



## Strategy Session Overview Video

### Transcript

Hi, it's Adri. I'm so excited you're interested in our femXadvisor program; it is very unique and specifically designed and built for women. But before we talk, I wanted to give you a basic overview.

You see, the old model of teaching an advisor how to grow a business was based on prospecting, selling closing concepts, and approaches to the business that really were not designed for women. So at that max advisor, we created a whole new business model designed around three new fresh concepts, building relationships, inspiring and motivating people to do what's right. We start at the very beginning, and we transform every aspect of your business. So let me just step you through real quick.

This is an example of the femXadvisor journey. Everything starts with you. We need to uncover your purpose, and we're going to look at what your strengths are as a woman. We're going to look at the lifestyle you want to live. And we're going to define your unique brilliance because everything we do is designed to support and enhance who you are and what you're good at, not force you like a square peg into a round hole. From there, we're going to be able to define your tribal market. Women, demographic groups, women, business owners, women, divorcees, target markets, high achieving women who are juggling multiple responsibilities and want to take control of their financial future. That's a tribal market.

Amazing women who had spent their lives supporting and caring for others and are ready to focus on their life. That's a tribal market.

Underneath the umbrella of a tribal market, you can have a multitude of target markets. But that's how we create an incredibly compelling message. Our compelling message has four components, it becomes the absolute foundation of everything you do all your marketing, all your language, all your branding, and it speaks volumes. But what's even more amazing is it's not about you. It's speaking to the person, and it's making a powerful connection with your tribal market. And because of that connection, it becomes magnetic, attracting all ranges of clients, right.

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So when you focus on a tribal market, you creating a magnetic message that does not just attract your tribal market, then we're going to look at your story. I have a very concise way of helping you share your story, "why women" in a way that builds trust goes from a one to a 10. Like that, I used my story in every single conversation I had. And that is how I branded myself. That is how I built trust. That is how I succeeded.

We're also going to look a bit at your marketing strategy. You need to be out there, but you need to be out there and speaking and sharing this incredible message in a way that feels super comfortable to you. Again, we're not going to force a square peg into a round hole. We're going to focus on what is the best message for you? How do we make this simple and easy? We're going to look at new clients strategies.

We're also going to build out your event program. You may love events, or you may not. Therefore we're going to make it work for you. And then we're going to also talk about the client experience. We want this whole process to be fun, to be energizing, to be magnetic, and to be authentic. That's what we do here. Right? It's about really sharing ourselves, sharing our purpose, sharing our message, and then attracting the kind of clients that we want.

Now. How do we do it? Well, we really have four components to our coaching program. The coaching is powerful. You start with a very long intensive hour-long call with me after you fill out a six-page questionnaire. I'm going to help you uncover your true purpose, a purpose you can't see.

We're going to send you the strength Finder. We want to work with your strengths. And from there, we're going to start the process of building your tribal market compelling message and story, and you will then, twice a month, get access to our group coaching calls on those calls. Every woman, every advisor gets to say, what's working, and where you need help, and then I will coach you through it.

You might say, I want to share my story and get your feedback, boom, I'll give you feedback. We're going to coach you through, and you're going to hear other women doing their stories. So you're going to be gathering ideas, great verbiage, new vocabulary that speaks a feminine language that everybody loves.

So you've got two group coaching opportunities, then you also get a 20 minute one on one coaching opportunity each month with me. That's where we're going to take everything you've been doing to a higher level. And lastly, twice a year, April in October, I host a two-day business retreat that is professionally and personally fulfilling and just energizes and takes

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everything we're doing to the next level. All you pay for is your airfare and your hotel, which is right across the street.

Now, from there, we provide a tremendous amount of training and tools that I'm going to show you. But Lastly, the community is so important. We are these beautiful peacocks, and we were hired into the land of penguins. And the penguins want us to succeed, but they only know how to be a penguin. Well, what we've done here is create a community of beautiful peacocks who want to leverage their strengths as women and understand as much as the penguins want to help us. They don't know how. So we stay right here in this supportive, collaborative, amazing, energizing community.

Now, let me quickly show you our membership site, the minute you sign up, you will get a login. Here's the very beginning. We will step you through, and you just follow these steps. But here's the real power of this program. In each step in our process, there are 12 keys. We have a number of webinars, tools, resources, all kinds of components. Look at that webinar tool, audio workbook, to help you develop that aspect.

Then you come to our growth calls. And we give you the coaching so that you can do the work on your own.

We go through your tribal market seminars for women, launching your new message prospecting strategies.

We're going to talk about your investment philosophy, how to create a winning website, all kinds of materials.

Now, lastly, we have a library. And what we've tried to do is fill this library with all the tools, strategies, scripts, drip marketing content designed for women who can't go through it all. But these are all engaging tools, and you get to download these and use these to email out to your clients to use in your process to use in social media.

It's a ton of information here. We've set up three drip emails every month that you can just submit to compliance and then use for your own marketing. This is huge, and understand that everything we do is compliance-friendly. Everything we want I was in my previous career, I was licensed to review and determine whether something was compliance a compliance issue or not, we are not.

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Okay, now, this is a 12-month process. It requires a real commitment. We're going to be changing the way you do business. We're going to be approaching every aspect of your business in a new way. So in this model, if you are committed to investing your time, your money, and your energy into this process.

Then let's talk! [Click here](#) because I want to learn who you are and what's holding you back so that we can take your business to the next level. I hope to hear from you.

Schedule your Strategy Session with Adri now: <https://www.femxadvisor.com/strategy-session>