



NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

## **PROGRAMS IN A BOX: ACHIEVING SUCCESS FOR NAIFA ASSOCIATIONS**

### Insider Secrets to the Affluent Women Niche Market

**ANNETTE BAU, CFP**

#### **Presentation Outline**

- In this program presented by Annette Bau you will discover the benefits of niche marketing towards affluent women and how to choose the best affluent women niche. This PIB also covers the Niche Marketing Process, setting goals, and strategies to connect with affluent women.

#### **Learning Objectives**

1. Understanding why niche marketing is important.
2. How to understand which affluent women's niche market is best for you.
3. Strategies and goal setting in niche marketing.

#### **Detailed Outline**

- **Introduction and Why You Should Niche Market..... 0.02.30**
- **The Affluent Women Niche Marketing Process..... 0.11.11**
  - Determine your Passion, Identify your Favorite Clients, Determine Your Personality Profile, Identify Clients Personality Profile
- **Best Affluent Women's Niche Market for You..... 0.16. 50**
  - Non- Traditional, Traditional, Combination
- **How to Set Your Niche Marketing Goals..... 0.05.17**
  - Have a Plan, Identify your Clients, Determine the Number of Clients, Determine Average Income, Get Referrals
- **Strategies to Connect with Affluent Women.....0.10.50**
  - Pinging, Birthdays, Special Events, Follow Ups
- **Special Offers to NAIFA Members and Conclusions.....0.03.14**
- **Question and Answers.....5.00- 10.00 Minutes**
- **Total Run Time..... 1.00.00**