

FIVE SECRETS

TOP ADVISORS KNOW FOR
LANDING MORE OWNER
ENGAGEMENTS & GROWING
MASSIVE PRACTICES

Key Offering by
ValuCompass



Good. You're ready to grow in this industry. This document will walk you through how others before you have done it.

Some will say there are no secrets in this business. This is not true.

There are things the top players in this field understand that, when put into practice, produce massive wins for the Advisor, as well as the Owners they serve.

How do we know this? 40 years of industry research, 50,000 business engagements, and over \$1T in estimated value quantified for Owners.

So, as the foundation for this document, let's establish two things off the bat that everyone agrees on:

1. Serving the private business markets is the best way to get rich in this industry.
2. Even Top Advisors need help delivering value to Owners and convincing owners of this value.

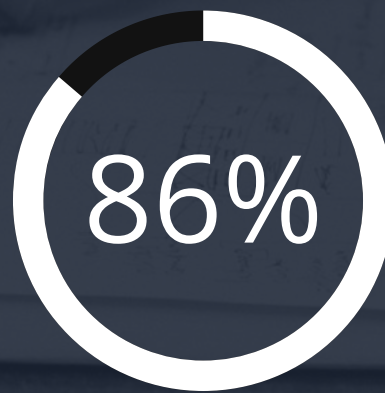
Now, let's get into how the top pros execute 2 in order to achieve 1.

But first, some stats. Your odds are better than you think.

The idea that you have to aggressively persuade Owners to use your advisory services is wrong.

In fact, Business Owners are overwhelmingly ready to accept your help.

From our research, we have discovered the following (and it's good news for you):



Owners

who say they need help
with the financial side
of their business

This is why the private business markets matter. They're wide open. Let that sink in.

Now, onto some secrets.

THE FIVE SECRETS

01

Credibility Equals Trust
Equals Engagement.

02

Only Tailor-Made Solutions:
Personal Plus Business

03

Owning the Big Picture:
The Business as an Asset

04

The Value Beyond Numbers

05

Scaling For Mega Success

1. Credibility Equals Trust Equals Engagement



Establishing your credibility as an Advisor does not mean impressing prospects with your massive portfolio of past clients. While that certainly doesn't hurt, credibility can be earned in the first meeting quickly, without boasting some huge rolodex.



Listen first, then set the stage. Get the Owner to share all of their wishes, fears, dreams and concerns about their business, then demonstrate your unbiased view of their industry and where they fit in.

Free hack: the [US Bureau of Labor Statistics](#) and [Yahoo Finance](#) offer all the industry-specific data you need to show a prospect where they fit into the broad picture. Have this info ready in your first meeting.



Vet them for their seriousness before they judge you on your credibility. Offer a survey or free audit of their business before your first meeting. This gets your prospect to take an action before the first conversation.

Free hack: drum up a quick survey of their business by entering the following prompt into [ChatGPT](#). Format the answer in a Word document:

Prompt: List ten questions to ask in an audit of a business in the (X) industry.

2. Only Tailor-Made Solutions: Personal Plus Business

Clarify the needs and personalize the plan. Advisors who seal long-term, even decade-spanning engagements, cater their solutions to the business and the owner. Without exception, a true solution involves a plan that merges an Owner's personal goals with their business goals.

Get personal. The owner is your "true north". Start by understanding what their long-term goals are outside of the business. Then show how their business's performance directly impacts these goals.

Be adaptive. Adaptive strategies help drive growth during challenging business conditions and make the owner feel protected. Read [Gartner's article](#) on adaptive strategy implementation.

Personal plans unlock advisor opportunities.

A solid personal financial plan will open the door to a host of important (and lucrative) services the Advisor can offer an Owner:

- Debt Management
- Investment Planning
- Risk Management and Insurance
- Retirement Planning
- Estate Planning
- Liquidity Planning
- Education Funding



3. Owning the Big Picture: The Business as an Asset

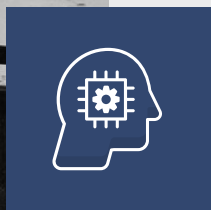
Understanding the business as an asset is a fundamental piece of knowledge that helps Owners extract maximum value from their business, showing them how to become fearless investors in those services that drive more value—which you provide.

A central concept. People commonly understand four things as assets: Money, Bonds, Stocks and Property. But these tend to make up only 20% of an Owner's potential value. What makes up the other 80%? Their business.

Your job is to educate the owner on how to begin viewing, and eventually investing in, their business like they would the growth and management of their other assets.

Investment strategy. After establishing this new way of seeing their business, suggest an investment strategy, or a way to invest in their business to achieve their stated goals, which you have already unlocked.

Consider reviewing the [4 most common investment strategies](#), and see if any one of them applies to your client's business. Suggesting a time-tested investment strategy will make your client more likely to invest. The psychology of vetted processes should not be underestimated. Use them to your advantage. This leads us to our next point.



4. The Value Beyond Numbers

If you do this right, you will be asked to join the table of the Owner's most trusted team members. This means you will be called on to give advice that goes beyond finance.

Understanding the psychology behind financial decisions will help you guide the owner and become established as a true partner.

A values-based approach. Top Advisors learn to view themselves as guides and showcase the benefits of a holistic financial perspective that resonates with the Owner's values.

Resource: The [Journal of Financial Therapy](#) offers statistical insights into the psychology that drives financial decisions. Explore their PDF library and consider sharing the topics that are directly relevant with your clients.

Financial self-efficacy. You are the Owner's teacher on how to achieve financial self-efficacy, which reduces financial anxiety and improves personal and business decision-making.

The Owner's fastest path to financial self-efficacy is increased financial knowledge. You are the leader in this domain. The more you are able to instruct the Owner in the practical knowledge of finance, the more instrumental you become in their decision-making process.



5. Scaling for Mega Success

You've landed engagements and guided Owners down the path to financial self-efficacy. You have your process in place. Now it's time for the final step: increasing capacity. Here are the guidelines for scaling your private business markets practice that the top Advisors adhere to.

The power of your network. Build out your team with an eye toward diverse but complimentary expertise. Make sure the services you offer are ones you and your team can confidently execute.

Strategic partnerships. Share leads and collaborate with firms who help round out your services. These collaborations can lead to powerful cross-promotional opportunities and expose you to clients you wouldn't ordinarily reach.

Invest in efficiency. Client management software helps streamline projects and drive engagement. Other emerging tools in the AI space are helping teams address client needs faster, more cheaply, as well as overcome bottlenecks within the company.

It will be increasingly important for advisors to [stay ahead of this curve](#). AI is transforming the industry. Financial advising is still as much an art as it is an automatable process. So, continue leaning heavily into the art (client relations and the psychology of finance) while automating all that you can.



There's a sea of Owners waiting for your help. Do not forget this.

Business Owners think in terms of products and services. Their major blind spot, the world of finance, is your expertise.

And Owners know this.

With these Five Secrets unlocked, you will:

1. land engagements by demonstrating your credibility as an expert
2. earn a spot at the table by crafting personal plans for the Owner
3. inform the Owner of a smart strategy for investing in your services
4. further solidify your role by guiding their decision-making with psychology
5. provide the Owner efficient new services that will strengthen, grow and protect their business

No one else is here to give you permission to enjoy the wild success of entering the private business markets.

So give yourself the permission (and thank yourself later).