital and social media platforms frequented by key prospects. Are you clearly communicating your brand and value proposition in all your outreach?

05

Value-added educational content

Highlight your expertise and increase traffic by sharing thought-provoking blog posts, articles, videos, and special events. While your primary value may be to enrich your clients' lives financially, helping them understand and appreciate what you do gives them a feeling of control. Plus, they'll be better equipped to follow your guidance.

03

High-intent, qualified local sales leads

Maximize productivity and return on investment (ROI) by using strategies tailored to desired asset tiers, target geographies, and budgets. Strategies like geofencing can help you turn up when a local prospect searches “financial advisor near me,” but there are also paid options that simply track down leads and send them to your inbox.

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How to find (and fix) your digital marketing blind spots

Imagine you're a major corporate shareholder, unhappy seeing your dollars spent without apparent effect or even a clear strategy for generating returns. What would you do?

"Call for an audit," you might say. Good idea. Why not apply it to your digital marketing? Here are three areas where a little scrutiny can improve a weak digital presence:



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Company visibility

Driving growth starts with clients or prospects being able to find and visit your website, since 93% of online experiences start with a search engine.²

Common mistake: Your Google Business Profile can be created and managed through Google at no cost, validating your brand and improving rankings on search engine results pages. But many companies neglect or fail to optimize their profile. For example, why not make a point of adding client reviews? They help you rank higher on search engine pages and improve the likelihood that your firm will appear in AI-generated answers. Plus, over 80% of people want to read online reviews about financial advisors.³

Sample recommendations:

- Create and verify your Google Business Profile
- Write unique meta descriptions for each site page to increase organic (free) search traffic
- Add more links to your website from outside domains for increased domain authority scores and higher placement on search results pages

Key metrics: Organic traffic, domain authority, business listings

² <https://www.linkedin.com/pulse/seo-financial-advisors-2024-louis-levey-s2w3c/>

³ <https://wealthtender.com/insights/how-americans-find-and-hire-financial-advisors/>

QUICK TIP

Many people now experience websites via smartphones, so think “mobile first.” Design your pages for the smallest screen size, then scale up to larger screens—while leaving enough room to tap buttons or links with a finger.



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Website performance

A company's website is also its brand, with 75% of consumers judging credibility based on site design and 88% of consumers less likely to return after a bad experience.⁴

Common mistake: Large, slow-loading graphics look great but test the patience of visitors, including nearly 8 in 10 who stop engaging with content that displays poorly on their devices.⁵ Because millennial visitors access digital content chiefly by smartphone, unresponsive pages requiring over three seconds to load could be turning away your next generation of clients.

Sample recommendations:

- Resize all images to 500 KB or less for increased speed
- Streamline page layout to six navigation options or fewer
- Use valuable gated content and request forms to turn anonymous visitors into leads

Key metrics: Homepage size, image size, page speed

⁴ <https://www.sweor.com/firstimpressions>

⁵ Ibid.

SUCCESS STORY

GrowthLine is Cetera's full-service program that puts our in-house team of experienced financial marketers to work creating an end-to-end digital ecosystem personalized for you, your business, and your ideal client profile.

Four weeks after working with GrowthLine, Jim Starnes had a company name, comprehensive brand identity, logo, and a website that told his story.

Results:

- **3X** increase in monthly website traffic
- **83%** of website traffic driven by new visitors
- **369%** increase in social following

“With the GrowthLine program framework in place, it was plug-and-play for us.”



Jim Starnes
CEO, Totus Wealth Management

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Social media

A cost-effective way to connect with clients and community, social media also helped 51% of surveyed advisors to gain new business in 2023.⁶

Common mistake: While 94% of advisors report using social media for business,⁷ many fail to post frequently. When you're competing for screen time with every other post on a real-time feed, posting frequently or even daily on a regular schedule keeps your name in sight and earns a high ranking that can pay off with more impressions, engagement, and followers.

Sample recommendations:

- Post at least 2-3 times weekly to establish yourself as a thought leader
- Brand all content so it reinforces and refers to your site
- Create engaging posts with high-performing hashtags so you'll be seen on the feeds of key people in your area

Key metrics: Facebook, LinkedIn, X, Instagram

⁶ <https://www.putnam.com/advisor/content/advisorTechTips/3608-2023-survey-of-advisors-use-of-social-media>

⁷ Ibid.

Do You Want to Solve for Growth with Assured Results?

Affiliated financial professionals can take advantage of [GrowthLine](#), a plug-and-play marketing resource that integrates data, segmentation, and technology into a powerful growth engine for their businesses.

To learn more about becoming affiliated with Cetera, visit cetera.com and set up a consultation today.



For use with financial professionals only.

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4. FIND AND CONNECT WITH PROSPECTS

Get ready to reach out

At this point, you have the foundation for strong proactive outreach. The following methods are far from exhaustive, but they contain some of the more reliably consistent approaches. All require you to focus on the person, not yourself or your business, and demonstrate a desire to help.

Did You Know



Less than 30% of advisors have a defined marketing approach, but those who do onboard 50% more clients every year.⁸

⁸ <https://info.advisorstream.com/financial-advisor-marketing-trends-report-20247>

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CRM: your client recruiting machine

As you build your list of prospects within your contact relationship management system (CRM), gather and enter as much information as you can. Their name and email are baseline targets, and many people will provide them in return for exclusive content from your website, the ability to participate in an event, or to receive follow-up information.

When you can, be sure to build out their CRM profile with:

- Names of their spouse and children
- Where they live
- Their career
- Likes and dislikes
- Key financial interests or concerns

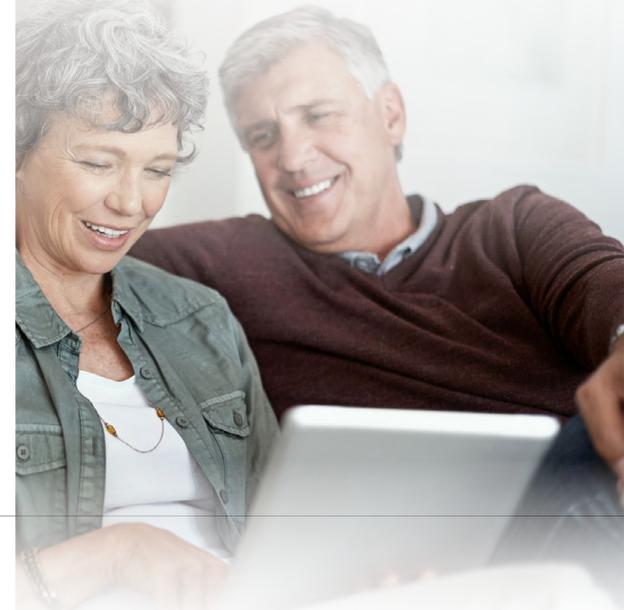
Hopefully this information will come up as a part of natural conversation, but don't be afraid to ask for information so you can send them articles or other relevant, non-sales-focused information that may be of interest to them.

By using this data to create groups or categories of clients within your CRM, you can more easily set up targeted campaigns built around information relevant to those clients and prospects.

QUICK TIP

Instead of treating your CRM system as a glorified rolodex, leverage all that profile data to create personalized emails, newsletters, and agendas that work harder for you. A Dow Jones study found that 42% of investors want more personalized content.⁹

⁹ <https://financialservices.org/fsi-voice/mastering-content-marketing-for-financial-advisors/>



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Digital prospecting

Social media platforms can help you reach prospects and create a lead generation pipeline. The key ingredients are a profile that clearly describes who you are and how you can help, and regular, meaningful posts that, ideally, link back to your website for a reason.

Creating posts that people find inherently shareable can provide avenues to connecting with their family, friends, and greater social circle. In particular, LinkedIn and Facebook offer ways for you to expand your reach beyond your current network.

LinkedIn

You can [join or create groups](#) focused on a shared interest or attribute (such as career or industry, school affiliation, and hobbies and interests). By becoming an active member of a group and posting relevant content for other members to see, you can quickly expand your prospecting audience—groups can have several thousand, or even tens of thousands, of members.

facebook

Facebook Ads and “boosting” posts allow you to reach targeted groups of new people who don’t follow your page. [Meta Ads](#) allow you to create your own campaigns, target them to specific demographics, and track your campaign’s performance. You can also boost a post to extend its reach to friends of people who follow your page or, like Facebook Ads, target your boost to certain demographics.

Keep in mind that your social media accounts are merely a platform. To stay relevant (and more searchable), you will need to post to each account regularly. Setting up social media automation will help ensure your digital prospecting not only keeps you top of mind with your current followers but also maintains your prospecting momentum by helping you find new clients even while you’re busy servicing your existing ones.

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Client referrals

Directly asking for a referral can be uncomfortable for you and for your clients. A soft ask is often the best approach, and an automated referral campaign can help. It sends out quarterly reminders to clients that you're available to help their friends and family with financial questions or guidance.

Another option when asking for referrals is not to ask at all. Instead, use insights from conversations with your clients about their friends and family, or even build off topical financial news or trends. Then you can discuss how you'd be happy to talk and offer insights to anyone they know facing a similar financial challenge or opportunity.

SUCCESS STORY

[MarketingCentral](#) is Cetera's easy-to-use marketing platform that helps financial advisors grow their businesses with highly personalized communications.

Using MarketingCentral's automated referral campaign enables Ryan Marshall to periodically get in front of clients and prompt them for referrals in a less obtrusive way.

Results: → **\$40M** net new AUM from referrals → **86** net new clients from referrals → **\$465K** average referral account size



"The consistency of the message is the biggest game changer—we don't need to worry about scheduling or content. This is truly set it and forget it."

Ryan Marshall

Registered Representative, ELA Financial Group Inc.

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Establishing a niche

A client niche is both a group and a marketing tactic. Having a niche such as business owners, attorneys, divorcees, or people from a local industry or employer brings nearly everything you do into alignment.

- Your marketing can be leveraged across your book because your target market shares key similarities
- You can employ repeatable solutions and thinking because you'll likely encounter the same problems, concerns, fears, and opportunities

The real value of a niche comes from getting known within it. People in a community tend to know and associate with each other, so there's a built-in referral network. Ideally, you'll become the "go-to" person for anyone in it.

Having a niche also simplifies your prospecting. Most people are NOT candidates, and when you want to find new clients, you know exactly where to look.

QUICK TIP

If your existing book or ideal client profile doesn't already point to a likely niche, your entry point might be someone in your extended social circle.

For example, ask them what they would look for or feel is missing in financial professionals servicing them. Inquire if they have colleagues willing to talk with you as well.

Above all, treat them as mentors. Your goal is not to sell them on the idea of becoming a client, but to build rapport and understand how to build a practice around servicing that niche.

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Events

A webinar, client appreciation dinner, golf outing, or wine tasting are familiar ways to get closer to current clients while prospecting among the family and friends you encouraged them to bring.

Your options are limited mostly by your imagination, but here are some essentials:

- Be sure to get compliance approval for your idea first
- Promote it heavily on your social profiles, client newsletter and email campaigns, correspondence, and meetings
- Make a participant's name and email a requirement for signing up, which you can justify as a way to update them if there are any changes

QUICK TIP

Tailor events to your ideal client. A talk on buying a home or cause-based investing will likely attract more millennial business owners than a retirement seminar.



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Widespread acceptance of videoconferencing has given more flexibility to financial professionals, especially in event formatting. For example, you can:

- Webcast a structured seminar, or make an informal talk on topics such as financial literacy or recaps of economic news
- Host a group discussion in which everyone is seen and heard, or let attendees maintain their anonymity while interacting via chat
- Focus on preexisting content, or lead an open-ended Q&A (have participants send questions in advance, and keep your own list of questions handy)

Don't be too worried if attendance is low at first. It may take time to find your audience. If people are attending, you're doing something right—and with continued marketing, word will spread.

SUCCESS STORY

Ryan Palmquist has elevated his prospecting game by using MarketingCentral's Event Builder platform to create cost-efficient educational seminars.

Results: → **25** households per event → **6** meetings scheduled per event, on average → **\$1,000** approximate ad spend for each event



“MarketingCentral has everything you need to run an event like a pro without spending extra money.”

Ryan Palmquist

Financial Advisor, CFG Advisors

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Emails

One of the primary reasons to capture email addresses through channels like your website or at events is to support your email campaigns. These can take a variety of forms, from a monthly or quarterly newsletter to promotions of upcoming events.

The goal is to maintain contact so you stay top of mind, promote your value proposition and services, help recipients prospect for you by forwarding your email, and provide a call to action that will prompt people to engage with you.

For example, a communication sequence may go like this:

Communication Sequence



01

You post on your Facebook page or X account that you have a new guide on managing student debt available for download from your website.



02

A link will take people to a page on your website where they enter their email address to have the guide sent to them.



03

While there, they can also check a box to receive your future papers or your newsletter directly to their inbox.



04

Each email contains a forward link so people can send it to friends who may be interested, allowing them to opt in to receive future emails.

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Segmenting prospects

Your CRM is an essential tool for documenting information not only about your clients, but your prospects as well. The more details you have about your prospects, the more you can target your outreach to topics of interest to them.

For example, Redtail is a CRM built specifically for financial professionals and contains extensive features that help you organize households, clients, and prospects. Redtail (along with Salesforce, SmartOffice, and Wealthbox) also integrates with digital marketing platforms, allowing you to pair the right tactic with a specific profile.

Turn common topics into custom tactics

Knowing prospect interests can shape your outreach, such as:

- Homebuyer seminars for millennials
- College planning materials for parents

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Getting segment information

The key to segmenting prospects is accurate information about them. If the prospect is a referral from an existing client, you can ask the client to give you a little background about the prospect. If you personally meet the prospect, you can ask questions while getting acquainted, such as:

- Whether they have children and their ages
- What they do for a living
- What they hope for the future
- When they plan to retire
- If their parents live nearby and depend on them, or are likely to

Try to be natural and conversational. If the prospect thinks you're angling to get information for business purposes, their guard may go up and the conversation could end there. If you do take a verbal misstep, you might get back on track by saying something like:

"I'm sorry—I don't mean to pry! Caring for parents is something many people don't budget for and can be an emotional burden. I hate to see anyone go through that, especially when there are ways to mitigate or eliminate the financial challenges. Please know if you need to talk anything through or bounce ideas off someone, or get a second opinion. I am here for you."



QUICK TIP

Expressing interest in your prospect as an individual can help you learn about them as a potential client.



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Of course, the goal is to get the prospects' email address or, at the very least, give them your business card. It's better to hand out a business card and leave a positive impression than get their contact information while leaving a bad taste in their mouths.

If you hold an event, whether in person or online, you should always get participants' email information as part of the sign-up process. This is simply a best practice to engage with participants (or any guests they may bring) before the event. You may also include one to two short questions about their financial concerns or dreams, such as "What's your number-one financial goal right now?" or "What financial concerns keep you up at night?"

The most overlooked technique for segmentation and engagement is simply asking people what's on their mind. Consider sharing a survey or simple questionnaire, either on your website or prior to an event. For example, you might ask which of the following are at the top of their financial wish list:

Financial Wish List

- Saving for retirement
- Paying for children's education
- New home purchase
- Paying down debt
- Traveling
- Not running out of money
- Charitable giving
- Covering health issues
- Retiring early
- Caring for parents
- Not being bored in retirement
- Spending time with friends and family

QUICK TIP

Capture email addresses at sign-up with the promise of a premium:

a summary of your presentation, special bonus material, or download privileges on your website.



01
Craft Your Value Proposition

02
Define Your Ideal Client

03
Optimize Your Digital Presence

04
Find and Connect with Prospects

+ Creating the segments

Once you've logged prospects' personal information into your CRM, you can start to create or add people to groups based on their interests. Then you'll be able to tailor your outreach to their needs, wants, and desires.

01 Start with your value proposition and ideal client profile first.

People whose needs and situation align with them most are likely some of your strongest prospects.

02 Look at people with needs and interests similar to your current clients.

This will make your service model more repeatable should they become clients, but it also allows you to invite these prospects to client events built around a particular profile. Clients who might not ordinarily volunteer a referral will likely speak well of you to prospects they meet at an event. So, make it easy for everyone to mingle.

03 Review your list to leverage the marketing materials you already have.

For example, do you have a newsletter focused on a specific topic or life stage? Do you have outreach focused on budgeting or paying down debt?

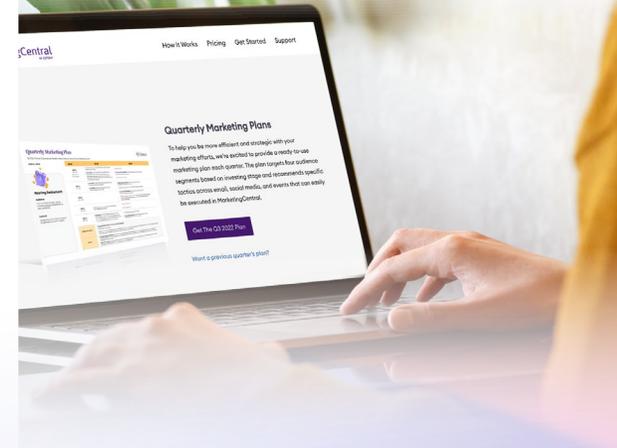
04 Look for common prospect similarities, or details unique to a specific prospect.

Maybe some are into gardening or cooking, or one is a fan of a particular sports team. If their favorite team is heading into the playoffs, a simple note about how exciting that is can go a long way. Similarly, sharing a gardening tip or recipe is flattering proof that you paid attention to them, while subtly reminding them of your service.

Is Segmenting Your Prospects a Challenge?

Affiliated financial professionals have access to [MarketingCentral](#), one of the most robust—and economical—tools available for creating and automating their email outreach.

To learn more about becoming affiliated with Cetera, visit [cetera.com](#) and set up a consultation today.



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Find new clients and grow your business

For more than 40 years, Cetera has made it easier for independent financial professionals, financial institutions, large enterprises, and tax professionals to create scalable business growth while helping their clients turn dreams into reality. As a premier wealth hub, Cetera's leading-edge technology, award-winning platforms, and team-driven solutions can empower you to grow your business' value, enhance client engagement—and increase your satisfaction while doing it.

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