

SO WHAT?

HOW TO COMMUNICATE
WHAT REALLY MATTERS
TO YOUR AUDIENCE



ABOUT THE BOOK

It's tough, but true. The people you're trying to communicate with, sell to, or convince don't really care about you or your offer, until they understand exactly how it will benefit them. If you recognize that one hard, cold fact, and you know what to do about it, you'll make more money, achieve greater success, and even have more fun!

RESOURCES

For more info on how to craft your own *So What? Positioning Statement* and to learn more about how to communicate what matters most to your audience, please go to www.sowhatbook.com.

TOP 10

SO WHAT? ADVISOR POSITIONING STATEMENTS

BY MARK MAGNACCA,
CEO OF INSIGHT DEVELOPMENT GROUP & AUTHOR OF *SO WHAT?*



ADVISOR EXAMPLES

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ADVISOR EXAMPLE 1

Do you know how most companies have a CFO to help manage their finances? Well, what I do is work as a personal CFO to help business owners make work optional!

2

ADVISOR EXAMPLE 2

Do you know how so many people are concerned about outliving their money? Well, what I do is different because I focus on helping you grow your business profitably by asking the questions no one else asks.

3

ADVISOR EXAMPLE 3

Do you know how many people spend more time planning for their vacation than planning for their retirement? Well, what I do is help my clients plan for the longest vacation of their lives ... their retirement.

4

ADVISOR EXAMPLE 4

Do you know how most business owners are so busy running their business that they do not have time to manage their personal finances? Well, what I do is help give back hours of time to business owners by helping them manage their portfolio so that they can focus on running their business.



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ADVISOR EXAMPLE 5

Do you know how many investors have lost money in the stock market over the last few years? Well, what I do is take my clients through a four-step recovery process to help them restore their financial health.

6

PRESENTATION ADVISOR EXAMPLE 6

Do you know how most people spend more time planning their family vacation than they do on their retirement program? Well, what I do is help people understand their goals and create a financial roadmap to help them reach their retirement destination.

7

ADVISOR EXAMPLE 7

Do you know how most people go to the doctor for an annual checkup? Well, what I do is provide a physical for your financial health.

8

ADVISOR EXAMPLE 8

Do you know how frustrating it is when you get lost? Well, what I do is work as your financial GPS, keeping you on track.

9

ADVISOR EXAMPLE 9

Do you know how so many employees who have a 401k are unsure about the best way to allocate their money? Well, what I do is present financial education seminars designed to help people make the best decisions for their retirement.

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ADVISOR EXAMPLE 10

Do you know how 50% of small businesses fail in their first five years? Well, what I do is help my clients to manage their assets and liabilities so that they can focus on running their business.



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