

The Advisor N-Factor:

Why Certain Advisors Attract Loyal, Wealthy, Referring Clients Who Listen to What They Say, Trust Their Judgment, and Respect Their Expertise...

New Horsesmouth prospecting study of 2,100+ FAs reveals why N-Factor Advisors enjoy huge benefits over their competitors who lack the N-Factor advantage, including:

- ✓ Better, wealthier clients
- ✓ Faster growth rates
- ✓ More assets under management
- ✓ Easier time getting in front of prospects
- ✓ Effortless closings
- ✓ More referrals
- ✓ Greater job satisfaction
- ✓ Enhanced reputation and status
- ✓ More freedom and autonomy
- ✓ And much more...

READ THIS REPORT AND DISCOVER:

- ▶ **The 8 Characteristics That Bestow the N-Factor Advantage...page 11.**
- ▶ **How to Tell If You Really Have the N-Factor? (*Take the Test*)...page 10.**
- ▶ **10 Prospecting Myths and Fears That Cripple Your Earning Potential...page 12.**
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The Advisor N-Factor

Dear Advisor:

Eleven years ago two advisors completed the same training program.

They were very much alike, these two young bucks—same Big 10 biz school, same great people skills, same deep interest in investments.

Back in their home states, both hit the phones with enthusiasm and landed their first big accounts.

In time, seminars followed. More clients came on board. The markets kept rising.

Everyone made money, and life seemed good.

Today, when we check in on both advisors, here's what we see:

Our first advisor arrives at his office early after dropping off his vintage 1964 Porsche 911 at the detailer.

(He and his wife will compete this weekend in the Porsche Club of America's annual road rally—a friendly competition that actually includes three of his clients, too. They will all have a blast.)

The office is already humming with activity. Jennifer, his client service manager, hands him a phone message from a top client, a CEO of a closely-held robotics design firm recently acquired by a Shanghai manufacturing conglomerate.

(The CEO wants our advisor to meet with two key people on his management team—recently minted multi-millionaires.)

As he settles into his leather chair, a call comes in from another top client.

Yes, he'll join our advisor and his wife for

dinner out tonight, following the opening of the Jasper Johns exhibit at the art museum.

(That makes a cozy dozen for dinner, including two museum board members, a second client, and a major donor who also happens to have just funded his own charitable foundation—a \$25 million portfolio that needs a manager.)

About 150 miles away, our second advisor flips on the lights at his office to find his desk cluttered with statements, phone messages and newspapers from yesterday.

On his seat he finds an ACAT left by his assistant the night before. The third this month.

He picks up a folder to review the RSVPs for tonight's seminar. Three new names, bringing the total to seven—not bad. If three become new clients, that'll make up for the account transfers.

He sighs and shakes his head, thinking about his client list of 674 accounts, two-thirds of whom he has not contacted in at least 18 months.

A post-it note reminds him to write a check for the new client newsletter campaign.

When that's mailed, the letter will give him cover to start calling again—if he has time. Once they're back in the fold, he'll finally start that referral campaign.

The phone rings, and our advisor takes a call from the son-in-law of a top client, an elderly widow with a \$3.5 million portfolio.

Sonny is “reviewing” the account and keeps driving on one question: What value is his mother-in-law getting for the \$32,000 in management fees she pays each year?

What Sets Them Apart? The N-Factor

The answer is simple. **Our first advisor pursues a niche strategy.** (Actually, he works a couple of them.)

Early on in the business, he followed the advice of a friendly senior advisor and top producer in his office, finding a niche that interested him and had strong business opportunities.

He started attending the monthly meetings of his state’s Technology Council at the nearby public-private research center at the state university.

He joined the council and became active on the “meetings committee,” helping arrange for speakers. Once people realized his interests were “long-term” and not just looking for the next hot stock, he became a welcomed insider.

He specializes in working with management and c-level technology executives in fast-growing segments—some biotech, some robotics, and a lot of b-to-b software companies.

Now in his eighth year with the group, he’s the organization’s volunteer treasurer. He traces 83 of his 110 client accounts to his work through the council.

Pursuing this niche gave our advisor the focus, discipline and motiva-

tion to grow his book, increase his minimums, leverage his service and product offerings, and build a community of like-minded clients who are fun, interesting and happy to refer friends and colleagues.

His business is booming.

Our second advisor says he’d like to pursue a niche... But it hasn’t happened yet.

He’s not sure how to do it.

He’s worried he won’t pick a good niche. He thinks specializing means losing good, new prospects and existing clients.

He’s crippled by indecision and weighed

“I have more time now to devote to existing clients and creative time to 'polish' the services we provide.”

—Niche advisor,
Horseshmouth
Prospecting Survey

Niche advisors reach the higher production levels more frequently than their generalist counterparts.

Production Level	% of Niche Advisors Reaching This Level	% of Generalist Advisors Reaching This Level	% Difference Niche vs. Generalist
\$1 million plus	10.7	6.6	+ 62%
\$800K-\$1 million	4.5	3.2	+41%
\$500K-\$800K	14.7	9.9	+48%
\$300K-\$500K	15.8	17.2	-8%
\$100K-\$300K	31.4	33.1	-5%
Less than \$100K	22.9	30	-24%

Source: Horseshmouth Prospecting Survey, 2006.

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down by a variety of MYTHS and false ideas about pursuing a niche strategy.

I Couldn't Believe My Eyes

Our two advisors are on vastly different career paths.

One is building year-over-year successes to ever higher levels of wealth, enjoyment and career fulfillment.

The other is busy—extremely busy—always in search of the next marketing tactic to find a new prospect and always running behind, trying to service his current clients...

Early last year here at Horseshmouth, we conducted a major prospecting survey of financial advisors from all across America.

I was shocked by the results.

More than 2,100 advisors were involved, and they covered the complete, diverse spectrum of professionals in this business—all the different business models, lengths of service, levels of production, geographic locations, etc.

We asked them about their prospecting strategy—whether they pursued a niche strategy or not—and then we asked them a lot of questions about their businesses.

"I have become more relaxed and have found fun and pride in doing business again."

—Niche advisor,
Horseshmouth
Prospecting Survey

When I got the tallied results from our research team, I couldn't believe my eyes.

I told our Columbia-trained statistician to

go back and look at the data again.

I wanted complete assurance that the results were correct.

But the data wasn't lying.

The results established the N-Factor in stark, clear and statistically reliable terms.

Advisors pursuing a niche prospecting strategy clearly enjoy much better business success than those advisors taking a generalist approach across a wide range of measures.

The Biggest Missed Prospecting Opportunity in America



I'm Sean Bailey, the editor in chief at Horseshmouth.

And right now, I just feel like spitting nails. I'm so mad.

You see, it's my job to direct the writers, editors and contributing experts at Horseshmouth so that every single day we're all working in unison to achieve one simple goal:

Help advisors like you succeed by getting and keeping great clients; by getting more referrals; by growing your business reputation through great client service; and by increasing your profits through smart, innovative management of your business.

We've been doing that every day now for 10 years.

Financial advisors from all across America—and in 18 countries in Europe, Asia, and South America—have become loyal, ardent supporters of our work for one reason: we help them get results.

Advisors turn to Horseshmouth for specific solutions, guidance and training as they solve problems and launch new initiatives in their businesses, like Lawrence Kinney of Mequon, WI:

“Horseshmouth is great for the independent representative who wants to grow their firm. The marketing and sales ideas that you pass on are unmatched. The business planning tools are the best feature in keeping me motivated. The daily e-mail alerts are always there and keep me tuned up mentally. Horseshmouth helped keep me focused, and I had a 30% growth year.”

But not all my contact with advisors is happy.

I just got off the phone with *another* advisor who feels monumentally beaten down—kicked like a junkyard dog—and demoralized about his lousy prospecting efforts.

This is what got me so hot under the collar.

I know it’s my Irish dander getting the best of me—but my ancestors cursed me with this habit of needing to rave from time to time, so please indulge me for a moment...

It’s Not Your Fault

It’s been a tough row to hoe for a lot of advisors like you these last few years...

You didn’t have any-

thing to do with Enron and WorldCom—you trusted them like everyone else...

You were never subpoenaed by Eliot Spitzer or played any role with the mutual fund timing scandals...

You’re not responsible for the greedy, crazy salaries so many corporate bigwigs carry home each year—even after delivering dismal results to shareholders.

And now it’s the endless stock options scandals and restating of earnings. And that’s not even the half of it...

And none of it’s your fault.

Like my grandfather used to say: “Holy jump up and sit down: When will it ever end?”

Somehow, because advisors are on the frontline with the investing public, they often take it on the chin for the sins and misdeeds of others.

At the higher levels, Niche advisors more frequently reach higher AUM levels than their Generalist counterparts.

Assets Under Management	% of Niche Advisors Reaching This Level	% of Generalist Advisors Reaching This Level	% Difference Niche vs. Generalist
\$150 million or more	13.1	8.8	+49%
\$100-\$149 million	9.3	8.2	+13%
\$50-\$99 million	17.9	16.3	+10%
\$25-\$49 million	21.3	21	+1%
Less than \$25 million	38.5	45.7	-16%

Source: Horseshmouth Prospecting Survey, 2006.

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That isn't right. But boy, does it hurt...

All that skepticism, cynicism and distrust the public rightly feels about certain business institutions—many advisors feel that way, too—just worms its way into the honest, straightforward and sincere efforts advisors make to help the public.

Finding Prospects and Converting Them to Clients Gets Harder Every Day...

The awful cold calling drills just get worse... The leads just aren't as good as they were before Do Not Call...

The seminar dinners don't pull like they used to. They just turn up more hungry people and less promising prospects than ever before...

The walk-ins don't have the assets to make your minimums.

And compliance squeezes the life out of your creative approaches.

But you still need prospects.

So you stick with what you've always done and accept the fact that it now takes 15-20 contacts to generate one lead, when old-timers could do it in 10.

They worked 60-hour weeks. You work 80. What can you do?

It Doesn't Make Sense

But doing the same thing over and over for fewer and fewer returns is something you instinctively avoid in your investing

discipline, right?

Would you stay with a fund whose performance slides south year after year?

Is it okay if your car goes slower and slower every morning? Will you be happy making less money than you did last year?

Or making 10% more while working 30% more hours?

It doesn't make sense. Working for diminishing returns is just plain bad business and a monumental waste of your time.

But it's a trap a lot of advisors are falling into—haphazard prospecting with no strategy, no guidance, no accountability and no discipline.

And I'm seeing it all over the map.

That's what gets me steamed...

Three Key Benefits of Prospecting With Purpose

We're always searching for new and better ways to help you grow your business. That's how we arrived at some stunning insights about the power of pursuing a niche prospecting strategy in your business.

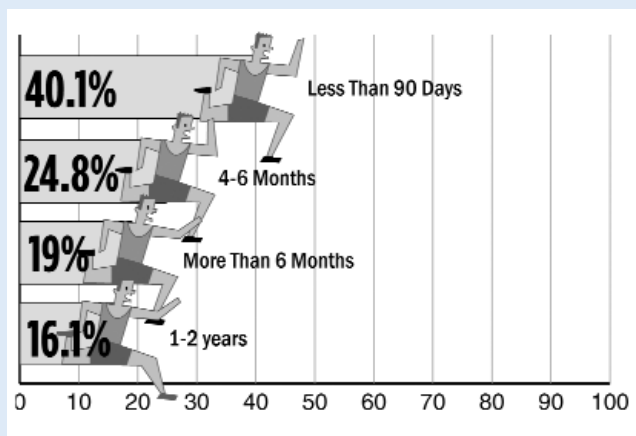
I'm going to share with you what we've learned from our recent prospecting research. Plus, I'll share some key points on how to get your own profitable niche strategy on course.

Whether you're a successful niche advisor or a long-time generalist, you'll learn some useful ways to improve how you find wealthy prospects.

In ten years of working closely with advisors,

Results Happen Fast With a Niche Prospecting Strategy.

Once you decided to work in a niche, how long did it take before you produced your first niche client?



Source: Horseshmouth Prospecting Survey, 2006.

no one here at Horseshmouth has ever seen such a wide range of comments about the benefits of a particular prospecting strategy.

We analyzed responses from more than 2,100 advisors and broke them into four groups: Those who definitively had a niche (21.5%); those who said they had a niche but admitted it was “inconsistent or unfocused” (37%); those who said they didn’t have a niche but would like one (29.6%); and those who definitively said no they did not have a niche (11.9%). Here’s some of what we found in our research:

#1 You Enjoy Greater Financial Success

When you pursue a niche prospecting strategy, you rack up a variety of positive financial benefits, including:

—**You’re more likely to achieve higher production levels than generalists:** When we compared those advisors who definitively

said they had a niche against all other advisors, those niche advisors did much better.

At the vaunted \$1 million-plus level, 62% more niche advisors crossed that production level than the rest of the survey respondents. This higher success rate of niche advisors held true at the \$800,000-\$1 million and the \$500,000-\$800,000 production levels, with niche advisors outperforming all other respondents by 41% and 49% respectively.

—**When you pursue a niche specialty, you’re more likely to have greater success gathering assets.** When we examined those advisors with a definitive niche versus all other advisors and looked at assets under management, again, the niche strategy performed better.

When we looked at advisors managing \$150 million or more, 49% more niche advisors achieved this asset management range than the rest of the survey group. The trend held at the \$100-\$149 million range and the \$50-\$99 million range, with greater percentages of niche advisors achieving those asset-gathering marks by 13% and 10% respectively.

—**Your niche clients are more profitable, usually, way more profitable.** More than one in two niche advisors said their niche clients were between 51%-100% more profitable than their clients who were outside the niche.

“I have more time for myself and more fun doing business.”

—Niche advisor,
Horseshmouth
Prospecting Survey

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What Advisors Say: How Has a Niche Strategy Changed Your Business?

When we asked our survey respondents to jot down a few comments about the impact they've seen on their business from taking a niche approach, here's what a few said about the financial benefits:

- ✓ "I've significantly increased my pay and assets under management in 18 months."
- ✓ "I've increased production, prospect pipeline, business, referrals and out of office time."
- ✓ "I've got a net new asset explosion."

#2 Your Business Grows Faster, Easier With a Niche

When you pursue a niche strategy, it really puts more wind in your business development sails. Survey respondents indicated that their niche approach was a significant boost along several prospecting and sales activity measures, including:

—You spend less effort finding good prospects when pursuing a niche: Nearly three in four niche advisors (74%) say their prospecting is easier after adopting a niche strategy. Their pipeline of prospects is much fuller. In fact, 23% of that group said their pipeline was always filled.

—Your overall client acquisition becomes easier after starting a niche strategy: Overall, 64% of niche advisors reported that the process of adding new clients was "easier" with a niche strategy. Only 7% said it was harder.

—You receive more referrals: 76% of niche advisors said they saw their referral business increase significantly after they implemented

their niche strategy. And 39% of that group said their referral business rose more than 25%.

What Advisors Say: How Has a Niche Strategy Changed Your Business?

Here's what advisors told us about the impact of their niche strategy on the mechanics of prospecting:





- ✓ "I love what I'm doing now. My niche market is people I enjoy being around and I can relate to their world. I've removed a great deal of the stress of prospecting, and substantially increased the size of my average case."
- ✓ "It's a small number of my clients, but a majority of our gross assets (the 80-20 rule plays out well). My referrals close 99% of the time, and they come willing to listen to any and all suggestions. Client events help to build on brand as they see many people they know from the same background."
- ✓ "Predictable activity. Consistent referrals. And strategic positioning."
- ✓ "We have more in common—it's easier to make small talk which leads to business."

#3 Your Job Is More Enjoyable and More Efficient, and Your Priorities More Clearly Defined

When you couple the benefits of a smooth-sailing prospecting and sales process, along with the reward of greater all-around financial success, it's no surprise to learn that when you pursue a niche, you also enjoy a variety of back office and intangible benefits, including:

Niche Advisors More Happy With Their Business

How satisfied are you with your business?
(Niche vs. generalist)

	Satisfied	Not Satisfied
Niche	77% 	23% 
Generalist	57% 	43% 

Source: Horseshmouth Prospecting Survey, 2006.

—**You derive greater job satisfaction with a niche strategy:** More than three-quarters of the niche advisors said they are satisfied with their business, while generalists are nearly twice as likely as niche advisors (43% v. 23%) to say they are dissatisfied with their business.

—**You enjoy higher closing rates:** When asked how their closing rate compared before and after implementing their niche strategy, 74% said their closing rates are higher—and almost half (48%) of those advisors describe their post-niche closing rate as “substantially” higher.

—**You experience a sharper focus:** Overwhelmingly, niche advisors in our survey reported that increased focus on their business was the key, overriding benefit they enjoyed from pursuing a targeted niche market. 33% of advisors checked “more focused” when asked to rate a variety of niche prospecting benefits. That was more than double the next closest benefits of “more business” and “more enjoyable” (both at 12%).

What Advisors Say: How Has a Niche Strategy Changed Your Business?

Who ever thought your marketing and prospecting strategy could play a role in your overall view of your business and life? Take a look at what advisors reveal are the intangible benefits of pursuing a niche strategy:

- ✓ “Time management and preparation time are significantly improved from previously being a generalist.”
- ✓ “I’m more focused on the common problems of my niche. That means I can develop the ability to supply deep support for the particular niche.”
- ✓ “More focused. Less stress. Greater returns.”
- ✓ “I have more time for myself and more fun doing business.”
- ✓ “Both we and our clients are happier—we’re using our particular expertise, and the clients we work with need what we do best.”
- ✓ “I have become more relaxed and have found fun and pride in doing business again.”
- ✓ “It has become more enjoyable. Clients have the same passions as I do.”

“I’ve significantly increased my pay and assets under management in 18 months.”

—Niche advisor,
Horseshmouth
Prospecting Survey

So there you go. Powerful testimony to the fact that pursuing a niche specialty pays off handsomely.

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The Big Problem Facing Niche Advisors and Non-Niche Advisors Alike

One astounding insight revealed in our Prospecting Survey was the huge number of advisors who acknowledged that they have an “unfocused or inconsistent” niche strategy.

Nearly two in every three advisors who said they had a niche strategy chose to describe it as “unfocused or inconsistent,” the very definition of a poor or non-existent niche strategy.

A related finding applied to those advisors who said they didn’t have a niche strategy but would like to have one. They said they were having trouble identifying a good niche.

Both groups face a real problem in their prospecting strategy. It’s how they describe for themselves just what a niche is...And this isn’t just an issue of semantics.

Some advisors think simply identifying a certain occupation, age-group, or special-interest group is sufficient for finding a legitimate target market for their prospecting strategy.

How to Tell if You *Really* Have the Advisor N-Factor (Take the Test)

Check as many answers as apply to your business.

- I am viewed as an expert in my niche.
- My revenues have been growing every year.
- I have built a sustainable profit into my business.
- I rarely worry about the competition.
- I have a “brand.”
- I rarely have to ask for referrals.
- I spend much less time and money on marketing than I used to.
- My clients and prospects talk about me among themselves.
- I spend much less time and money on prospecting than I used to.
- I am frequently asked to speak at events in my niche.
- I have retooled my business so it reflects the needs of my niche.
- My referrals often start the conversation, “I hear you are the person to go to about...”

Scoring

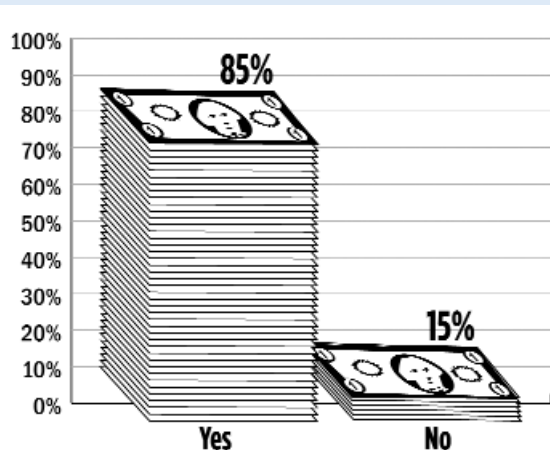
0-4: Niche...Not. Most likely you are unhappy with your “niche” and have seen very little improvement in your referrals or prospecting. There are definite problems here. A complete niche makeover is in order.

5-8: Niche in Progress. You’ve seen some numbers change, but progress isn’t as fast as you hoped. Something is slowing you up, and you may want to evaluate your niche and learn how to fix it using The 8 Characteristics That Bestow the N-Factor Advantage.

8-12: Niche Master. Congratulations! Referrals should be streaming in, revenues high, and you’re probably enjoying a great reputation as a niche expert. Have you thought about expanding your niche to ancillary markets or even branching off into similar but unrelated niches?

Niche Clients Generate More Profits Than General Clients.

Are your niche clients more profitable compared to your general clients?



Source: Horseshmouth Prospecting Survey, 2006.

But a superficial analysis like that is dangerously close to selecting a stock or money manager because you like the name...

The 8 Characteristics That Bestow the N-Factor Advantage

A good niche market is mapped by boundaries and clearly defined through a selection process that involves eight criteria that are absolutely mandatory in order to have a profitable niche.

It's a good bet that if your niche isn't working for you, then one or more of these criteria is not being met. And failing to meet just one can mean your marketing never gains momentum or your expert reputation never takes off.

If you want to enjoy all the rewards of a good niche prospecting strategy, then you need to build a niche that meets all eight of the following criteria:

- 1) **Narrowly defined.** A good niche must be tightly drawn. You're looking for a cluster of people or community members who share a significant number of similar problems, behaviors and motivations. The larger the group gets, the more diverse their problems become until you're not looking at a niche anymore. Instead, you gain leverage and efficiencies by going narrow and deep into a small target market of several hundred or so prospects.
- 2) **Shared culture.** Your community of investors should share a variety of characteristics including common routines, schedules, lifestyles and values. You'll want all of them to respond to your offerings in the same way so you don't have to reinvent your products, services or presentations every time you approach them. Your knowledge of their issues should grow client by client, until you have a layered, nuanced understanding of their community's culture.
- 3) **Active communicators.** Your target audience must see themselves as a community, too. It can't be just your observation. That means they share special interests that bring them together as part of a community and is the basis for them communicating and networking among themselves. The more they meet and talk with one another, the more opportunities you have to meet and talk with them. Better yet, all this communication increases the probability of you getting talked about and referred to other community members.
- 4) **Affordably accessible.** You have to be able to reach prospects in your group. You should be able to buy lists they are on, read publications they read, visit websites they visit, attend association meetings they attend and speak at their meetings.

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- 5) **Opportunity rich.** Your niche must have needs, problems and issues that are unique to them and that allow you to offer a specialized solution that will work for most of this group. Once you understand their concerns, you should be able to deliver products and services that resolve their problems in ways that other, less knowledgeable advisors can't. (Remember, though, often your solutions are usually expansions and adaptations of your existing expertise—so, again, you're not reinventing the wheel.)
- 6) **Shared affinity.** You've got to be able to connect with the folks in your niche. If you don't feel any empathy for the issues and struggles that your prospects face, it'll come across in your approach. Your efforts will fail because you'll be outed as an opportunist. But here's the beautiful flipside. While it's difficult becoming an expert in a subject you don't like or for which you lack passion, when you mesh your professional expertise with some personal interest, you're bound to cross over into the zone where work no longer feels like work and clients become your friends. It's a lot easier and more fun prospecting people you enjoy meeting and being around.
- 7) **Prospect rich.** Your niche needs to be substantial both in terms of quantity and quality. So while you just need a hundred or so prospects in your niche, they also need to be "qualified," meaning they have enough assets to hire you on an ongoing basis and socialize with other investors who have similar assets.
- 8) **Uniquely yours.** You'll enjoy the greatest success and get the most bang for your marketing buck when you are the only one in your area pursuing a certain group of prospects. By thinking creatively, you can build a niche that is uniquely yours so that you side-step the competition. You'll become a monopoly of one, and you'll be rewarded for your insight and innovation.

Three Things a Niche Is Not

A lot of advisors say they have a niche, but then complain that their referrals are the same as the day they entered the business. Typically, they are confused about the practical, successful definition of a niche:

A niche is not a field. Often, they think that a good niche is a field like health care or aerospace (both are too broad).

A niche is not a marketing tactic. Or they confuse their marketing tactics with a niche—specializing in referrals or cold calling. (There's no community or connection there among the target audience.)

A niche is not a demographic. Or they think that identifying a demographic group is enough to achieve niche status. (Classifying people by age, sex, marital status or education is one step toward creating a niche, but there's much more to it.)

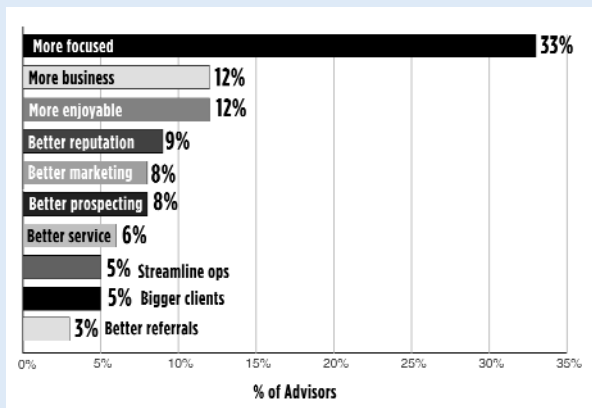
10 Prospecting Myths and Fears That Cripple Your Earning Potential

Given the data from our *Horsemouth Prospecting Survey*, frankly, I'm puzzled. It's hard to imagine why any advisor would choose not to make niche prospecting part of his business development program. There are so many positive benefits of a niche strategy.

However, based on our survey, I know there are many advisors who are afraid to try niche marketing because of misconceptions and misunderstandings about exactly what it means to pursue a niche strategy and what it could do for your existing business.

Niche Strategy = Better Time Management.

Advisors say the biggest benefit of a niche strategy is increased focus. (Conversely, most advisors with "time management" issues cite lack of focus as their biggest problem.)



Source: Horseshmouth Prospecting Survey, 2006.

So let's look at these myths and see what we can do to offer a better understanding of the common advisor concerns.

Myth #1: I Don't Want to Turn Away Good Prospects.

This is a very common misunderstanding among non-niche advisors—and so patently wrong. Very few advisors actually have a book of business that is made up of 100% niche clients. You can pursue a profitable niche and still accept good clients that come to you in other ways. Many successful advisors do it all the time.

Myth #2: I Might Pick the Wrong Niche.

There are literally thousands of profitable niches. While picking the wrong one is an occupational hazard—like picking a wrong stock or mutual fund—you dramatically increase your chances of picking a profitable niche when you engage in a well-considered,

guided analysis of your strengths, weaknesses and the opportunities and obstacles you face in your chosen niche.

Picking the right niche, as thousands of advisors have already proven, just requires doing the right research and planning on the front end.

Myth #3: I Don't Have the Knowledge or Expertise to Offer Niche Clients.

As a financial advisor, you already have a core skill set that people in your chosen niche will need.

When you pursue a niche prospecting strategy, you build on your core skill set by learning about the specific needs and issues your niche prospects face and then adapt and expand your current client solutions to serve your new audience.

Prospects are impressed when they learn you've chosen to specialize in helping them. Once you've demonstrated you know about them and their needs, your actual solutions are not very much different from what you're already doing for your general clients.

Myth #4: Focusing on a Niche Means I'll Lose My Existing Clients.

Pursuing niche prospects does not in any way mean you stop giving your existing generalist clients the same types of service and solutions you've always offered. As a generalist, you have many types of clients with many types of needs. When you open up a niche strategy, you only add one more type of client and deliver the same types of services and solutions to all clients in that niche. You get huge leverage by just adding a tiny bit of additional expertise to your practice.

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Myth #5: My Local Market is Too Small to Support a Niche.

This is a common concern among some advisors located in rural regions. However, even the smallest markets and their surrounding areas have a wide range of niches within them. Once you know how to fully analyze opportunities in your region, this concern fades away and is replaced with “How Do I Choose the Best Niche for Me?”

Myth #6: I Can't Afford to Lose or Reduce Income While Pursuing a Niche.

Niche practices grow at a faster rate than non-niche practices. So there's no need to lose or forego income while pursuing your niche prospecting strategy. By virtue of tightening your prospecting focus, you're actually increasing your closing rate and keeping your growth and income levels rising. Plus, you'll save money because you won't waste dollars on unproductive marketing activities. A good niche strategy helps you focus your marketing, so you get the most prospects for your buck.

Myth #7: I'm Too Busy Running My Business to Pursue a Niche.

The “overly busy advisor” is a common syndrome among advisors and a major cause of flat growth and stagnation. Pursuing a niche is the exact antidote you need to step off that “too busy treadmill” and become more strategic in how you run and grow your business.

Myth #8: I'm Not Sure How to Balance With Other Marketing Efforts.

A niche strategy gives you “prospecting with purpose.” Too many advisors engage in wasteful, non-targeted, low-performing prospecting.

Their appeal to their general audiences is by its very nature general and generic. It doesn't strike a chord with prospects and, therefore, produces poor results.

When you begin your niche strategy, you'll begin to move time, energy and resources previously used for low performing prospecting into your new niche field, which will produce better results and be more profitable.

Myth #9: I'm Scared That Other Advisors Have Already Penetrated My Niche.

You won't launch your niche strategy until you've completed a thorough analysis of your niche, which includes understanding your competition and the products, solutions and services they offer. In addition, with a well-defined niche, you sidestep a lot of the competition because you have a deeper knowledge of your niche's needs and more unique offerings—something that will fend off the competition.

Myth #10: I'm Too Inexperienced to Have a Niche.

Many advisors wrongly believe they need a big existing book from years in the business before they can safely launch a niche strategy.

Having a focused prospecting approach—the definition of a niche strategy—pays immediate and long-term dividends to the niche advisor.

The immediate payoff comes in better, highly focused prospecting that produces results. The learning curve for understanding a niche audience, once surmounted, is leverage you use over and over again, building your credibility and expertise in front of the same types of profitable clients. The long-term pay-

off comes in the form of deep referrals that close at high rates and the cumulative, annuitized revenue earned on each and every new client over the years.

There's no doubt pursuing a niche strategy makes a real, measurable difference for financial advisors like you, both monetarily and in quality of life.

All our survey data makes that clear.

It's a Prospecting Crisis of Confidence

Every day I hear from financial advisors of all stripes regarding their biggest business development challenges.

Hands down, getting in front of more and better prospects is the biggest challenge.

Once we looked at the results of our Prospecting Survey, two things became clear:

Huge numbers of advisors said they didn't have a niche strategy but wanted to develop one. They just didn't know how.

And another huge number of advisors said they had a niche but admitted that it was inconsistent or unfocused—the very definition of a poor or non-existent niche strategy. They needed help, too.

The total picture amounts to a crisis in prospecting strategy for many advisors like you.

Simply put, there's a major gap between what advisors want for themselves and their businesses and how to get there.

Advisors want loyal, wealthy, like-minded clients who listen to their advice, trust their judgment and respect their expertise.

But they don't know how to get them. They don't know where to find those prospects. They don't know how to understand that group's needs and peculiarities.

They're unclear on what steps to take to break into a niche. And they lack confidence that they can add genuine value to their new target market prospects.

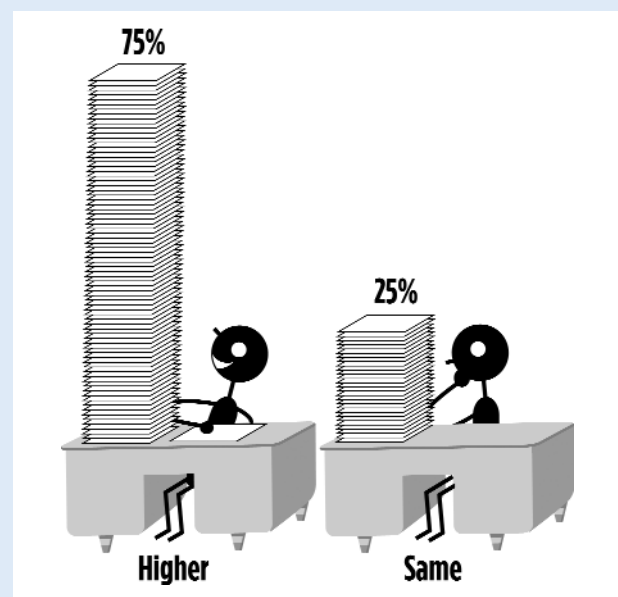
So we decided to make it easy for them—and you—to learn how.

How to Put the N-Factor Into Your Prospecting and Launch a Compelling Niche Strategy in Less Than 30 Days

Remember earlier when I said how mad I was about the rotten break you and your fellow

Niche Advisors Experience Higher Closing Rates.

Has working in a niche helped you close more prospects?



Source: Horseshmouth Prospecting Survey, 2006.

The Advisor N-Factor

advisors are getting—being blamed by some for the market's bigger woes when you are just as much a victim as the general investing public?

Well, when I got the results of our **Horsemouth Prospecting Survey** and saw the data about advisors who pursued niche strategies, it all suddenly clicked.

Here was a way for advisors like you to sidestep investors' skepticism, stop being a victim of mass finger-pointing, and start operating on a higher level that will attract wealthy clients and grow your business.

You see, no matter what my job title is, the demands of my position here at Horsemouth require me to be a niche marketer. You have to be to put out a successful service with a tight focus and a large following.

So I decided we needed to put together the best niche prospecting and marketing program ever created for financial advisors.



And I turned to another successful marketer on the Horsemouth team, Wendi Webb, to develop a program that can turn things around for advisors of all ages and AUM.

Wendi is a master niche marketer from way back. She has marketed to lawyers, advisors, CPAs and investors of all ages and every stripe. She's developed seminars, radio shows, and investment products for thousands of people you would want as clients.

And she's the crackerjack editor who co-developed Horsemouth's Business Plan Builder and runs our financial planning and investment strategy departments here at Horsemouth.

Together, and with the assistance of the Horsemouth editorial team and contributing

experts, we pored over every aspect of what it takes for advisors like you to effectively identify a good niche, interviewed dozens of advisors, culled useful experiences from the field, and developed a plan for penetrating a niche, and then executing a strategy with confidence and mastery.

We wrote the rule book, if you will, on a niche prospecting system that any advisor can fully and easily adapt to his own business model and style, use quickly and start seeing successes early on.

Now it's ready, and it's called:

Rich Niche Prospecting: How to Uncover Your Natural Target Market and Start Capturing Wealthy Clients in 30 Days.

Your Invitation to Join Our Rich Niche Mastermind Group

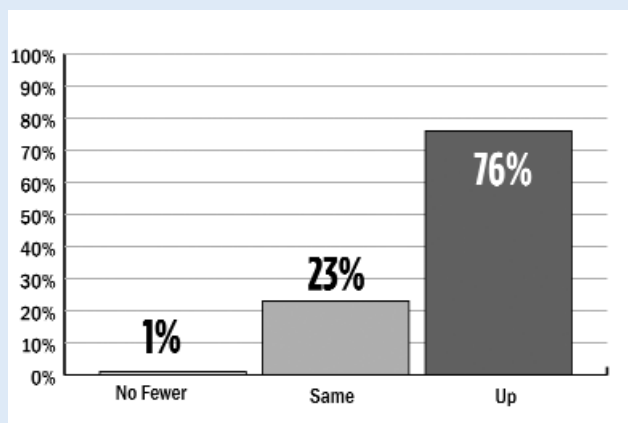
I'd like to invite you to be part of a select group of results-oriented advisors (with can-do attitudes) who join our Rich Niche Mastermind Group. They all share one common goal: to develop a specialty and expertise that helps them attract new, wealthy clients.

As a member of this exclusive Mastermind Group, you will go through our 30-day jumpstart teleseminar program and learn how to select a niche specialty that works for you. And you will develop an effective marketing campaign that brings you new prospects and clients, and start your elevation to expert status within your niche.

Once you've completed the 30-day program and started implementing your new niche prospecting strategy, you'll join our community of niche advisors who keep in touch through our private discussion board, special newsletter, and four quarterly, advanced teleseminar training sessions.

Niche Advisors Experience Big Referral Growth.

Are you getting more referrals since you started working in your niche?



Source: Horseshmouth Prospecting Survey, 2006.

This is a year-long program designed to revitalize and revamp your prospecting strategy by delivering you the solutions you need to craft an authentic niche strategy.

Here are some of the highlights of the Rich Niche Prospecting program:

Discovering Your Rich Niche: The Four Paths to Wealthy Prospects

Your success in niche prospecting depends on carving out a good target market. If you define your niche too broadly, you'll never capture clients' interest or acquire a reputation as an expert in the field. Too narrow a niche and you're working in a small pool with few prospects. Either way, the end result is poor. But when you learn the four common paths to niche market selection, you'll greatly increase your chances of carving out a good niche.

When you join our Rich Niche Mastermind Group, you'll learn:

- The 8 characteristics of a Rich Niche

- How to find your niche through business opportunities
- How to develop an "Opportunities Framework" and spot trends in your community
- Where to find pools of wealth and where wealth is being created
- How to attract and connect with people accumulating wealth
- The five-step process for discovering hidden niches inside your book
- Why a product niche can be an effective specialty
- How to segment your client list and classify client behaviors
- How to rank your clients by niche opportunity
- How to spot potential niches in your social network
- How to develop a networking style that supports your niche strategy.

Immersing Yourself in Your Rich Niche: Scoping Your New Market's Potential

The Rich Niche Prospecting program provides you with a system for immersing yourself in a niche from the top down, acquiring a macro view of the market, its issues, and its constituents. When you learn how and where to acquire the knowledge you need to become an expert in your target market, you'll be able to handle almost any issue your new constituents throw at you, build a foundation of actionable marketing, and understand the key trends and pain points affecting your niche.

When you join our Rich Niche Mastermind Group, you'll learn:

- How to brainstorm target market ideas
- Key economic perspectives to analyze in your niche
- How competitive pressures shape your niche strategy
- The key roles that geography and

The Advisor N-Factor

demography play in shaping your niche strategy

- What lifestyle and behavioral factors figure prominently in your niche of choice
- How to find broad niches within affluent segments
- How to interview key niche players.

Meeting Your Niche Market: Making Important Introductions and Connections

Probably the most important research you can do on any target market is to interview the leaders and participants of that niche. Sitting down with the players and informally talking about the issues and problems of that niche will provide you with important advantages as you plan how to penetrate your niche.

When you join our Rich Niche Mastermind Group, you'll learn:

- How to find access points to your niche
- How to quantify centers of influence within your niche
- Where to find associations and publications specific to your niche
- How to assess your social network and its fit with your new niche
- How to choose clients to interview
- How to find niche leaders to interview
- 36 niche research questions to guide your interviews
- How to follow up your interviews
- How to build a prospecting list for your niche
- How to start when you don't have any clients in your niche.

Getting Your Niche's Attention: Creating Solutions Your Niche Members Want and Need

Finding a niche is a start, but succeeding in that niche requires developing a strong connec-

Rich Niche Prospecting Jumpstart Coaching Series

Live orientation call the first Thursday of every month. Session starts at 4 p.m. EST/1 p.m. PST.

2007 dates: Sept. 6, Oct. 11, Nov. 1, Dec. 6.

2008 dates: Jan. 3, Feb. 7, Mar. 6, Apr. 3, May 1, June 5.

Session 1:
Orientation to the Rich Niche Program

Session 2: *The 4 Paths to Discovering Your Rich Niche*

Session 3: *Develop Your Niche Expertise*

Session 4: *Strategize Your Fast Start Marketing Plan*

Session 5: *Choose Your Niche Marketing Tactics*

PLEASE NOTE: All Orientation calls are live and available for replay. Sessions 2-5 are available for immediate download and listening to accommodate your schedule. Each session includes downloadable slides and audio files for complete reference. Rich Niche leaders are available to answer questions immediately in the online Help Center and by telephone and e-mail.

tion with your audience. For financial advisors, that connection comes from knowing and completely understanding the target market's problems—both real and perceived—and developing a solution that alleviates their pains.

When you join our Rich Niche Mastermind Group, you'll learn to:

- Identify issues and needs of your niche prospects and clients
- Craft solutions for your niche prospects and clients
- Know the pain points of your niche and test your niche solutions
- Run a cost benefit analysis of your solution

- Develop a six-month marketing plan
- Develop your three-pronged marketing tactics
- Use the ideal client profile in your prospecting
- Develop and write your positioning statement
- Choose the right metrics for evaluating your success
- Build a professional referral network in your niche
- Work the “Centers of Influence” in your niche
- Develop a niche referral guide
- Create a COI niche network
- Implement the 8-Step COI referral strategy
- Create a Fast Start Marketing Plan.

Building Your Reputation as a Niche Expert: Assuming Leadership in Your Niche

In order to develop a reputation with niche members and generate positive word of mouth, you need to showcase all the knowledge you’ve acquired and use it to solve the problems of your target market. As a niche advisor, you’ll enjoy huge marketing advantages over your non-niche colleagues because you’ll regularly and systematically get in front of prospects who are actually interested in what you’re offering.

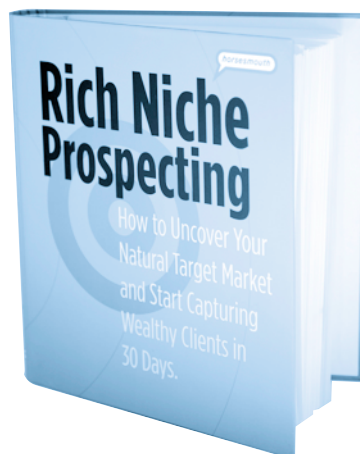
When you join our Rich Niche Mastermind Group, you’ll learn to:

- Develop your niche brand
- Get published in your niche community
- Host client education workshops in your niche
- Solicit speaking engagements in your niche
- Work with the media
- Execute your 5-step public relations plan
- Create the 3-list prospecting system
- Develop formal and informal social

- networks
- Host private events
- Work community connections
- Develop a private events game plan.

How the Rich Niche Mastermind Group Program Works:

The Rich Niche Mastermind Group is designed to accommodate advisors' hectic schedules. When you join our Rich Niche Mastermind Group, you'll receive immediate access to the member-only, private Rich Niche area of Horseshmouth, where you can instantly download and listen to the Jumpstart Coaching Sessions, plus you'll receive a complete package of our program materials, including:



Rich Niche Prospecting: How to Uncover Your Natural Target Market and Start Capturing Wealthy Clients in 30 Days
(\$499 value, included)

This 297-page manual is your step-by-step guide on how to build a niche strategy. It takes you through everything you need to do to discover and capture pools of wealthy clients in your chosen niche, including: The Four Paths to Discovering and Developing Your Rich Niche; Immersing Yourself in Your New Niche; Reaching and Owning Your Niche Segment; and Building Your Reputation as a Niche Expert and Getting In Front of Prospects.

— The bible of the Rich Niche Mastermind Group. Your guide to finding wealthy, loyal, referring prospects.

The Advisor N-Factor



Rich Niche Prospecting Jumpstart Coaching Program (\$299 value, included)

Get off to a fast, focused start with your new niche strategy when

you go through the Rich Niche Mastermind Group's Jumpstart Coaching Program.

The self-paced coaching series takes you through the Rich Niche Prospecting program over a 30-day period. You'll review all the program components and best practices for putting your niche strategy in place and get your questions answered.

We've designed our coaching series to be totally flexible and meet the demands of your schedule.

So, if a 30-day timeline is too tight for you, we've created both 3-months and 6-months timelines to complete the Jumpstart material. It's up to you and your schedule; you can customize whatever pace suits you.

You get unlimited access to four, 60-minute, pre-recorded teleseminars designed to quickly familiarize you with all the major aspects of successfully implementing your Rich Niche Prospecting strategy.

Since every session (ca. 40-50 minutes) is recorded and available for downloading to your computer or MP3 player, you don't have to worry about missing any sessions: you can listen to a session recordings and view the slides at your leisure and contact program leaders with any questions or comments you have.

By the end of your four-week coaching program, you'll have:

- Researched and picked your new niche
- Started interviewing niche prospects in the field, including key Centers of Influence
- Completed your Fast-Start Marketing Plan designed to transition your existing marketing efforts into your new niche market
- Started building your niche expertise so you can get in front of niche prospects.

— The guidance, coaching and discipline you need to launch your niche strategy now

The Niche Masters Interviews (\$99 value, included)



Get inside the heads of five top-performing niche advisors selected by the Horseshmouth editors from more than 2,100 FAs.

These five in-depth, one-hour, audio recordings reveal the insights, strategies and tactical secrets on how they've established themselves as experts. Learn how they:

- Choose a niche
- Develop a marketing plan
- Anticipate and overcome obstacles
- Allocate resources to their new niche
- Develop compelling marketing events
- Establish referral networks
- Derive personal and professional benefits from their new role as an expert serving their niche clients.

(Plus, you get the complete printed transcript of each interview for easy mark-up and reference.)

—Think like a top niche advisor.

Rich Niche Target Market Profiles, 2007

(\$49 value, included)

Our Rich Niche Target Market Profiles (60-page, spiral-bound report) give you quick insights on 60 major target markets. Each profile gives you an overview of that niche's characteristics and jumpstarts your niche research with these key research elements: demographics, trends, prospecting tactics, associations, conferences, publications, online resources, online search terms and Horseshmouth references.

Use these profiles as guides to launch your own niche research.

—Learn how to size up a niche market—and check under the hood.

Rich Niche Prospecting Tool Kit

(\$99 value, included)

Horseshmouth research shows that for top advisors, pursuing a niche is an ongoing business development activity. Many top advisors have two to three niches going. Some find that switching or adding a new niche over the years provides a great new way to reinvigorate their practice and their enthusiasm for the business.

Our Rich Niche Prospecting Tool Kit gives you more than 25 powerful, simple checklists, worksheets and forms that will focus your marketing, clarify your operations, and guide you toward becoming a niche expert. Because you'll want to use and reuse them in the future, your tool kit includes a CD-ROM of electronic templates in their original Word or Excel format for handy reference and easy use as you execute your niche strategy.

Worksheets, checklist and forms include:

- Niche Macro Analysis (Worksheet)
- Evaluating the Business Opportunity (Worksheet)
- Ranking Your Clients (Checklist)
- Segmenting Your Clients (Spreadsheet)
- Financial Behavior Archetypes (Table)
- Mapping Your Social Connections (Worksheet)
- Value Ladder Questionnaire (Worksheet)
- The SWOT Matrix (Worksheet)
- Niche Ideas (Worksheet)
- Product Line Analysis (Spreadsheet)
- Financial Needs Analysis (Spreadsheet)
- Revenue Analysis (Spreadsheet)
- Brainstorming Potential Niches (Worksheet)
- COI Research Questions (Checklist)
- COI Interview Form (Worksheet)
- Niche Access (Worksheet)
- Target Market Pain Points & Remedies (Worksheet)
- Fast-Start Marketing Plan (Worksheet)
- Ideal Niche Client Profile (Worksheet)
- Niche Positioning Development (Worksheet)
- Writing Your Positioning Statement (Worksheet)
- COI 8-Step Referral Strategy (Checklist & Worksheet)
- Niche Credibility Strategy (Checklist & Worksheet)
- Super Prospect Game Plan (Worksheet)
- 70 Ways to Expand Your Social Networks (Checklist)

—A must for your business development library.

(Turn to page 24, please.)

What Advisors and Experts Are Saying About the Rich Niche Mastermind Program

Here are some comments and feedback we're getting from advisors and experts:

"Finally, someone has put some serious teeth to all the discussions about niche marketing. This is not another vague description of marketing theories; this is a meaty 'how to' program with thoughtful, well-designed templates that any advisor can put to use immediately. If you think you already have a niche market, I challenge you to jump to chapters 5 & 6 and see if you don't discover missed opportunities within the first 10 minutes of reading.

"We used your 'draft' as the basis for our 2007 marketing meeting today and all three of us think that the chapters on 'teasing the niche out of our book' and the 'hidden niche within us' will be the focus for our efforts next year.

"We also plan to use the 'fast start' chapter as the foundation for our new advisors training program. I think this is a turn-key program to get a new hire, whether experienced or green, up and running quickly."



—Helen Modly, CFP/ChFC

Wow! Thank You!

"I had decided some time ago that I wanted to focus on divorcees, widows and divorce planning, but didn't know how to go about developing the niche. This RN program is exactly what I needed and the timing is perfect too..."



"I have had such a good reaction this week from a CPA and an estate planning attorney when I mentioned that I specialize in working with divorcees. The attorney's eyes lit up and he said that's great as he doesn't know anyone who specializes in that and will send me the appropriate clients. Wow! Thank you."

—Doris Roper, CRB Wealth Management, Four-year veteran, San Diego

Everything You Need to Pick, Develop, and Market Your Niche Expertise

"If you've ever wondered whether it makes sense to pursue a niche strategy, Horseshmouth's Rich Niche Prospecting program puts the debate to rest. Here's everything you need to pick, develop, and market your niche expertise. As the program's research shows, this is the best way to get in front of prospects who want to hear what you have to say. And best of all, it's the kind of business development strategy that keeps paying you dividends over time and helps you find clients you enjoy working with. This is what you need to keep qualified prospects coming through the front door."



—Katherine Vessenes, co-author of *Building Your Multi-Million Dollar Practice*, and Horseshmouth contributor

Makes Me Concentrate On Becoming an Expert

"Just a note to let you know a side benefit of your program. I went into this program knowing what my niche would be (Living a

Legacy). What your program has made me do is concentrate on all the areas that I need to learn to really become the expert. The side benefit is that I don't even look at all the other garbage I used to read and study that had nothing to do with my niche. This gave me a lot more time to research the things I should be doing. Thanks."

— Barth Guilette,
independent advisor,
Sturgeon Bay, Wis.

Exactly What I Need

"Your questions are excellent entrees to some of the people in these niches and how I might offer solutions to some of their problems. (I need to think about their specific problems and how I can address them differently than someone else.)"

"This program is exactly what I need in order to look at these niches from a different perspective. I realize I have a lot of work ahead, but I can start to visualize how I can start to really help these niches. Thank you for your input."

— Kirk M. Tushaus,
independent advisor,
25 year veteran,
Scottsdale, Ariz.

Helping Me Focus

"This program has already paid off for me by helping me focus on where I want to go. My problem has always been a lack of focus. Not saying I've got it whipped yet, but now I am moving in the right direction. I am now more focused than before and I am actually excited to have more of a focus on



this. It took lots of thought and working through the Rich Niche Mastermind Group, but I am feeling pretty good. Nice to have a more narrow focus."

— Josh S., CFP,
wirehouse advisor,
Harrisonburg, Va.

Niche Masters Interviews—Truly Excellent

"Yesterday, while driving up to 'The World Money Show' in Orlando, I had a chance to listen to all five Niche

Masters CDs...They were truly excellent.

"Your interviewing skills were great as it really brought out that 'extra' content from each of the Niche Masters interviews. This gave me the knowledge that it will be 'Small Business Owners' within the Sarasota/Manatee Chambers of Commerce instead of the entire Chamber that will be my niche...Also, your Thursday calls and slide shows have been excellent!"

— Larry E.,
wirehouse advisor,
11-year veteran, Sarasota, Fla.

Fantastic!

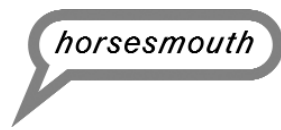
"FAs don't need to 'reinvent the wheel' when it comes to niche marketing. Rich Niche Prospecting explains, step by step, how to do it. The program provides an abundance of worksheets that make the process easier. It even provides a 'click by click' guide for sorting client data on an Excel spreadsheet. Fantastic! Everyone wants a better mousetrap. This program is a great help towards building a successful FA marketing strategy."



— Bryce Sanders, president
of Perceptive Solutions,
Horseshoek contributor,
and author of *Captivating
the Wealthy Investor*

The Advisor N-Factor

Four Free Gifts for Joining the Rich Niche Program



FREE BONUS #1 **One-Year** **Horsemouth**

Membership, Plus Exclusive Access to Rich Niche Roundtable and Help Center

(\$189 value, included)

Help in building your niche expertise is always nearby.

As a member of the Rich Niche Mastermind Group, you never have to worry about getting help on your niche strategy because help is always nearby—even after the coaching series.

You get free, complimentary access to Horsemouth for one year as part of your Rich Niche Mastermind Group membership.

Whenever you have a question about your strategy or a comment or insight to share about your successes, you'll be able to contact the Rich Niche Mastermind Team and your fellow niche advisor colleagues through this private, moderated, electronic discussion board.

Get your questions answered fast, share insights and comments with other niche advisors, and use this exclusive discussion forum as your own sounding board as you develop and implement your niche strategy.

—Your niche strategy team is on-call to help you when help is needed.

FREE BONUS #2

One-on-One Coaching

(\$200 value, included)

Help deciding which niche is best for you. Complete your original niche research and then meet with Rich Niche leader Wendi Webb for a 30-minute discussion of your next steps and options as you make your final niche selection. Helps you separate the "rich niches" from the "looks good but no assets niches." Two sessions per year.

FREE BONUS #3

The Niche Masters Series, Vol. 2

(\$99 value, included)

As you build or revamp your niche strategy, there's nothing that provides greater motivation and inspiration than hearing from top advisors who've already done it.

That's why we're going to send you 6 additional Niche Masters interviews.

Each CD-ROM is 45-60 minute recording of a new Niche Masters interview—wisdom and insight from another advisor who is successfully building his business in his own, unique niche.

—Listen to their advice while you're driving in your car or working out.

FREE BONUS #4

The Rich Niche Mastermind Group—The Make-It-Stick, Advanced Coaching Sessions

(\$399 value, included)

We want you to stay connected and focused on your niche strategy.

Once you've completed your four-part Rich Niche Jumpstart Coaching Series and started implementing your new niche strategy, your perception of niche markets will begin to change dramatically.

You'll see niche potential in areas you've previously overlooked. You'll discover there are literally thousands of niches available to you. And you'll be enjoying new successes and facing new challenges like never before.

And we want to help you maintain your focus and harness your new energies and insights into the best results you can muster.

That's why, after you've completed your initial four-week Jumpstart teleseminar coaching series, we're going to invite you to participate, every 90 days, in four quarterly, interactive, advanced coaching teleseminars to review key concepts with experts at a higher level, exchange insights, successes, and war stories with other niche advisors, address challenges and obstacles, and learn techniques you can put to immediate use in your target market.

The Rich Niche Mastermind Group is our way of helping you stay connected and focused, so you can continue to implement proven strategies and avoid mistakes and time-wasters.

—To borrow from Napoleon Hill, what you can conceive and believe, you can achieve.

Become a Niche Expert—Enroll Today

Join our Rich Niche Mastermind Program today and get guidance, focus, discipline and accountability for your niche strategy program for an entire year.

New Mastermind Groups are being formed each month, so don't delay.

Remember, when you join our Rich Niche Mastermind Program, you're enrolled in our one-year program and receive:

- **Rich Niche Prospecting:** 271-page, how-to niche strategy manual
- **Rich Niche Prospecting Jumpstart Coaching Series:** Five-part series
- **Niche Masters Interviews:** 5-CD set of 1-hour interviews with top niche advisors
- **Rich Niche Target Market Profiles:** Key data on major target markets
- **Rich Niche Toolkit:** 25 reusable electronic checklist, forms and sheets
- **Rich Niche Roundtable and Help Center:** Private discussion board for members
- **Niche Masters Interview Series:** 6 more 1-hour interviews with top niche advisors
- **Rich Niche Mastermind Group:** The Make-It-Stick, Advanced Coaching Series: 4 quarterly teleseminar sessions.

This kind of attention in a one-on-one setting would cost you \$30,000 or more from a top marketing consultant.

It's an incredible value for advisors.

But before you enroll in our program, please read our guarantee on the next page.

Make 2008 the Year You Achieve Niche Mastery

Remember at the top of this report how I told you the story about the two advisors and how one of them had the N-Factor?

You may have overlooked a small detail about his story. He got his start in a niche at the urging of an older top producer in his

The Advisor N-Factor

office who offered guidance along the way. I call that the “Obi Wan Kenobi Edge.”

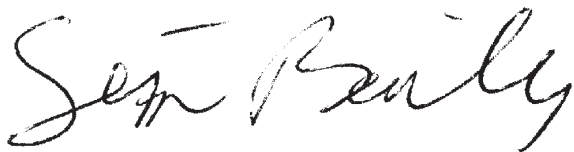
I wish every advisor had a similar mentor.

But I believe that when you join our Rich Niche Mastermind Group and participate in all our calls, sharing your insights, challenges and successes, your experience will be like enjoying the benefits of dozens, even hundreds of mentors.

So go ahead and put mastering a good niche strategy at the top of your “to-do” list and sign-up for our Rich Niche Mastermind Group Program now.

**For Fast, Instant Service:
Call 1-888-336-6884, ext. 1 or visit
www.horsemouth.com/RNMG**

Best,



Sean Bailey
Editor-in-Chief
Horsemouth
39 Broadway, Fl 23
New York, NY 10006
212-217-1130

P.S. Don't make the mistake of waiting. How powerful are the benefits of a niche strategy?

When we asked niche advisors, if they had the chance to start their careers over, would they take the niche approach sooner than they did, at the same time, or later, 74.5% said

My Personal Pledge to You— 100% Risk-Free, Guaranteed



I'm convinced your long-term desire to build a following of wealthy, loyal, referring clients will happen with a niche strategy that gives you competence, confidence, recognition and status.

We're pulling out all stops here at Horsemouth to help advisors like you do just that—establish a reputation and expertise in your chosen area.

Join our program. Go through our coaching series. Participate in our Rich Niche Mastermind Group meetings. Take a full year to market and prospect your specialty.

Do all of this as your primary prospecting thrust for the next 12 months and:

If you're not enjoying any of the wide range of niche benefits after initiating your niche program, we'll refund all of your money—100%. Guaranteed.

they'd start specializing sooner.

Of course, the reasons why are clear, including: higher profits, better clients, more satisfaction and enhanced status and reputation.

Frankly, I don't know why any advisor would seriously stick to the Generalist approach to prospecting.

Who wants to work harder for less money, less respect and less success? I don't think anyone does. That's why we've created the Rich Niche Program. We're starting new groups each month, so join the next one right now.

Rich Niche Mastermind Group Membership Form

Yes, I want to join the Rich Niche Mastermind Group for \$999

The Rich Niche Mastermind Group Includes:

- Rich Niche Prospecting: How to Uncover Your Natural Niche and Start Capturing Wealthy Clients in 30 Days: 271-page easy-to-use manual (\$499 value)
- Rich Niche Prospecting Jumpstart Coaching Series: Four 60-minute live teleseminars (\$299 value)
- The Niche Masters Interviews: Five 1-hour audio recordings from five top niche advisors (\$99 value)
- Target Market Profiles: 60-page report with quick insights on 60 major target markets (\$49 value)
- Prospecting Tool Kit: 30 powerful checklists, worksheets & forms on CD ROM
- FREE BONUS #1: Horseshmouth Membership, and Rich Niche Roundtable and Help Center: Private moderated discussion board (\$189 value)
- FREE BONUS #2: One-on-One Coaching: Two 30-minute sessions (\$200 value)
- FREE BONUS #3: Niche Masters Series, Vol. 2: Six additional interviews with successful niche advisors (\$99 value)
- FREE BONUS #4: The Rich Niche Mastermind Group — Advanced Coaching Sessions: Four advanced coaching teleseminars (\$299 value)



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Memo:

To: All Financial Advisors in the U.S. and Canada
From: Sean Bailey, Editor-in-Chief, Horsesmouth
Re: **The Biggest Missed Prospecting Opportunity**

I urge you to make time right away to read this Special Prospecting Report about the "Advisor N-Factor" and act on our recommendations.

In nearly 10 years of analyzing the best practices and business strategies of successful financial advisors, I've never seen such compelling evidence for a specific prospecting strategy.

Only about 1 in 5 advisors are seriously pursuing this strategy. That's why I consider it one of the Biggest Missed Prospecting Opportunities still ripe for the picking.

Please turn to page 2 to learn more.

SMB:dp

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