



The Elite Adviser

I N S T I T U T I O N A L S T R E N G T H I N T E L L I G E N C E

The pursuit of excellence demands groundbreaking practices, acute insight and expert skills. Backed up by decades of rigorous study and practical application, the industry leaders at CEG Australia deliver precisely the tools and strategies you need to reach the elite level.

Narrow Your Focus, Expand Your Profits

The most effective way to find new wealthy clients is to successfully serve a niche market. By focusing on just one segment of quality private clients, you can create and deliver a streamlined set of high-quality services that can be easily customised to meet the specific needs of each client.

You can determine the right niche with this four-step process:

Step 1: Identify concentrations of wealth in your geographic area which may be found in specific cities, communities, industries, companies, affinity groups, or organisations.

Step 2: Identify potential niche markets willing to pay for customised services and solutions and with whom you would enjoy working.

Step 3: Speak with centers of influence (people "in the know" about your potential niches) to identify significant opportunities within potential niches. Speak to leaders in trade associations, local support groups, professional groups, consultants to the niche, and hobbyist groups. Analyse your existing client base, since it may already contain such centers of influence.

Step 4: Analyse your opportunities, choose a single primary niche, and get going. Your initial focus should be on just one niche market. Review the information you've collected and decide where the most opportunity is to add value.

Dedicate a specific number of hours each month to your new niche (for center of influence interviews, developing and executing a marketing plan, generating referrals and meeting with potential niche clients, etc.) and regularly increase that time allotment.

When you narrow your client focus, a positive feedback loop (or "virtuous circle") soon results. The better you know the clients in your niche, the better you can serve them with precisely the services they need. The more you do for your clients, the happier they'll be. The happier they are, the more qualified referrals they'll provide, which will lead to more clients, and so on.