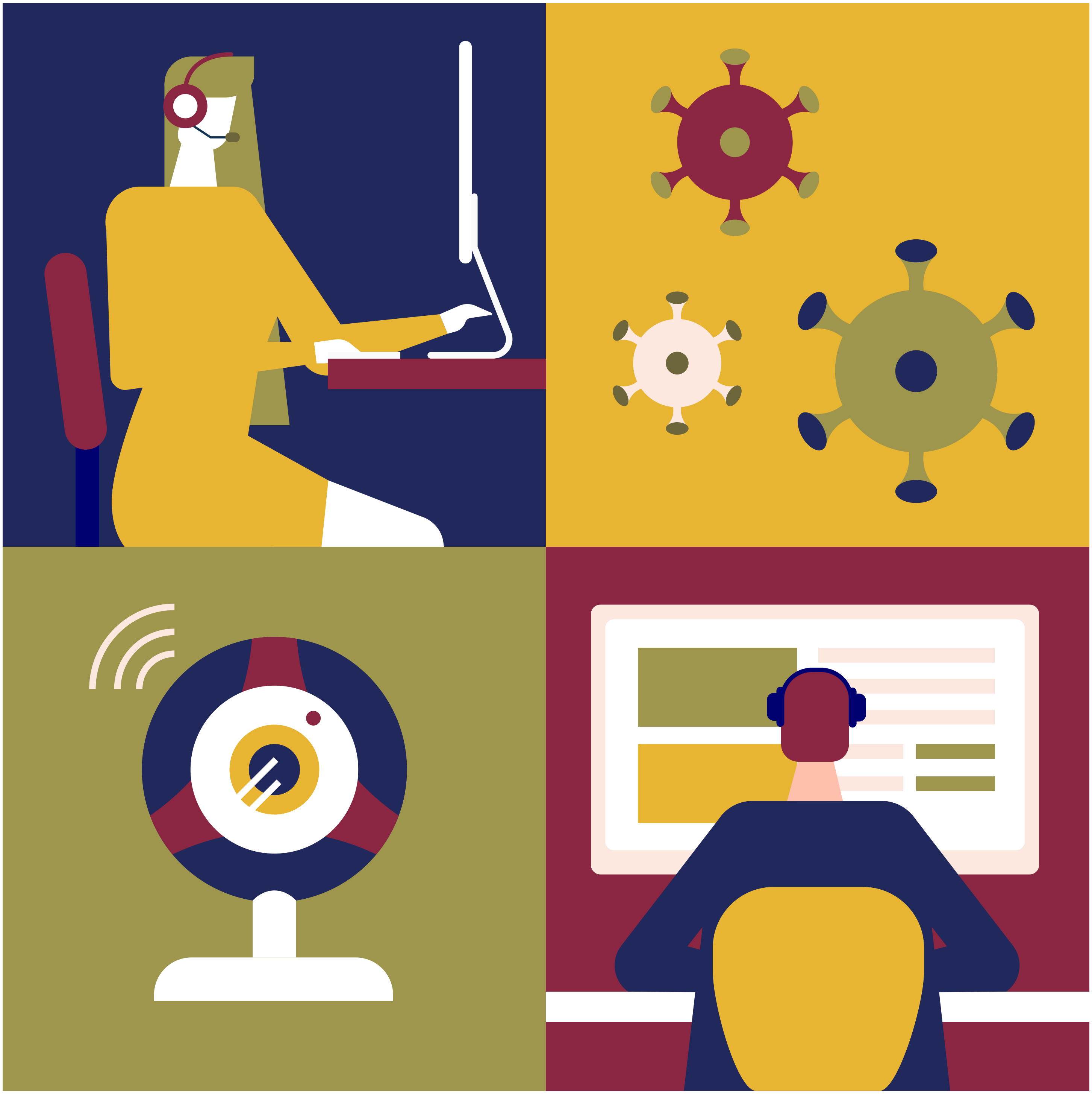
GATEWAY’S GUIDE

to Maintaining/Growing Your Buisness in Difficult Times

We Are Here to Help You



In times of uncertainty, there is opportunity to revisit crucial aspects of your business plan. In this guide, we would like to provide things you can do to maintain and grow your business during difficult periods. Transitioning into a new workflow can be hard, but being proactive with your business may help smooth the transition.

STEP ONE Communication

EMAIL

Let clients and prospects know how important it is to stay connected during this time of change

• Give specific examples of what you can/will do for them during this time

• **DON'T** send another email telling them about internal processes to prevent COVID-19. They likely have many emails from many companies saying the exact same thing

• Give tips, strategies and things they will currently find helpful

* Use email to encourage engagement with your clients, prospects and COIs

• Adding personalization to as many emails as possible makes the client feel like you are specifically thinking of them and not just sending out an email blast to all your contacts

CALL

Actually hearing your voice and personalization may be more meaningful to your clients

• Making calls may be time consuming but there are benefits to it

• Review your list of clients and prospects. Identify which ones are most important to retain after recovery from difficult times

• Take some time to call these clients or prospects. You can ask these questions:
  - Is there anything I can do for you at this time?
  - Do you have any questions for me?
  - Is there anything worrying you at this time?

• Some clients may have questions, but have not reached out, making phone calls allows you to be proactive and let's the client know you are thinking of them

CONNECT

Communication is key, especially when you and your clients may have many questions

• Follow up phone calls either by email or another call

• Encourage clients, prospects and COIs to follow your business social media accounts or join your email list for updates

• Continue to use the resources you have available to you, including the operations team and the marketing team.

• Offer alternatives to the usual sit down appointments such as conference calls or video meetings

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STEP TWO Operations

Technology

• If you have not already, kits are available to be sent out so you may move your office phones to your home office

• Teams meetings can be a great way for you to connect with your clients

• Mobile twinning is available so calls from your office phone roll over to your cell phone. Email pkemos@mygfpartner.com

• Check your webcam, microphone or any other technology to make sure it is working properly so you are prepared for virtual meetings

Compliance

• Unless you have discretionary trading authorization on an account, you must speak with clients before placing any trades. All trades must be confirmed verbally, email instructions cannot be honored

• All requests for money movement must be confirmed verbally, email instructions cannot be honored

• Due to regulatory requirements, advisors must conduct all LPL-related, written electronic communications only on LPL-approved tools.

Business Plan

• As a requirement of LPL, you must have an up to date Business Continuity Plan. This plan should consider short term (1-2 weeks) and log term (1+ month)

• Identify challenges to your business. This can be challenges relating to the COVID-19 pandemic or just general challenges that you face

• Develop several solutions to each of your challenges with different scenario outcomes in mind

• Brainstorm alternative solutions to you daily operations. This could include:
- use of new technology such as a webcam
- new forms of business meeting either over the phone or in video chat
- using planning and communication software such as Teams or Basecamp

• Keep good communication with the operations team, as they are a knowledgeable resource

Contact Operations

Operations will be available **Monday-Friday from 8am to 7pm as well as Saturday 8am to 3pm**

Phone Queue: 860.652.4360 ext 303
Members of operations are also available via email or teams chat

STEP THREE Marketing

Social Media & Advertising

• Now is the best time to capitalize on social media. So many people have the time to spend on the social platforms

• There is currently the lowest cost-per-lead rate because many people are not spending on advertising right now - this could be a good time to boost a relevant & capturing post

• Keep your audiences engaged and remind them of what services you provide, keep your business in the forefront of their mind

• Post applicable content. This does not have to be only information about COVID-19, this could be finance tips, strategies, resources or activities

• Use social media to let people know you are still operational, even if it is from home

Have an idea for social media content? Want to brainstorm captivating social media posts?

Contact the Marketing team: marketing@mygfpartner.com

Virtual Services

• Creating your own remote video content can be a good way to update clients and prospects about topics they may have questions about. Pay attention to what you get asked the most, it could make a good video topic. Facebook live is now allowed through Social Patrol

• Advertise that you are still offering client meetings via video chat, clients may enjoy the face to face aspect

• Had an event that had to be canceled? Consider moving the event materials to a virtual space, whether that is creating social posts including the intended content or sending out a presentation via email

Sources: www.entrepreneur.com/article/347907, US Chamber of Commerce

Best Emails for Each Action

We have workflows in place to help process your requests as quick as possible.

Marketing@mygfpartner.com | Distributed to multiple members of the marketing team.

Operations@mygfpartner.com | All advisor support members and operations team.

MRR@mygfpartner.com | Anything related to marketing compliance.

Reimbursement@mygfpartner.com | Any request or questions regarding reimbursements.

IThelp@mygfpartner.com | Any IT questions.

LPLquestions@mygfpartner.com | Any questions regarding LPL.

Support@mygfpartner.com | Used for generic advisor requests. This can be for all client related requests, account related requests, paperwork requests, or compliance items.

Registration@mygfpartner.com | Used for licensing in states for securities & insurance, insurance appointment request, and any other licensing related items.

Newbusiness@mygfpartner.com | For advisors to send in good order business for our team to process & follow up on the business. This is also where all external offices need to send their branch compliance files monthly.

IC@mygfpartner.com | Where advisors send incoming correspondence.

OC@mygfpartner.com | Where advisors send outgoing correspondence.


The only limit
to our realization
of tomorrow will
be our doubts
of today.
- Franklin D. Roosevelt

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