

Beyond the Crisis – Opportunities to Grow Your Business!

With

Erin Botsford



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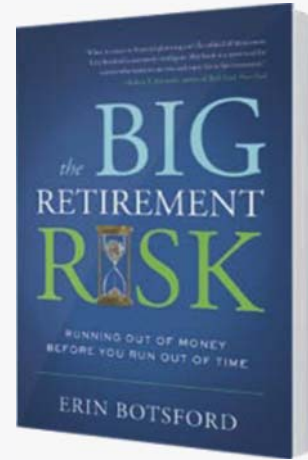
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Erin, Dominate...Right Now...??



Who is Erin Botsford?





The **AdvisorAuthority**
ELITE SUCCESS SYSTEM WITH PROVEN RESULTS

I've Experienced Past Crisis'



Key: Opportunities ALWAYS Accompany Chaos

5 Keys to Conquering the Crisis

1. Realize Confidence is Key
2. “Put Your Own Mask on First”
3. Decide to Dominate
4. Step up and Lead
5. Focus on the Positives



The Scary Truth About Crisis

- We're all worried about something

What Can You Do About it?



#1 – Confidence is KEY

- Most important tool...have and evoke confidence
- After Crisis...will you and your clients be better or worse off?



Key: Help your clients and prospects gain confidence

2 - Put Your Own Mask On First

- Last Crisis Example...
- Had Nothing to do with Investments
- These exercises help them see the best & worst outcomes



Key: You have to personally gain confidence before you can spread it!

Put Your Own Mask On First

Fear & Worry Manager™

Worry #1

- What is it? _____
- Worst Case Scenario/Odds _____
- Best Case Scenario/Odds? _____
- Probable Outcome _____
- What, if anything, can you do to Impact this Situation? _____

Fear & Worry Manager™

4 Benefits

1. You simply get them out of your head
2. You reduce them to words on a piece of paper
3. You significantly reduce their power
4. You can DO something about it or let it go

#3 Decide to Dominate

- Crises always bring opportunities
- Make a decision to dominate
- Tell everyone you know!



You Can Dominate

*Everything happens at the
point of decision!*

***Decide now
to dominate!***

This is the Time to Take Your Practice to the Next Level!

COVID Acronym Exercise

- **C** – What are your biggest **challenges**?
- **O** – What are your biggest **opportunities**?
- **V** – How to prospect in a **virtual** world?
- **I** – What is your **ideal** outcome at the crisis end?
- **D** – What **dangers** seem to be overtaking your thoughts?



Exhibit Confidence

- Confidence is Contagious

Reassure Them!



Your actions Now will Determine Your Business Future!

4 Step up and Lead

Clients are worried:

- Health/virus
- Jobs/Layoffs
- Retirement/Future Retirement
- Running out of money.....



Realize: A frightened client is not always a rational client...

Prospects Will Take Your Calls

Clients and Prospects are Available
and Paying Attention



This is the time to take your practice
to the next level

#5 – Focus on the Positives

- Self reflection
- Make new connections
- Self-educate time



Always Make Your Future Bigger than Your Past.....

Learn “Disturbing Tracts”



- Dedicate yourself to learning new things

You can come out of this dominating your industry

Let's Recap...

1. Realize Confidence is Key
2. “Put Your Own Mask on First”
3. Decide to Dominate
4. Step up and Lead
5. Focus on the Positives



My Gifts To You

- **“Power Tools”** to help you now
- Plus Free “Office Hours” on May 12



↓ Download Now

www.erinbotsford.com/FA

Next Presentation...

- ***“Dominate Your Marketplace”***
- **Monday, May 18 at 3:00 pm CST**

I'll share my “Secret Sauce” on how to convert prospects into clients in the first meeting or virtual call.

Register now at www.fa-mag.com/BotsfordMay18

Q & A Time?

www.erinbotsford.com/FA

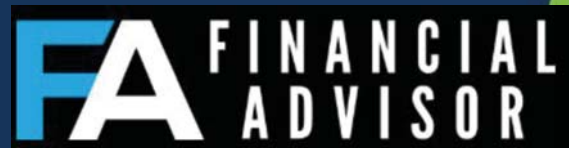


This concludes...

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Thank You!



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