

Exclusive InsuranceNewsNet Report
for **Insurance and Financial Advisors**

ininsurance news net

THE MAVEN MANIFESTO



TRANSPORTING YOURSELF FROM MEDIOCRITY TO
MAKING MILLIONS MORE AS A MARKETPLACE MAVEN

BY JAY ABRAHAM

A Note from Paul Feldman

Not too long ago, I collaborated with Jay Abraham on a special report for INN subscribers titled “**The Strategy of Preeminence.**” The response was so tremendous that Jay was gracious enough to work with me to serve up another valuable and practical report for you.

As you may know, we’ve featured three interviews that I personally conducted with Jay in *Insurance-NewsNet Magazine*. I’ve also had the pleasure of collaborating with Jay on a second report that you are reading now. Over the years, Jay has been a wealth of knowledge and inspiration and I’m glad to be sharing this report that can truly benefit our readers.

For this report, we’ve focused on the concept of “Mavenship.” It’s a natural follow-up to the report on Preeminence as the two concepts dovetail perfectly together. In the pages that follow, you’ll discover why this concept of Mavenship is critical to your success as an insurance or financial professional. You’ll realize what challenges you must overcome to be viewed as your marketplace’s preeminent authority and maven. We’ll walk you through an 11-step process to position yourself as a true maven and dominate your market. And finally, you’ll be able to use the four documents that appear as Appendices to quickly begin your transformation into a true financial and insurance services maven.

I trust this report is yet another indication of how dedicated we are at INN to consistently providing resources of real-world, practical value that will serve you well. You are the reason INN continues to grow. We are honored to have you among our readers, and we will continue to do everything we can to deliver meaningful value to you.

As part of our collaboration with Jay, he has also agreed to conduct a 3-part teleseminar exclusively for our readers on achieving Mavenship and Preeminence in your market. Jay regularly charges \$5,000 per hour for consulting and this is your opportunity to pick his mind directly, without spending a dime. This free, highly-informative teleseminar class will fill up fast, so make sure you follow the instructions at the end of this report and register immediately for this very unique opportunity.

To your success,



Paul Feldman

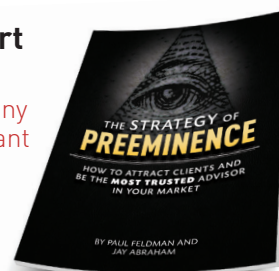
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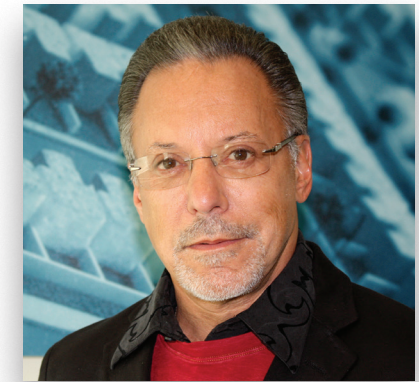
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About Jay Abraham

Over the past 30 years as a best-selling author, speaker and Super Consultant, over 18,000 businesses in 465 different fields and industries have turned to him for his advice. These include CEOs of multi-billion dollar corporations, political lobbyists, major professional associations, non-profit groups and political organizations. Some of his clients include the founders of Bowflex, Planet Fitness, Guthy-Renker, *Entrepreneur magazine*, Coldwell Banker, Prudential-Bache, Dun and Bradstreet, Citibank, Sears, Roebuck and Co., *Success magazine*, *Investor's Business Daily*, The Deming Organization, and a founder of FedEx, in addition to ties to two multi-billion dollar private equity funds. His profit-driven strategies have generated \$9.4 billion in previously unfound revenue through his 30-year career.



Founder of the Abraham Group and author of two best-selling books *Getting Everything You Can Out Of Everything You've Got* and *The Sticking Point*, Mr. Abraham specializes in successfully identifying and ethically exploiting a company's hidden, marketable assets to create wind-fall profits for his clients. Twenty-six colleges and universities use his work in their marketing courses and over 2,200 separate business books in print cite his landmark ideas. Tony Robbins uses Jay's business building material in his expensive business mastery courses – with full acknowledgement. He normally charges \$50,000 a day when he consults with private clients and his main seminars are priced at \$25,000 a person. One of his early high-end business books sold 72,000 copies at \$377 per copy.

What others have said about Jay Abraham:

- *Forbes* magazine called him... “the real thing”.
- *Success* magazine wrote four articles about him and called him... “probably the greatest marketing mind alive today.”
- *Investor's Business Daily* said “he knows how to get maximum results for minimum effort.”
- Stephen Covey said he was one of the finest business building minds he's ever met.
- Tony Robbins called him “Amazing.”

He's been featured three times in *Entrepreneur* magazine, five times in *Success* magazine, *Forbes*, three times in *Investor's Business Daily*, twice in *USA Today*, the *New York Times*, and *Inc.* magazine.

Jay's far-reaching strategies have earned him the title “Super Consultant” in that he's personally advised more than 300 of the business world's top experts, authors and consultants – including five famous sales trainers, Brian Tracy, Stephen Covey and 25 best-selling *New York Times* authors. He's been credited as influencing the original idea for *Chicken Soup For the Soul*, book series that sold nearly 200 million volumes. He's a world-wide authority, having been featured in major articles in Russia's equivalent of *Forbes* and *Fortune* and Japan's version of *People* magazine.

In addition to his two landmark marketing books, he's just authored a new book with Daymond John from “Shark Tank” fame, another with the past CEO of Adidas and Speedo-Latin America.

Introduction

Welcome to the world of “Mavenship,” the single most powerful tool for beginning your transformation into a leader within your marketplace. By simply reading these pages, you’ve just taken a big step in the direction of market-dominating influence and profitability.

This report is a tightly written, no-nonsense “how-to” that will give you the essential details of what you need to know and do to create new, lucrative opportunities with both prospects and clients.

You’ll discover how to develop a maven personality, and present it to your insurance and financial planning prospects and clients so they will embrace you, your services and your firm as their BEST and ONLY solution.

You’ll also learn the inherent benefits of becoming a maven, you’ll see case studies of well-known mavens we’ve helped to reach their market-dominating positions, you’ll be given key takeaways you can use immediately in your own maven-style marketing, and you’ll learn the strategies and “personalities” that will drive your marketing approach. Let us begin with an obvious question...

What is a Maven Anyway?

The New Oxford American Dictionary defines maven simply as “an expert.” But the implications of being a maven in business go much deeper and come with much greater “perks.” For example, people like Bill Gates, Steve Jobs, Wolfgang Puck and Michael Dell are all seen as the mavens in their particular industries and they’ve experienced these so-called perks on a grand scale.

What are these perks and benefits unique to true business mavens?

- Their sales dwarf their competitors’.
- Their profits are many times higher.
- Their customer loyalty makes every new product much more accepted.
- And they do it all with less expense, less time and less effort.

Understandably, this sounds like a big promise that is “too good to be true.” The reality is, as mavens, each of the aforementioned business leaders understood the concepts of mavenship that are laid out here, and they leveraged those methods to the nth degree.

Simply put, mavens are the ones who make all the money. Mavens are the ones with the most clients. Mavens are the ones who enjoy greater marketing success and far easier sales. You need to transform yourself into **THE** maven for your financial planning prospects and clients.

Of course, 100% of the people who understand the benefits of maven status want it. But the big sticking points for 95% of them are their own doubts about their abilities to become one.

However, after you’ve read this report, those doubts will be removed, and in their place you’ll find yourself becoming a true maven much to the delight of your prospects, clients and business. Before we get into the how-to’s, it’s important you understand what being a maven will mean to you personally and professionally.

“The greatest danger for most of us is not that our aim is too high and we miss it. Rather, it’s that we aim too low and we reach it.”
– Michelangelo

Five Key Benefits of Mavenship

BENEFIT #1: Authority, Influence & Preeminence in Your Marketplace

In The Strategy of Preeminence report, we outlined the details of how to become THE preeminent choice in your marketplace. (In case you missed that report, check it out here: www.insurancenewsnet.com/preeminence)

Mavenship is a specific method to garner preeminence as well as overall authority and influence within your marketplace. By being seen as someone who is different, someone who will buck the trend, you position yourself separate and apart from the crowd. You elevate yourself to that position of a trusted advisor who has a transformational relationship with your clients, as opposed to merely a transactional relationship with customers.

Simply by declaring yourself a maven, stating that you’re different and better, you instantly increase your ability to influence the decision makers you speak to. Naturally, you do have to be able to back up your position in the marketplace with knowledge and skill, but if you’re good at what you do, that’s not a problem. The secret lies in presenting yourself differently than any other advisor out there – an advisor who is different, who is well able and empowered – a maven advisor.

BENEFIT #2: Tens of Thousands of Dollars of Free Advertising Each Year

As a maven, you are able to attract positive attention to yourself from media outlets like newspapers, radio shows, television stations, etc. who are all searching for the very kind of information and content you have generated to help your prospects and clients.

When you begin to highlight your knowledge, your content, your personality and your success stories, you become a magnet for publicity. Media outlets will want to interview you, run your stories, and give you coverage that would be worth potentially tens of thousands of dollars (or more) if you paid for the same kind of advertising.

As someone looking to offer financial solutions to the marketplace, this kind of positioning will give you unparalleled credibility and authority to attract ideal prospects to your practice.

BENEFIT #3: More Effective Marketing & Sales Messages

With a better overall position in your marketplace, your marketing and sales messages will become more effective. They will get more attention, they will evoke more interest from your ideal prospects, they create more desire for the very solutions you are providing, and they will more easily encourage those prospects to take action and become your clients.

The more you are seen as an authority, an influencer and a maven, the more attraction power you will have to those you most want to serve. Thus, your advertising messages, your marketing materials, your online

I’ve been reading and implementing Jay’s strategies to great effect. My first attempt resulted in an amazing 2645% return on investment.

Implementing Jay’s strategy through funnel vision and innovation, my agency is breaking through all business barriers.

– Manish P., United Kingdom

I’m a better consultant because of Jay Abraham; my clients are more successful because of Jay’s ideas.

– Nelson G., Nashville, TN



Using the Secret Wealth Principle I conducted an analysis of my strengths and weaknesses in order to determine where I could provide the most value. Within two months I moved to a new job doing sales for an online insurance company and within one year had doubled my income.

A year after that, I was recruited for a management position at a different company and grew my income another 65% from the previous year. I was then promoted to another management position and am on pace to grow my income another 74% this year. In all, I am on pace to quadruple my income in three years.

– Steve S.

promotional efforts will all have more impact than they do for the “guy down the street” who has not transformed himself into a highly-visible maven.

BENEFIT #4: Constant Flow of Free, Word-of-Mouth Referrals

With each new idea and concept you share, word spreads like wildfire across your marketplace and the web. Each new friend you make tells two, three or more friends about you at the next Chamber meeting, at the next civic function or online via social and business networking sites.

Friends share their best resources with friends, so you become the default recommendation on your topic of choice. That means hundreds more qualified prospects come to you, all free. Imagine being able to create a flow of new clients you never had to spend a single penny to acquire.

You’ll constantly be talking to high-level prospects who are already predisposed to working with you because they were referred by one of their trusted colleagues. When it comes to financial products and services, referrals are simply the best kind of marketing that money cannot buy.

BENEFIT #5: Ability to Develop New Streams of Revenue

As a maven, you should be thinking about expanding your scope of influence within your marketplace. You will be positioned as someone of purpose and power, and therefore, you can provide new solutions for your clients.

New solutions may come in the form of providing additional products or lines of coverage to your current clients and prospects alike. Or you may choose to offer new consulting services to your clients. Perhaps, you’ll want to consider moving into a whole new arena of business – that of group benefits or property and casualty offerings.

Regardless of what you choose or don’t choose, the point is that the ability to expand is yours and the choice is yours. With a maven reputation, you dictate if and where you will expand and open up new opportunities for yourself and your practice.

It’s clear the benefits of mavenship are substantial to say the least. But these benefits will not be given to you. You will have to earn them by choosing and dedicating yourself to become a maven in your marketplace.

To that end, let’s move into the details of how you can position yourself as a maven. First, it’s vital to remind you of why this approach is so powerful and what it can mean for you.

Mavenship: The Single Most Powerful Approach

Just by looking at the who’s who list we mentioned earlier in the report, there’s no question that mavenship is an approach that can yield massive success for an organization and the individual leading the way.

Consider the most common results created by mavens:

- Multiplied sales results
- Multiplied, enhanced and leveraged marketing activities
- Motivated clients who keep coming back to work with you again and again
- Being established, in the eyes of your target market, as the only solution they should ever turn to
- Transformation into the top trusted advisor and the total authority

Because we live in a copycat world, everyone’s marketing message is seen as exactly the same. No one really stands out. More critically, no one really stands out as a trusted advisor.

However, you can instantly install yourself as your market’s dominate maven by offering the best information, by becoming the most trusted source of that information. As a true maven, your market will respect you, they will want to hear from you, they will feel they know you and they will want to work with you.

People today are silently begging to be led. But they will only enthusiastically follow the lead of someone they can totally and absolutely trust. And today, you have a significant opportunity be that “someone” because people don’t have a lot of trusted sources they can turn to, especially when it comes to their finances and future planning.

Of course the rewards of being such a leader in your marketplace are tremendous and well worth the effort, but there are critical challenges that must be addressed.

The first substantial obstacle that you, as an aspiring maven, must overcome is that of “sameness” and conformity within your marketplace.

I had purchased one of your books. The book title is Getting Everything You Can Out of All You’ve Got.

My own group sales result in 2001, doubled by 100%, was contributed to by the ideas I learned from your book.

– Tan T., Malaysia

With Jay’s guidance and mentorship we had many breakthroughs as we grew our business from \$2M in revenue per year to average annual revenues of \$160M per year.

During the next twenty years we grew this agency from \$1M in First Year Commissions to over \$45M today. They are the most productive agency in the country and all strategies implemented are derivatives of Jay’s expert teachings.

– Bob M., CEO Benchmark Consulting Services



The technique we used was the Host Parasite or strategic partnership technique.

Bottom line, we increased our sales close to 100% with our new strategic partnership, and as a by-product of our relationship, now have access to brokers throughout the country that we never would have contacted with our 'regional' mindset.

– Ray O., Roseville, CA

The Curse of Conformity

Look at any industry today, and you'll see an example of conformity and uniformity. Virtually every company in a given market niche does things the same way. They all look the same and say virtually the same thing. Yet just about all of them are hoping for better results than the very competitors they are copying. In many ways this is the definition of insanity – doing the same thing over and over again, expecting different results.

The reality is that conformity within an industry leads to commoditization. Commoditization of products first and then, secondly, of the professionals within that industry. There is little argument about the constant commoditization of the financial and insurance products you offer. The opportunity lies in not letting yourself or your firm be commoditized by being "just like the next guy."

Trying to become visible to your prospects by using the same marketing strategy as your competitors – especially your larger, older, better established competitors – pretty much GUARANTEES nobody will notice you and even if they do, they will still probably choose the larger, older, more established firm.

This is especially true in the hyper-competitive financial planning and insurance industry. If you're trying to market and sell life insurance and annuities the same way everyone else is, you're doomed to face, at best, constant struggle and more likely, complete failure.

Doing what everyone else is doing is a recipe for disaster. Remember what momma said, "If everyone jumped off a cliff, would you jump off too?"

Mavens know better. They understand the pitfalls of conformity and they avoid being like everyone else at all costs. They understand the need and power of true differentiation and they intentionally seek out methods to separate themselves from their competitors.

Along with the need for differentiation and becoming truly elite, mavens must also command the highest levels of trust. As an insurance and financial professional, this comes with the territory. However, as a maven within that industry, you must encourage and inspire trust in an even more powerful way.

The Importance of Trust

As you know, client trust is essential in the financial services and insurance industry. Without trust, most people won't take meaningful action. Nor will they tell the world how great you and your firm really are.

If you don't know how to harness it, project it, demonstrate it and connect it for your own and your clients' benefit, then you'll continuously struggle to achieve the success you want. However, simply by becoming a maven who is inherently trusted by the marketplace, you can easily double, redouble, even double again your results. Prospects put all their trust in people who they really believe can help them solve their problems and mavens automatically create that belief within those prospects.

For the maven, trust is often created before any direct interaction occurs between the prospect and him/herself. The maven focuses on finding ways to encourage and inspire meaningful trust through the content and information that is put out into the marketplace. On top of that, any marketing or sales messages are always focused on the prospective client and what benefits have been produced for other clients.

Specifically, offering relevant and valuable content to your prospective clients in an ongoing way either via a weekly email, blog, newsletter, online video channel, etc. is a very impactful way to elicit trust from your marketplace. When it comes to your marketing and sales messaging, the use of testimonials, case studies and success stories will ably evoke trust prior to any personal meeting.

It's no secret for you that trust is paramount and very little will be achieved without it. This is even more true for a maven where success is almost completely dependent upon trust.

Once conformity and trust are addressed, the challenge of separating yourself from the pack via communication in the marketplace comes to the forefront.

Marketing activity for the maven is quite different than marketing activity for the traditional insurance and financial professional.

Check out The Strategy of Preeminence to get uncanny insight into what people want and why they act and react the way they do; put this knowledge to work to become the most trusted advisor for life. Get it here:

www.insurancenewsnet.com/preeminence

Prospects put all their trust in people who they really believe can help them solve their problems, and mavens automatically create that belief within those prospects.

So after studying your methods and using your concepts the following resulted: The first marketing effort enabled us to generate 164 new leads in a 9-day period with others coming in after that.

I was able to compliment this with effective sales copy to invite them to a seminar.

I used a creative technique of introducing people into the seminar and charged for it (previously never done) and managed to get a 21% response rate from the one mailing.

This enabled us to get a showing of over 30 people to our seminar.

– Ashley J.



Maven Marketing vs. Traditional Marketing

In a very real way, maven marketing is the opposite of traditional advertising-driven marketing.

Maven marketing is all about attraction, whereas traditional marketing is all about chasing down prospects and clubbing them over the head enough times until they finally decide to buy – often just to end the bombardment of advertising messages.

Let's break down how a maven marketer thinks versus a traditional marketer...

The Difference Between Optimizing Everything You Do vs. Being Minimal in What You Do

- » The Maven's View: "I've optimized everything I'm doing so I'm doing more of what works and less of what doesn't."
- » The Traditionalist's View: "I shouldn't have to do much – just going to hope my advertising works."

The Difference Between Being Seen as Preeminent vs. Being Seen as a Commodity

- » The Maven's View: "I'm intentionally positioning myself as the ONLY solution for my ideal prospects."
- » The Traditionalist's View: "I'll look at what my competitors are doing and will try to do just a little bit better than them."

The Difference Between the Perceived and Real Values Provided to the Marketplace

- » The Maven's View: "I can and will charge more for my efforts and services because I bring greater value and I can easily justify it."
- » The Traditionalist's View: "People won't pay those high consulting rates, so why bother trying to provide additional value; I'll just stick to what I've done so far."

As a maven, you are able to tell your market "You deserve more; you deserve a better outcome than you're currently getting from the service that's being rendered. I want to do that for you." Maven-style marketing can transform any financial services professional or practice into the preeminent choice in your marketplace.

To help you apply these marketing strategies and the concepts we've laid out so far, here are seven general lessons you can follow to quickly start to position yourself as a maven. After these lessons, we'll tie everything together into an **Eleven-Step System to Achieve Mavenship in Your Marketplace.**

Seven Lessons to Become a Maven in No Time

The lessons below will serve you very well in beginning to quickly transform yourself into a maven within your marketplace. As you read each one, identify one specific way you can implement it within your organization.

1. Counter Programming – Understand your prospects and be willing to respond to and address their fears, confusion and needs. You must constantly see the situation from your prospect's viewpoint. Maintain empathy at all times so you can anticipate client issues – and objections – before they even arise.

2. Key Theme – Create a central theme to everything that you do. Then tie it back into a positioning of supreme and dominant maven status. In other words, determine the specific, primary benefits you provide to your clients and tie every service, solution, etc. you offer back to those key benefits.

3. Future Pacing – Tell your prospects the story of their life when they work with you. Take them on a journey into the future and the benefits they will enjoy. Similarly, you can and should tactfully describe the consequences of not taking action and working with you.

4. The Growth Question – Consistently ask yourself this question: As it is today, is your business designed to consistently acquire new clients? Along with it, ask: Is it designed to keep those very same clients long-term? Do you have a core service or a flagship process that defines your unique positioning and attracts and retains clients? You should.

5. Assume Authority – You can self-proclaim your expertise and then assume the mantle of defender of any un-served or underserved market niche and as long as you can deliver on your positioning. Whatever your expertise, it's up to you to declare your authority in the marketplace.

6. Inventory Yourself – Before you look outside, look inside. What are your unique abilities and gifts? Your talents and strengths? What do you bring to the table? Unique life experiences? Take those answers and use them in your marketing, your conversations, etc. to build your reputation as unique figure.

7. Dive Deep – Depict yourself as someone who sees things at a deeper level of analysis, research, relevancy and understanding than anybody else. To be perceived as a maven, you must be seen as someone who knows much more than the average advisor and understands deeper than any of your competitors.

These seven lessons will be of great help to you in becoming a maven in your marketplace. Apply them every chance you get and you'll be pleasantly surprised at how effective they are.

At last we turn to a process that will tie everything we've talked about together and provide you a step-by-step system for becoming a maven.

I have used risk reversal exclusively and have seen my conversion ratio go from 1 in 6 to 1 in 2.

I have made over \$16,000 in one joint venture in as little as three days.

– Billy S.

Jay's marketing strategies and mindset have revolutionized my life. I had a job as sales trainer for a national insurance company. When I started, I was making \$35,000 and now I earn \$60,000 on my job and am receiving 2 cents for every membership sold by our company.

That may not seem like a lot, but our goal is to see one million memberships, which will eventually earn me \$20,000 in bonuses. In addition, they promoted me to Director of Corporate Communications and I have no college degree. Also, some of our sales people have increased their sales closing ratios up to 90%.

– Alfred J., Garland, TX



Eleven Steps to Achieve Mavenship in Your Marketplace

Walk through this step-by-step process, and when you're through, you'll be able to stake a permanent claim inside the minds of your prospects and your clients.

As a maven, your messages will always be read first, your solutions and services will get preferential consideration; your reputation will be defended in every nook and cranny of your marketplace. All of this will serve to multiply your earnings immediately.

Mavenship Step #1: Gain Your Market's Trust

We've discussed the importance of this concept in some depth already, but frankly, it cannot be overstated.

The fact is, you can almost instantly install yourself as your market's dominant maven, its go-to source, the advisor with the best, most authoritative information, the most important information, and it starts with just one thing: CARING MORE.

If you can show your prospects what they should be doing differently to solve their problems... fill their needs... or achieve their goals... you've just begun the process to win their trust. And if they trust you, they will look to you for advice and financial planning solutions for their problems.

Mavenship Step #2: Establish Your Maven Persona

In a marketing context, people can only get to know a maven through the CONSISTENT character role or persona that the maven projects through his or her communications. Yet most financial and insurance professionals project absolutely no unique character persona whatsoever to the market right now. Change that one element alone and your marketing impact will skyrocket.

A persona isn't a fabrication. Rather, it's a distillation – a public presentation – that allows you to communicate your essential beliefs, values and standards in an efficient way.

An effective maven character persona combines the elements of your own personality (your own strengths and yes, even your weaknesses) with those traits that resonate most effectively with your market.

Any of the "characters" in the Character Menu document in the Appendix could successfully work for you as a financial services professional. Search through the Character Menu to find the one(s) that are the most genuine to you and build your value proposition and practice around those primary qualities.

Mavenship Step #3: Develop Your Market Vision

Once you have created a maven persona that matches both your personal strengths and resonates with your market, the next step is to develop and clearly state the elements of your Market Vision – that is, the core beliefs that guide your services – to those you're looking to serve.

The key to rapid success as a maven, however, is to fall in love with your clients or prospects. Unless you are genuinely concerned with helping them achieve their financial goals, protect their family, preserve their wealth, build a legacy, etc., you will never have the kind of success that an authentic maven can create.

If you can really live for the contribution, the benefit, the advantage, the enrichment, the protection you make in their lives, you'll achieve preeminence quickly as the leading financial service provider in your marketplace.

And as a maven, preeminence is the goal you should strive to obtain and then, maintain. To be preeminent in your field lifts you up to a position that is simply not comparable with anyone else in your market. In other words, no one else comes close.

Learn the sure-fire method to draw people to work with YOU instead of your competitors. Download Jay Abraham's report on preeminence here: www.insurancenewsnet.com/preeminence

Mavenship Step #4: Tell Your Creation Myth

Mavens have a story, a personal history, and a track record with their market. Their success depends upon how well they communicate it. You have to tell the world why you're in the market you are in.

- Why did you start selling life insurance or helping people plan for their financial futures?
- Where did you learn your skills?
- What motivation drove you into the field and continues to drive you?

**“Words are how we think, stories are how we link.”
- Christina Baldwin**

You have to reveal your hopes and dreams, your current frustrations, your personal failures, what you've achieved so far and what you're still struggling to achieve.

Do that – with honesty and passion – and you'll achieve success beyond anything you could ever expect. The fact is, people want to work with other people who they know, people who are real, people who they can relate to. Only by pulling back the curtain on yourself can you truly create the kind of likeability and trust necessary to develop meaningful client relationships.

Go deeper. Think about your greatest achievements in this market. Then think of your greatest failures. Be honest. The more honest you are, the more you will gain your market's trust – and the more trust you have, the more you can ethically advise prospects on their financial needs.

Mavenship Step #5: Develop Predictable Behaviors

When you're a maven, people feel like they know who you are. And part of knowing someone is being able to predict certain behaviors, to recognize certain odd and unique traits about someone.

That's why successful mavens develop what are known as rituals – or predictable behaviors that customers come to expect and even look forward to. One way to do this is to develop a unique style of communicating.

For instance, as an insurance and financial professional, you might choose to create a web-based television show that consistently and compellingly communicates and educates your marketplace on financial planning issues, available product solutions, etc. Regardless, the key is to consciously choose predictable behaviors that will allow your prospects and clients to "know" you even better.

The concept of bundling that I learned from Jay has worked very well.

With one single email, my client generated over 3000 leads in only five days.

Another strategy that worked really well that I adopted from Jay, led to a 617% growth in just a three month period using risk reversal. If you're thinking about working with Jay, don't hesitate.

– Jeremiah Desmarais, Agency Growth Academy, Chicago, IL



Mavenship Step #6: Become a Polarizing Figure

Part of standing for something is to stand against something else. Successful mavens often are polarizing. They announce to the world that customers should not tolerate certain low standards of service... shoddy products... misleading advertising... and the people and businesses who practice them. In other words, successful mavens usually have a strong point of view.

After all, people flock to them to hear their OPINIONS of the market niche they are in – and the stronger, more direct, more passionate those opinions are, the more they resonate with the market.

Consider Rush Limbaugh. He's a maven who practices this approach to the nth degree, and in so doing he's created an empire. Love him or not, he's a very successful maven.

This doesn't have to be as negative as it sounds. You don't necessarily have to "name names," but you should definitely defend the interests of your customers and prospects by denouncing what needs to be denounced.

The problem most financial professionals have is they are unwilling to offend anyone for any reason. They often play the soft-spoken, politically correct professional. However, being "vanilla" will only create "vanilla" results. True mavens are not afraid to tell their prospects and clients like it is.

Mavenship Step #7: Develop Your Own Phraseology

Mavens are viewed as the financial service leaders, experts and authorities in their marketplace. As a result, they define the terms of the debate... set the standards... engineer the solutions.

Part of this process is to develop your own terminology. Your unique phraseology and ways of presenting your information will instantly differentiate you from your competition. By taking certain words and making them yours, you position yourself as a knowledgeable authority who actually creates the solutions for the prospect rather than merely delivering them.

So what new vocabulary can you create for yourself and your practice?

Mavenship Step #8: Use a Signature Communications Channel

Part of developing rituals is to use a signature communication channel, a special way of communicating with your marketplace that is unique to you as a maven – whether that is a Monday morning email, a blog, a video podcast or a monthly newsletter.

Much like a predictable behavior, there must be a process in place for your prospects and clients to easily consume the valuable content and education you provide to them. Only through ongoing communication that is consumed by the marketplace will you be able to truly position yourself as the preeminent choice among your competitors.

Mavenship Step #9: Create a Velvet Rope Community

To be a maven is to be seen as the servant-leader of a community. That is the discovery that lies behind the social media revolution represented by YouTube, Facebook and Amazon.com.

In a world of supersaturated corporate advertising that no one trusts, prospective clients turn to social media networks – to new peer communities – for advice. As a financial services maven, you must deliberately create these communities by providing your customers and prospects with value-laden information, opinions and advice.

Rather than wasting precious resources on mass advertising that prospects deliberately avoid at all costs, savvy mavens use sophisticated strategies to engage consumers in active conversations about the key financial issues that are important to them.

Conventional advertising is nothing more than a monologue – and frequently, a rude and rather loud one. Maven marketing, in contrast, is a dialogue.

As a maven, by serving your markets, by putting the needs of your customers above your own profit, you demonstrate to the marketplace that they can and should be treated like VIPs – that is, that they should get what we call the "velvet rope treatment."

Mavens have the unique ability to treat people like relevant, important people, not mere consumers. And of course, making your clients feel like VIPs is a vital piece to ensuring they continue to trust you with their financial future.

That is the psychology behind the velvet rope. Anyone who has ever gone out to a dance club knows, or can imagine, what it's like to receive VIP treatment. Other people stand in line for hours, hoping to be allowed into the club and allowed to pay the large cover charge.

Now imagine if you could just step up to the velvet rope, be instantly recognized as a celebrity or VIP, and be whisked past the lines of ordinary people into the elite inner sanctum of the club. You'd feel like a million bucks, right?

That is what it should feel like to be a client of a financial services maven. Mavens treat their clients like VIPs and constantly invite them to higher and higher levels of service, special treatment and quality.

Mavenship Step #10: Create Client-Evangelists

Consumers today make most of their important decisions by seeking the advice of an expert or a trusted friend. Word of mouth is growing in importance. When people tune out conventional marketing, they turn to social networks for advice.

New research reveals that the best indicator of future sales growth is the number of client-evangelists a business has. That is, the more people who recommend your financial planning services, the more likely your sales will grow.

While almost everything is becoming more advanced and complex, most people assume it simply takes too long to make the right decision all by themselves.

That's why prospects put all their trust in people willing to help them solve their problems. Mavens take ethical advantage of this reality and leverage it for enormous success by creating and developing client successes into sources of new business.

By raising the bar of quality, service and care far above what anyone can legitimately expect, they create a natural "wow" factor that itself builds buzz and compels clients to refer new business to the maven.

Mavenship Step #11: Accelerate the Process with Mentors

Many people have stumbled upon the secret of mavenship – through trial and error. But fortunately, there is an easier, faster, result-certain way.

That is to use trusted mentors and advisors, who have already created hundreds of mavens, to help you implement each of these steps in an almost effortless way.

Naturally, you want to choose such a mentor carefully. Consider their track record. Consider their relevant experience. Consider the ease of working with the mentor. Choose someone who is not threatened by your growth or excellence. Choose someone who has the experience, knowledge, skills and tools you need.

Once you've identified such a mentor, take immediate action to begin leveraging their knowledge to become the maven for your marketplace.

Your Next Step – Review & Apply

Everyone reading this has two choices: Mediocrity or Mavenship. Most people struggle with the wrong question in their business life. It may not be verbalized, but it is always haunting and gnawing at you. "Am I worthy of this goal? Can I really make a living online or off? Could I really compete? Can I really grow at a greater income and stature?"

Those are the wrong questions.

The right question to ask is this: "Is the goal I'm currently pursuing worthy of me?"

Let us say it: The pursuit of mavenship IS worthy of you, your effort and your time.

Now you have to make the decision to review and then proactively apply what you've discovered within this report. Some will be easy. Some will be difficult. Some will take little time. Some will take much time. But all will be worth it.

In today's hyper-competitive world and specifically, in your hyper-competitive industry, becoming a maven is not a choice, it's a mandate.

Failing to become a maven...

- Dooms you to obscurity and invisibility.
- Sentences you to spending a fortune to generate leads and make sales that Mavens get for free.
- Condemns you to working much, much harder for much, much less.

However, taking the steps we've laid out to become a maven in your marketplace...

- Lifts you head and shoulders above your competition and gets you the attention you need to explode your business.
- Empowers you to fill your pipeline with new, high-quality leads, new clients and new profits without spending a single red cent on advertising.
- Multiplies the money you earn for each hour you work – and allows you to work fewer hours to earn more money.

So ask yourself the question, "Is the goal of mavenship worthy of me?" The answer is obvious. But will you become a maven?

To be or not to be a maven, that is the question.

What's next?

Get help putting the concept of mavenship to work.

Join Jay Abraham for a series of three high level, high-content sessions designed to give you precise and specific ways to put the concepts of this report to work.

Attend our **FREE LIVE TELESEMINAR SERIES in January 2014** to learn real-world ways to use mavenship and preeminence to:

- Generate a continuous, multiplied flow of quality referrals
- Make every existing client your most loyal advocate
- Gain access to desirable markets, individuals and entities in ways and at levels never before possible
- Make all your sales, marketing and communications produce multiplied impact, results and stature
- Animate your spirit with a greater sense of possibility, passion, purpose and profitability

These calls **WILL** fill up quickly due to their high demand and registration **CLOSES 1/10/2014.**

Reserve your seat now at www.becomeamavin.com



APPENDIX A – Eleven Steps to Mavenship

Maven Marketing Tactic	Definition
1. Gain Your Market's Trust	Clearly articulate your market's hopes, fears and problems. Feel its pain. Identify gaps in service or quality. State the problem better than anyone.
2. Establish Your Maven Persona	Anchor your persona in the minds of your market with memorable personality traits that make you more human and familiar in the eyes (and more importantly the minds) of the marketplace.
3. Vision for the Marketplace	Have clear answers to these questions: Why do you do what you do? What is your ultimate goal? What's the dream/cause that others want to be a part of?
4. The Creation Myth	Know and broadcast the STORY about the beginnings of you and your brand. Where did it start? Why? Who were the players involved?
5. Predictable Behaviors	Let the market to feel they can predict your behavior, just like predicting how a loved one or close friend is going to behave. These are unique things you do or say that your market expects, in other words, they are predictable.
6. Polarizing Point of View	Separate your market into believers and non-believers with views that will resonate with your target clients but might offend others. The denunciation of companies and practices in your market that are cheating your customer out of the value they should expect.
7. Special Phraseology	Create your own unique iconic phrases and terminology so you will be able to easily differentiate yourself from other advisors.
8. Communications Channel	Use consistent communications channels that your marketplace will become accustomed to when receiving information from you.
9. Velvet Rope	Implement the "above and beyond" elements that make your clients, prospects, and staff feel special, better than outsiders, part of a special group.
10. Customer Evangelists	Provide specific techniques to motivate your customers to spread the good news of your superior service so you'll develop powerful outreach to the market.
11. Mentors & Advisors	Follow the guides who understand how to anchor you in the minds of your prospects as the preeminent authority and trusted advisor in your niche.

APPENDIX B – The Maven's Character Menu

We've identified 24 common character types or distinctions that resonate with the specific kind of prospects and clients you want to most attract as a financial professional. There are actually as many maven personas as there are unique individuals. You can create your own or mix and match different personas for your unique hybrid maven personality.

What Kind of Character are YOU?

- Confident, Tycoon, Big Business Builder (i.e: Donald Trump)
 - Workaholic, always looking for the next big deal, conceited
- The Puppeteer Behind the Scenes (i.e: Henry Kissinger)
 - Calculated, mysterious, works in the shadows
 - Everyone knows this character is powerful (or rich, or smart, etc.) but not exactly sure how
- The Researcher (i.e: Rich Schefren)
 - Curious, hard-working, impulsive, and truth finder
 - Introverted, confident, persistent, passionate
- The Well-Placed Intelligent Source (i.e: Bill O'Reilly)
 - Shows you what's happening behind the scenes
 - Confrontational, has high-standards
 - Demanding, determined, forceful, organized, and disciplined
- The "Self-Made" Man/Woman (i.e: Carl Icahn)
 - Determined, persistent, proud of accomplishments, has high expectations of others
- The Contrarian (i.e: Sam Zell)
 - Distrustful of anything big (government, corporations, etc...)
 - Believes in conspiracies, well read but on the fringe
- The Eccentric (i.e: Richard Branson)
 - Enthusiastic, make your own rules
 - Hates to be lumped in with the rest of a group; values his uniqueness
 - Generous, animated, unconventional, and adventurous
- The Iconoclast (i.e: John G. Spurling of University of Phoenix)
 - Not concerned with tradition – doesn't respect authority unless deserved
 - Willing to take risks
- The Angry Man (i.e: Jim Cramer)
 - Argumentative, self-righteous, excitable and sometimes amusing insider
- The Prodigy/Genius (i.e: Bill Gates)
 - Introverted, super intelligent, confident and aggressive
 - Sometimes condescending, or socially inept



11. The Fun Guy (i.e: Terry Bradshaw, Charles Barkley)
 - Optimist, happy, sees the good in situations
12. The Voice (i.e: Steve Forbes or Chase Revel)
 - Face Behind the Orchestra
 - Organizer
13. The Synthesizer (i.e: Tony Robbins)
14. The Importer – from One Industry to Another: (i.e: Jay Abraham)
15. The Outcast: (i.e: Jeffrey Katzenberg)
16. The Common Man: (i.e: Howard Stern)
17. The Intellect (i.e: Newt Gingrich)
18. The Advocate (i.e: Vic Conat)
19. The Mad Scientist (i.e: John Kim from Bell Labs)
20. The Supreme Possibility-Optimist (i.e: Zig Ziglar)
21. The Futurist (i.e: Faith Popcorn or John Naisbitt)
22. The Absent Minded Professor (i.e: Albert Einstein)
23. The Wizard (i.e: Steve Jobs)
24. The Family Man: (i.e: John Chambers of Cisco)

Any of these “characters” could successfully work for you as a financial services professional. The key is to find the one(s) that are the most genuine to you and build your value proposition and practice around those primary qualities.

APPENDIX C – Maven Personality Building Blocks

The personality building blocks, the raw ingredients of your character, are the components that you use to construct and animate the role that you’re going to play in your market. You don’t need all of them. You need the right combinations. These building blocks are crucial to crafting and projecting the ideal character role and positioning you want to establish. After you have picked out your character, you must build out that personality using these traits.

- 1) Be the trusted advisor for life. This is the personality trait of the maven who wants to help you, wants to help you for a lifetime.
- 2) Tell them what they’re not being told. “Here’s the truth as I see it and what action I think you should take because of that.”

- 3) List flaws to prove that you’re human too. When you’re more human, people find it easier to relate to you because you don’t seem like superman or superwoman.
- 4) Treat the relationship you’re building as a long-term investment you’re making in the marketplace.
- 5) Recognize the long-term strategic gain that your clients are after.
- 6) Be the maven who shares what the industry norms are – but you are the first to do it. (This one is the preemptive approach.)
- 7) Extol your own achievements or value.
- 8) Celebrate your skills and distinctions.
- 9) Control their risk by pointing out the overlooked risks and dangers.
- 10) Use as much research and data as you can. But be sure to summarize, compare, interpret and analyze it for people so they can appreciate it and know what it means for them and act on it.
- 11) Have a clear and easy-to-identify voice and style.
- 12) Challenge the status quo thinking. I call this one, “Hey, guys, I’ve got an even better way, follow me!”
- 13) Don’t overplay your hand. There’s a sequence, an order, a progression that you need to develop. If you try to shorten it, you kill the power of mavenhood.
- 14) Revere your own brand equity and continually add to it and use it as a vehicle to reassure clients and prospects.
- 15) Use the Rothschild Factor; this is a story that’s told many different ways. Someone in France wanted to borrow a lot of money from one of the Rothschild’s banking families and they refused... but then offered them something even better.
- 16) Associate yourself with people who have incredible trust and respect. Get pictures, get endorsements and get associations.
- 17) Derive power from your group. There is more power coming from you as a maven of a group than just what is coming from you as an individual.
- 18) Enter into a committed relationship with your market. The maven says, “While others do X, Y, Z, I only do X.
- 19) Never minimize your brand. A lot of you will say, “Oh, I’ve got this free report that you can have.” You should say, “I’ll buy you a \$200 report because I think you’re worth the investment.” The posture in that is about 100 times more powerful.

20) Acquire knowledge to specialized partnerships. The maven consistently brings breakthroughs.

21) Hire the best but pay them strictly on performance.

22) Be shy and quiet and not be invisible. (Be careful that you're not like most people, who don't know how to do this well so they actually become invisible.)

APPENDIX D – The Principles of Preeminence

Below are the core principles to achieve preeminent status in your marketplace. Preeminence and mavenism go hand in hand and support each other. By following these concepts, you'll be positioned for success. Review the report to recall the ones you don't remember.

Principle 1: Of all the principles, this is by far the most important to maven status. Install yourself in the eyes of your marketplace as their most trusted advisor. Never let somebody buy less than they should, less quantity than they should, less quality than they should, with less commitment than they should or in less combination because they will be the loser, they will not be served by doing it. You must see them as your client not your customer.

Principle 2: Establish your credentials and there are so many ways to do it.

Principle 3: Establish your distinctive perspective.

Principle 4: Establish your communication advantage.

Principle 5: Establish a primary signature communication vehicle that's used constantly.

Principle 6: Be able to contrast and compare.

Principle 7: Future pace.

Principle 8: Demonstrate and articulate your market's needs, hopes and fears.
Show you understand them – you really do feel their pain.

Principle 9: Take a position, a strong point of view.

Principle 10: Sell leadership. Help the members of your market by pushing them.

Principle 11: See yourself as an agent of change.

Principle 12: Establish specialization – in every field people default to specialists.

Principle 13: Leverage the right mentors and advisors.

Principle 14: Leverage your own technology.

Principle 15: Create your proprietary, phraseology or technology. Take certain words and make them your own.

Groundbreaking LIVE Teleseminar

How to Harness Maven Marketing and Preeminence to Catapult Your Own Practice, Brokerage or Agency Profits

HURRY!
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This is your invitation to a free teleseminar series with Marketing Expert, Jay Abraham – **Starting January 2014**

Hopefully the Maven Manifesto has dramatically expanded your sense of how you can differentiate and distinguish yourself – above the maddening crowd – in your marketplace and niche.

Also, we trust you're already reaping the benefits of Jay Abraham's Strategy of Preeminence. (If you haven't read that, make sure you get it here: www.insurancenewsnet.com/preeminence)

As a loyal reader of InsuranceNewsNet, this is your exclusive invitation to learn directly from Jay Abraham LIVE. Jay has agreed to personally conduct a series of three high-level, high-content sessions designed specifically for life, annuity, benefits and financial advisors to share precise and specific ways to geometrically grow and transform your business.

Jay will be squarely teaching you real-world ways to use **preeminence** and **mavenism** to...

- Increase your authority in your clients' and prospects' minds
- Multiply your sales results, while working less
- Generate a continuous, multiplied flow of quality referrals
- Gain access to desirable markets, individuals and entities in ways and at levels never before possible
- Make all your sales, marketing and communications produce multiplied impact, results and stature
- Animate your spirit with a greater sense of possibility, passion, purpose and profitability

The process we'll use is a three-stage, high-level briefing. Each call will lead to the next, so don't fall behind! Don't miss the mind-shifting, paradigm-shifting opportunity of your career as Jay delves deep into achieving mavenism as a life, annuity, benefits and financial advisor.

This is your opportunity to ask Jay your questions and have them answered live on a series of three transformative calls.

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