

The \$14 Trillion Opportunity

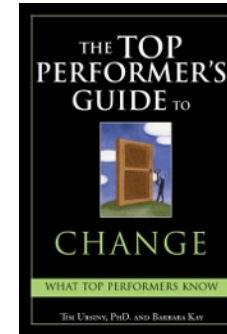


BKC Excerpt
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BARBARA KAY COACHING 

Barbara Kay Coaching

Productivity
Growth
Clients
Teams
Leaders



Business Psychologist, Productivity Coach and Author of two books:

The Top Performer's Guide to Change

The \$14 Trillion Woman: Your Essential Guide to Engaging the Female Client

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Agenda

- ✧ \$14 Trillion Opportunity
- ✧ Impact of Tradition
- ✧ 3 Easy Steps



Women of the Past



\$14 Trillion Opportunity

1951: Only 23% of wives worked at all

Now: 73% women work full time

51% of all managers & professionals

62% of all auditors & accountants

1970: Women earned only 6% of family income

Now: Women's salaries increased 91% (1970 – 2010)

48% of educated mothers earn more than husbands

“Affluent” women up 146% (2X men) 2000-2009

40.2% of private businesses women owned

37% minimum \$1mil investable assets (BMO Private Bank 2013)



Women Today



\$14 Trillion Opportunity

Need Help:

90% of women solely control assets

82% UHNW women want an advisor

Control the Wealth:

Women control 51.3% US wealth

Women will inherit 70% of \$41 Trillion

79% of affluent couples **are dual earners**

Primary Client:

95% of wives make financial decisions

Wives **control** the \$\$: 57% investments 60% taxes



Yet....

Only 19% trust a financial advisor to lead planning

70% who want help can't find an advisor they trust

90% of women leave their advisor within 3 years of being widowed. 70% leave in the first year.

Financial Services ranks as the *worst* of all products and services women encounter

How did that happen?





Impact of Tradition

Women Lead the Next Generation

Women now top educated B 57% M 63% D 53%

But....

69% of PA's

54.4% Medical Scientists

44.4% Judges

29.9% Financial Advisors (Wirehouses much lower)

27.7% Corrections/Jailers



Impact of Tradition

Tradition Delivers:

- Power
- Elitism
- Expertness
- Competition



\$14 Trillion Opportunity



Partner

vs.



Winner



#1 Big Benefit

Good Clients

Top 4 Reasons

Why Women are **Good Clients**



2 Big Benefit

Marketing

How Women Boost **Marketing**
In a BIG Way!



3 Big Benefit

Referrals

How Women Boost **Referrals**
In a BIG Way!



Will They Like Me?



I Don't Know How?



Research on Gender

The XX or XY Effect

87% of HNW do not care

5% preferred a woman

8% preferred a man



3 Easy Steps



1. Focus on Women Clients
2. Break Marketing Tradition
3. Build Loyal Advocates



#1 Focus on Women Clients

Focus on Women Clients

3 Easy Steps

Story: “*I don’t have **any** women clients*”



#2 Break Marketing Tradition

Top 4 words:

“Overwhelming”

“Complicated”

“Foreign”

“Boring”



#2 Break Marketing Tradition

1. Top 4 Things Women Want
2. Traditional Marketing does **Not** Deliver

92% want to learn more about financial planning

70% Not working with an advisor are willing



#2 Break Marketing Tradition

5 Things to Stop

5 Things to Start

83% want to get more involved this year

Only 28% feel confident selecting correct investments

BUT 80% of women hesitate to talk about \$\$



#3 Build Loyal Advocates

1. How to Build Loyal Women Advocates
2. Key Areas to Focus On



#3 Build Loyal Advocates

- ✓ What to Expect That's Different
- ✓ and How to Engage Women Successfully
- ✓ w/out Turning Them Off



#3 Build Loyal Advocates

Why do it differently?

☹️ MOST dissatisfied with Financial Services

☹️ 75% dislike service

☹️ 74% dislike products

☹️ Ranks LOWEST of ALL products & services





The Bottom Line

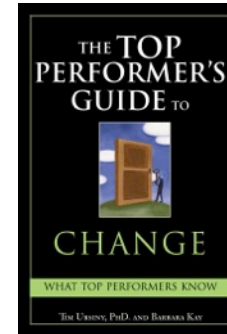


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See *The \$14 Trillion Woman: Your Essential Guide to Engaging the Female Client* for additional references

