

# Super Seminar Tips & Tricks<sup>®</sup> by Frank Maselli

## Episode 10:

# The Next Big BOOM!

Understand demographics and you can see the future!

The future of the Financial Services profession is blindingly bright, and educational seminars will be a vital part of that success. We've already experienced The Baby Boom, but that's a firecracker compared to what's coming next.

## A Bigger Bang!

Over the next fifty to seventy-five years, roughly 200 million Americans will be entering their peak earning and investing phase. Many of them will need significant financial guidance. The ballpark numbers as of today look like this:

<b>Baby Boomers</b> (1946-1965)	<b>68 million</b>
<b>Gen X</b> (1966-1981)	<b>65 million</b>
<b>Millennials</b> (1982-1999)	<b>82 million</b>
<b>Gen Z</b> (2000-2012)	<b>86 million</b>
<b>Gen Alpha</b> (2013 - ?)	<b>A lot</b>

Obviously, not all of these folks will be viable clients for financial advisors. And many aging advisors won't be around long enough to work with the younger generations. But there's a whole bunch of people beside retirees who need you right now! And they will continue needing you for a very long time.

## One Common Dislike

The folks in those groups all have different needs and attitudes about money, but they share one common characteristic —

### **THEY HATE TO BE SOLD STUFF!**

The days of "selling" in the financial world are over! We are much more of a service, education, and psychology profession now — certainly at the top levels. Gurus and "experts" who are still out there teaching "sales skills" are yesterday's news! They are teaching the ancient "single wing" offense in a Patrick Mahomes universe. (*3 yards and a cloud of dust!*)

Look, I have nothing against selling as a concept. If you choose to think of yourself as a salesperson, that's fine. But consider this for a minute: Take a short list of personal attributes:

**Aggressive / Determined / Persistent / Relentless / Forceful**

Put them all in the body of a salesperson and clients think these qualities are TERRIFYING!

Take those same exact qualities and place them into the body of a Lifeguard and they become HEROIC!

I would rather think of myself in those bigger terms and given what we can truly do for people, I think it's totally appropriate.

Growing your practice in tomorrow's environment requires new skills and new marketing strategies. This is what makes seminars so powerful. They are the absolute best way to reach out and help these new folks succeed...and to build great, long-lasting client relationships.

## Start Thinking Like a Lifeguard

Imagine you're a lifeguard on Miami Beach or in Malibu when suddenly you see a giant cruise ship start to sink. Ten thousand people are drowning. What do you do?

You would get out there and save as many of them as you could! After all, that's your job — it's why you became a lifeguard in the first place. You trained hard and prepared yourself for this moment, and now only you can save their lives. It's up to YOU!

This is exactly the situation financial advisors are in today. Millions of people are, or will be drowning financially. They have no clue what to do and without your help, they will go under.

## The Boomers Got Screwed

The Baby Boomers are the first generation to live 30+ years in retirement. As advisors, we've known those stats for years. But there's another side to that massive trend that is only now emerging.

**The Boomers will be the first generation to see millions go broke during retirement!**

Get ready for "Hoover-villes" filled with aging, homeless 70-year olds! It's happening as we speak!

One reason the Boomers failed was that the government and industry changed the retirement rules in mid-stream with ERISA. But a big one was also that the Boomers never had a prior generational model to look at.

The parents of the Boomers (The "Greatest Generation" and WWII folks) barely made it into their sixties if they were lucky. The Boomers never saw anyone struggle and have been largely caught unprepared for their own future.

## The Next Gens are Watching!

But X'ers and Millennial's are not going to make the same mistake. They're watching very closely as the Boomers go under

and they are vowing to never let that happen to them. They are our profession's new sweet spot and they love seminars! They are filling the rooms every night of the week to learn how they can prevent themselves from going down the same path that the Woodstock Generation has blazed.

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"Blazed" is an ironic word. Why do you think the government has been so quick to legalize weed? It's partly for tax revenue but also to help struggling Boomers forget just how screwed they truly are! The biggest tokers today are not kids...they're RETIREES! I never inhaled myself, but I am strongly considering it. Edibles may be more my style. Does it come in pizza form?

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## The Workshop Lifeboat

Workshops are your chance to row your lifeboat into the middle of a pack of 30 or 40 drowning pre-retirees, drop your ladder in the water and shout, "*Climb aboard...I can save you!*"

Some may be reluctant at first, but as the size and complexity of their situation grows, they will want an expert, human Captain at the helm of the ship. That's YOU!

## Accumulation Seminars?

The vast majority of seminars today are geared toward retirees. But I would absolutely include some "Accumulation Phase" ideas as well. People in their 30's, 40's and 50's need to grow their assets, and the myriad of choices they have today make that a very confusing task. They need your guidance.

I was an advisor during the early days of the Boomer client wave. My most successful seminar was called "**The 10 Commandments of Investing.**" It was a blast and I was getting 80-90% appointment ratios. (*I'm thinking of re-launching that...so stay tuned.*)

The seminars we did back then got people in the "lifeboat" by teaching them how to grow intelligently, be patient, not fall for scams, and never panic in a storm. Those skills paid off big time and we have kept most of those clients on the books for forty years. They are the trillions in assets the wirehouses

and larger independents are sitting on today...all in managed money at 75-100 beeps! "*Holy Goldmine, Batman!*"

Part of your marketing strategy today is to pry those retiree clients away from the wires or find the Boomers who have no relationships already. But I suggest including topics aimed at younger "accumulators" in your audience. They are mostly being ignored by the major firms who do zero creative marketing. You don't need to stop doing "Retirement" workshops. That definitely gets them in the room. Just start including more growth ideas in the mix.

## Wally & The "Beaver" Get You to Ward & June

(if you don't know those names, you're too young!)

By capturing the younger folks in your seminar audience, you might avail yourself of an interesting phenomenon that has never existed before. I call it "*The Reverse Generational Referral.*"

Forty-something accumulators have older retiree parents who haven't spoken to their broker in years or are on total managed money auto-pilot.

In essence, by helping the kids with some intelligent strategies, you could earn an introduction to the older generation who might appreciate a fresh perspective for their much larger pool of assets. They might be very eager to connect with an advisor who will be able to help their heirs (or their spouse) when they're gone!

*(This is one reason women advisors are extremely successful. But we'll save that story for later.)*

## Get in the Water!

Whatever you decide to do, this is the time to get as active marketing as you can. The retiree wave we are currently riding will last a while longer and the coming waves are going to be even more thrilling.

You are a Lifeguard and millions of people need saving. No other professional is as valuable as you and you are the only one whose skills transcend death. No mission could be more compelling and inspiring than that!

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I am an expert in several advisor marketing strategies. Obviously one of them is Seminars, and the 5th edition of my book is coming out very soon. But the other big one is Referrals and that book is out now.

It's a whole new approach that applies modern client psychology to what used to be (and sadly still is) a clumsy and uncomfortable sales tactic. It will greatly enhance your world. And if you read it and don't agree...send it back and I'll give you a full refund...no harm done.

Go to <https://maselligroup.com/the-store> or click on the QR code. Use the discount code "LIFEGUARD" and save 25%.

