

Gorilla Times™

A Monthly Publication of Bill Good Marketing®

November 2001

Three Birthdays

In This Issue:

We celebrate three very important birthdays and one incredible man named Bill Good.

Read two special letters to Bill from two long-standing employees and friends, see pages 2 & 4.

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OK, one is mine. And we won't go there very much except to say that it's mostly become just another day. I don't look forward to it or dread it. It's now kind of like a Wednesday or any other day of the week.

Truthfully, I don't feel any different than I did when I launched Gorilla® in November 1986 or when I officially launched my own business November 11, 1977.

Certainly, I know more. I look ahead not behind. I work hard, have a great attention span, and now, with voice recognition, can pound out 160 words per minute. But underneath all this, I'm the same guy. I try to keep things light, have fun and strenuously try not to do business with people I don't like.

The company started as just me and my wife... then we added one assistant... then a few seminar presenters... then Jill when we moved to Salt Lake City. Until 1986, we were a

seminar company. We taught mostly rookie brokers how to cold call.

The reason we're still players in the industry is simple: I saw the changes coming and responded to them. In 1984, I saw the consolidation start. I projected that one day there would be two giant firms, AG Merrill Webber Brothers and Solomon City Nations Bank of America. I imagined one of my two prospects having a bad hair day and telling me, "We'll get back to you."

With that rather bleak future staring me in the face, I posed the question, "What can I produce that I can sell to the individuals?" The answer came in one of those epiphanies that happened to arrive in the shower on a clear, cold Sunday afternoon in January 1986: a System... a computer-based, client marketing, prospecting, and office management system.

Gorilla.

I conceived it in an instant.

(See 3 Birthdays on pg. 2)

Remembering

I started working for Bill back on June 28, 1980. Bill has always been the hardest worker in the company, even way back when. It was not uncommon to come to work and find that he had been there since 3:00 or 4:00 a.m. At the time, we had in the basement of his beautiful home. We had kitties trying and scratch you while trying to type on the IBM Selectric Typewriter. Their little girl, Dannon, would be there when she was sick or the baby sitter didn't show up (It's really funny that she is married now and having her first baby).



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Boy, who would have known?

Well, actually, Bill did. He has always had an incredible vision on where he wants to be. He always told me, "Just try and say one thing on each call that helps the person on the other end!" I've tried.

Thank you, Bill, for your incredible genius, your generosity, and for teaching me everything that I know.

Always,

Jill Olsen

(3 Birthdays from cover)

By November 1986, it was on the ground. I had my very first paying customer, Ron Walchack; he is still with us.

That first System was powered with IBM Compatible XTs and a tooth rattling Epson dot matrix printer. That thing made so much noise that early Gorillas stuck it in closets or even had soundproof boxes built for it.

While the technology has changed enormously, while the depth of resources has grown immeasurably, while the industry has changed unbelievably, the core concept of the System



hasn't budged. Our mission then, and now: the Bill Good Marketing System® shall enable its users to double production or work half as much.

So what's in a birthday?

Perhaps a moment to reflect on what has changed, and a few more moments to re-affirm what hasn't and what won't.

Gorilla Times™
Our Mission
"To create, produce, and update systems that give our clients the additional time and money required to pursue their goals in their corporate and personal lives."

What's Up With the Letters Library™?

The Letters Library is constantly evolving and changing, because we are listening to you and you are telling us what you want.

The library started as an archive of downloadable letters that mirrored the old letters book. The letters book was difficult to maintain and after it grew to over 300 pages, it was no longer a feasible way of



keeping track of them. You 2.x Gorillas don't even have a Letters Book any more. When 2.x was released, the concept was introduced of *reducing and simplifying* the documentation that comes with the System.

Instead of the forty-two pounds of paper that would be necessary to produce a letters book, we give you the opportunity to print only the letters that *you* want to archive. To do that, search for the type of letters you may wish to review and press the print button next to each of the letters listed in your search results. The printer assigned to your computer will contain the stack of new choices. (Note to Advisors: This is a job you can assign to your CO and then all you have to do is review them at your leisure.)

Those of you who were around for the original Letters Library will remember that your biggest complaint was that you couldn't see the letter without downloading it first. As you can see from the current Letters Library, all that has changed. Once you have done a search and have selected a letter you're interested in, the details screen will have a link that will give you the option to view the letter. Please note that when you view a letter in the library, what you are viewing is a Word 97/2000 document and the downloaded document will be the appropriate version for your particular Gorilla® program, be it Gorilla 1.x or 2.x.

The right side of the screen shows a collection of items of noted interest.

- Click on the link to see our *highest rated* letters. Ratings come from others like you who have used a given letter and then shared their results. This is done through the "Write your own review" link found in the details screen for each letter. Your opinion is valuable to each of the other advisors in the System, and theirs may be valuable to you. So, share your results!
- The *top downloads* section shows what is working or most popular this week. As more letters are downloaded each week, more will show on this list. As always, clicking on the name of each of these letters will bring up the details screen for that letter.
- The *letter of the week* lists the letter that was featured in the most recent E-Gorilla newsletter—generally sent on Mondays. There is a commentary in the E-Gorilla that tells the best points of the letter or how best to use it. That commentary is also placed in the description section of the letter so that you can read it in the details screen for that letter.
- The *new articles* section is a list of this week's Wendell Cayton articles that are most current. We post them to the library as soon as we get them so that you have fresh, new materials to send out on a regular basis. This article is also listed in the E-Gorilla for your convenience.
- The *hot picks* section is going to become much more valuable to you as it grows. These picks are our most widely requested letters on the Library at any given time during the year. For example, at about the beginning of November, your minds will turn to the thoughts of picking out that perfect Christmas or holiday letter. The *hot picks* section will be flooded with them. After the holidays are over, they will go away again, only to be replaced by Presidents' Day and tax

(see Letters Library, page 7)

My First Recollection

by Scott Wilson

I first met Bill Good several weeks after being hired (I was actually hired by Jane Rich and Jill Olsen, who are both still with us). Back in those days, Bill was the original Road Warrior—a job I have happily assumed from him.

It took quite a while to get to know Bill because he was so much on the move. When I was hired in 1985, Bill Good Marketing, Inc., didn't exist. The company I joined was the old Telephone Marketing, Inc. But it was a fun time because Bill was just finishing the writing on his original book, *Prospecting Your Way to Sales Success!*

The first real glimpse into who Bill really was came when he hired me as “chef for the day.” In the early years, I would cook for the entire office most Fridays—which, lucky for me, was only around 10 staff members at the time!

Anyway, one year as time was closing in on Mother's Day, Bill approached me and asked if I would help him give a special gift to his wife, Joava. His idea was that I would ride along with Bill and his family as they headed for the State Line in Nevada to throw Joava a special Mother's Day treat. On the journey, I had the great chance to prepare the meals for his family from within the RV.

What a blast! I had a chance to fix whatever I wanted and cost was no object. He wanted this to be a very special day for Joava and for his family. And it was.

Bill has always been a very generous person with his family and with his employees. I have seen him go far out of his way to help various staff members who were down and out, had a serious accident, or death of a close family member. It is just the way Bill is and he does it without fanfare.

You all know the man as a genius in marketing. I have enjoyed being schooled by the master, but you need to know that he is an exceptional person as well. I have never regretted working for Bill Good in the 16 years that I've known him.

I look forward to many more years as a close friend and teammate of Bill's. So, here's a special birthday toast for Bill:

May you continue to be the same inspiration to our company as you have been to me. May God bless you with many more years of health, commitment to excellence in the profession, and the devotion to friends, staff, and clients as you have so graciously done in the past.

And, Bill, as they say in our business,

“Thankyouverymuch!”



The Good Family

T to B: Bret, Nicci, Bill, Joava, and Jenny

Using Book Ratings to Target Market

by Rod Roth, Senior Consultant



Broadly speaking, target marketing is getting messages to Clients and prospects that are appropriate to their specific needs and interests. You must have good profiling data on your prospects and Clients to do this. Elsewhere, I've discussed the use of Keywords, Interests, and Life Stages in target marketing. Now, I want to talk about using book ratings to help you target market to your fee-based Clients.

I believe that marketing to the fee-based Client starts with the understanding that ***“the true business of the investment advisory business is not giving individuals investment advice. Rather, it is getting individuals to pay for investment advice.”***(1) This means that client retention is the paramount goal in the fee-based arrangement.

Book ratings were one of Bill Good's **A** great ideas for the Gorilla Marketing® System. Originally conceived for the transactional RR, book ratings gave the RR a list of Clients who could be called when timing or limited supply required an immediate decision. The ratings also told the broker which Clients needed more time and information in order to make a buy decision. For the planner, the book rating is an important key to **C** knowing how to prepare for Clients presentations.

Most RRs I consult with use the book rating as an indicator of the relative value of the Client. The A Client is the best Client. B Clients are less responsive, thus less desirable, and so on down the line. This misses the point entirely. **D** The book rating is not about value. ***The book rating is an indication of how the Client processes information and makes decisions.*** Understand this and you can use the book rating to market to Clients more effectively.

When I was developing my planning-based business, I noted certain psychological differ-

ences between A, B, and C Clients. I came to understand that, if I treated my Clients the way that ***they*** wanted to be treated, I could do excellent business with ***all*** of my Clients. Following are my thoughts on book ratings and my suggestions for using book ratings to market to fee-based Clients:

A Clients

A Clients do what you recommend when you make the recommendation. The most common characteristic of A Clients is inexperience. Most will admit this. Whether it's a first time speculator or a **B** new retiree doing a rollover, they are coming to an advisor because they haven't made these kinds of decisions before, and don't want to do it alone. It is, therefore, easy for them to accept the recommendations of a well-recommended professional. Their confidence is high, as are their expectations. But, because investing is more of an emotional than an intellectual experience, they have no way of knowing what it's like to go through market corrections fully invested. Comes the bear market, and they are totally unprepared, regardless of how much the advisor may have discussed risk. And it's not just in bear markets that A Clients are high maintenance. They experience pain in down markets, and in up markets they experience the regret of not having enough of the high-flying stocks in their portfolio. Either way, the advisor is held accountable and the relationship can turn fragile if not handled well by the advisor.

I think that personal involvement by the advisor can make all the difference in the world. In a bear

(See Book Ratings, page 6)

(Book Ratings, from page 5)

market, I would be calling all my A Clients all the time, just to ask, “How are you holding up?” The worst thing to do is to avoid the issue. The longer you go without personally talking to inexperienced Clients during down markets, the more likely it is that they will lose faith and switch advisors. Target market your A Clients by having your SA call to set phone appointments for you to give encouragement and reassurance.

Drip mail should feature information about the outlook for the various asset classes in investors’ portfolios. This is particularly true if the strategy is static, rather than dynamic, and doesn’t involve any portfolio changes. Just telling A Clients they are in for the long haul isn’t very comforting when values are down in a big way. Investors need information that gives them a positive outlook.

Down markets are particularly good times to get your money managers back in town for client seminars. This is good for all Clients, but A Clients should definitely be targeted.

The key, I believe, is that A Clients look to you for leadership. Assert your leadership by recognizing that, while it was easy for them to take your original recommendations, A Clients need a lot of hand holding while they are holding.

B Clients

At first blush, the B Client seems like more trouble than he’s worth—won’t agree to a recommendation without sleeping on it, asks a lot of questions, wants information in writing before doing anything. And, like it or not, when he or she does move, it’s different from your original recommendation. Most RRs I talk to would just as soon not deal with B-type Clients. But, if I were going to start back in business, these are the people I would seek out to build my practice with.

B Clients are usually self made, have or will have a lot of money, and are good decision makers. They are accustomed to delegating, but they recognize that the responsibility for making the final decision is theirs alone. Most important, though, is that they **want to have a relationship with**

an advisor for their investments,

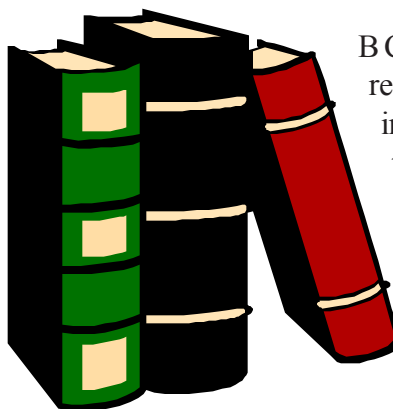
just as they have relationships with advisors for other aspects of their life. The B Client wants

advice, but doesn’t hold the advisor accountable for the outcome, which, he knows from experience, is subject to too many variables. The B Client **takes ownership of the decision.** If things don’t go

well, he may not like it but he can accept it because the decision was his.

Most B Clients are under-served. Their RR calls them last, and reluctantly, at that. Most RRs make a beeline for the A Clients in their book to do business first, and then call the B Client if they have any energy left.

The best way to deal with B Clients is to **prepare**. Get the written information together **first**, and send it out to the B Clients before talking to them. Have the SA call with a “watch for it” script and set a phone or office appointment for the RR to discuss the recommendation. This kind of service sends a terrific message to the B Client: it says, “I know you. You make up your own mind, but you want and appreciate my recommendations.” The payoff is a satisfied Client. Most likely, the payoff is a satisfied BIG Client.



B Clients should get research that is intended for institutional investors in their drip mail, but with an executive summary attached.

The call interval for B Clients should be shorter than the default 90 days. Try 30 days.

B Clients are good businessmen, whether they’re actually businessmen or not. Treat them with the

(continued on next page)

(Book Ratings, from page 6)

respect and understanding they deserve and they will be good Clients forever.

The C Client

C Clients are a tad skeptical when you make recommendations. They were probably A Clients at one time. Someone else's, or maybe yours. But, things didn't work out as they expected, and they have become cautious. Long term, this could be a good thing. Most successful businessmen learn from their failures. If you treat a C Client as though he/she were a B Client, you have a chance that they may come around, become better informed, recognize the value of the relationship, and ultimately become a good B Client. Unless they turn out to be jerks, this approach is worth a try.

D Clients are too far-gone in their cynicism to salvage. Get rid of these. You'll breathe a sigh of relief when you no longer have any D Clients.

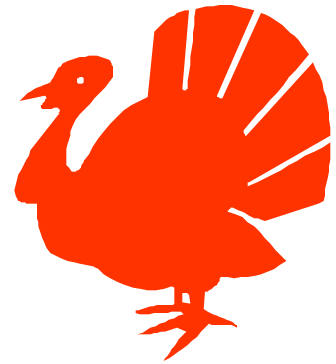
Summing up, when marketing to your Clients, pay close attention to how they process information and how they make decisions. Make it easy for them to do both by communicating with them in the way that best suits *their* style. That way, you get the most value possible from *every* Client, A, B, or C.

All the best,

Coach Rod

(1) "The Future of the Investment Advisory Business", Hurley, Fuller, et al

**HAPPY
THANKSGIVING**
from all of us
here at
Bill Good Marketing



Visit the Letters Library for great letters to send your Clients and Prospects this Thanksgiving holiday!



(Letters Library from pg. 3)

time letters. These types of changes happen in plenty of time for you to select the appropriate letter for your business. Of course, all of the letters remain searchable on the Library; they just disappear from the Hot Picks when they are no longer "hot."

As always, the tree view is still available, as well as the search capability where you can search by any key word or phrase that you desire. You may also select specific approvals companies if you need pre-approved letters for your situation.

The rest is up to you. Go to www.gorillaletters.com or enter through the BGM homepage and take a walking tour of the features mentioned here. Find out for yourself how the Letters Library can benefit you and your business.

And always remember, we're listening to you!

November

Gorilla Seminar 6-10
 Atlanta SA Boot Camp 7-10
 Sales Boot Camp 14-17



December

Gorilla Seminar 4-8
 Sales Boot Camp 12-15



January

Gorilla Seminar 8-12
 Gorilla Seminar 22-26
 Orlando SA Boot Camp 16-19



February

2002 Winter Olympics in Salt Lake City



Need to Know Numbers

BGM:

800-678-1480,
 801-572-1480 or
 fax 801-572-1496

For Software Support:
 801-553-9888

For Marketing Support:
 ext. 1250

Boot Camp
 and Marketing Conference:
 Brian at ext. 1281, or email
 brianh@billgood.net

ESP Renewal and Consulting:
 Mike at ext. 1294, or email
 mikep@billgood.net

Happy Birthday
Bill

**To The Head Gorilla:
 Who Doesn't Seem a
 Day Older than 29
 (in Gorilla Years)!**

Happy Birthday!

