

Title: Capture Referable Moments
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David Richman: Hello. I'm David Richman, Managing Director of the Advisor Institute.

Imagine you are completing your first visit with your new cardiologist who, after reviewing the results of your stress test with you, closes the file and says, "So, David, do you know any other people in their 60s? A little overweight? A little stressed out who I should meet?" [Laughter] What would you do? If you were David, or in this case, me, you'd likely run out of that office so fast, the cardiologist's head would spin. Is it any different for you? We think not.

What if we can help you get referrals without you having to ask for them? This allows you to get referrals from affluent clients and do so with your dignity intact by capturing today's referable moment. What's a referable moment? Any time the topic of financial markets, money, retirement, financial plans, or legacy pops up in conversation between your client and a friend, family member, or perhaps a colleague when you are not in the room. When referable moments evolve, either they turn into a conversation about you or they don't. How can you increase the chances you will organically pop up in conversation when clients are speaking with friends or family and you are not in the room?

One way is by developing and articulating your **isms**. What's an ism? Isms are evergreen beliefs that frame your philosophy. Isms should be **timeless, pithy sound bites** that connect the dots to the work you do with your clients. By articulating these memorable sound bites to your clients consistently, you can help build a bridge to referrals. How?

Suppose your client, Anthony, is watching a soccer match on television with a friend. A commercial for some financial institution comes on and triggers the friend saying something like, "I'm really concerned with what's going on right now in the markets. I'm thinking of moving everything in my investment portfolio to cash." That's a referable moment. The topic of money and markets popped up in conversation between your client and his friend, yet you are not in the room.

What if your client, Anthony, calmly responded with one of the isms you've shared with him? What if he said, "Noise is often confused with signals"? [Laughter] The friend is likely to say, "What? What are you talking about? What have you been reading?" To which your client, Anthony, responds, "Nothing. That's from my advisor, Samantha." Friend asks, "Well, who's Samantha?" Bam. Samantha is well on her way to capturing a referable moment as Anthony starts talking about how great his advisor Samantha is. "Noise is often confused with signals" is a perfect illustration of an ism, a timeless pithy sound bite that, in this case, connects the dots to the work advisor Samantha does with her clients. Develop your own isms. You will likely have investment isms, planning isms, and legacy or estate planning isms. Once you've identified your isms, start to include them in client conversations as you consistently start to capture referable moments.

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