

Power Referral Value - Your Brand

Power Referral Value

Exercise 1: *What Do They Say?*

Write down the specific words (adjectives & descriptors) that you hear from your best/ideal clients about you, what you do and what they value.

Exercise 2: *What else defines your Brand & Unique Referral Value?*

1. Write 2 - 5 things that differentiate you from other advisors.
2. Use the following topic areas to help identify areas where you are unique
 - What you do
 - Client groups you focus on
 - How you price or serve
 - COI's you work with
 - Interests/hobbies/clubs
 - Specialized skills/certifications
 - Personal story/background
 - Passions/values

Differentiators:

- 1.
- 2.
- 3.
- 4.
- 5.

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Exercise 3: *What is your Brand & Unique Referral Value?*

Look at:

1. Adjectives you wrote down in exercise #1: *What do they say?*
2. The 2 - 5 differentiators listed in exercise #2: *What else defines your Brand & Unique Referral Value?*
3. Compare these to what you normally say about yourself to clients & prospects. Are you sending a the message that resonates best? Is it a clear & compelling based on what clients value and what makes you different?
4. Use the space below to refine your brand, power referral value and reinforce your unique brand.

Note: *If you have not done significant work on developing a clear brand, do not attempt to make it perfect on the first try. Just capture the main points of what differentiates you and defines your unique referral value. Continue to refine over time. It will become more clear and compelling as you work on it.*

Your Brand & Unique Referral Value

What you do:

Who you serve:

How you differ:

Beliefs & values that impact your brand: