

FOLLOW-UP RESOURCE

# From Zero to \$90 million in 2 years

Growing Your Advisor Business  
Through the Power of a Facebook Group



FOREFRONT  
ADVISOR NETWORK

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# KEY TAKEAWAYS

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Thank you for attending our first Forefront Advisor Network D.A.M. event. We hope you found it helpful and learned how to harness the power of Facebook groups to share your passion and grow your business exponentially. Andy Panko shared the following practical tips from his own experience with his "Taxes in Retirement" Facebook group that grew his advisory to \$90 million AUM in 2 years. Below you can find a summary to refresh your memory.

## Have a Plan Before Starting

Andy had a clear plan and started building it 3 years before he started. Specifically, he saved for 3 years to have enough savings to focus on the business allowing him to also support his wife and 2 children.

## Build Your Knowledge

While Andy was getting ready to start his business he started growing his knowledge by getting professional credentials like his CFP, RICP, and EA in order to build confidence in his knowledge and build credibility with clients.

## Know Your Audience

Andy had a very clear niche/target focus for his advisory practice.

## Be A Resource

Andy was/is focused on education and adding value to folks by freely sharing his knowledge and insights.

## Build Your Network

Andy was already very active in other advisor and personal finance related groups so the transition to starting his own group was natural and took off quickly.

## Monitor Your Audience

He closely moderates his group and has it set up to approve everything before it gets posted. This allows him to also have the first stab at answering any questions and commenting on posts to help with his own visibility and credibility.

## Know Your Worth

He raised his fees twice until demand seemed to align with his capacity. He stopped at 38 clients and has a waiting list of 46 prospects. At his peak, he was getting 20 intro calls and 4 new clients per month.

## Repurpose Your Content

He has branched out his education platform into multiple channels such as youtube, blog, podcast, and a separate, standalone website.

## Monetize Your Content

Some of his youtube videos get thousands of views and he has been able to monetize his channel.

## Focus Your Attention

Andy does not follow up with his prospects and leaves the ball in their court on if they would like to work with him as an advisor. This allows him to work with clients who are serious about their financial planning. He stated that if he has to chase them to follow up to get as a client, then he would probably have to nudge them constantly to get things done when working together.

## Find What Works For You

Andy tried multiple prospecting and business development techniques before settling on the Facebook group. It's important to find what works best for you and your target audience, who may or may not be active on facebook.

# FACEBOOK GROUP SETUP GUIDE

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Are you ready to start your own advisor Facebook group? Follow the steps below to get started!

## 1 After signing in to your personal Facebook account go to the groups page on Facebook

Direct Link: <https://www.facebook.com/groups/create/>

## 2 Fill in group information

This will include the following items:

- Group Name
- Privacy Level (Recommended private, join through group membership only)
- Invite Friends (Not required)

These are first items that are needed to actually start the group. Once these fields are filled in you can click the create button.

## 3 Fill in the rest of the needed information

Now that the group is officially created it's time to make it look better. Finish filling in the rest of the fields that are relevant. These could include:

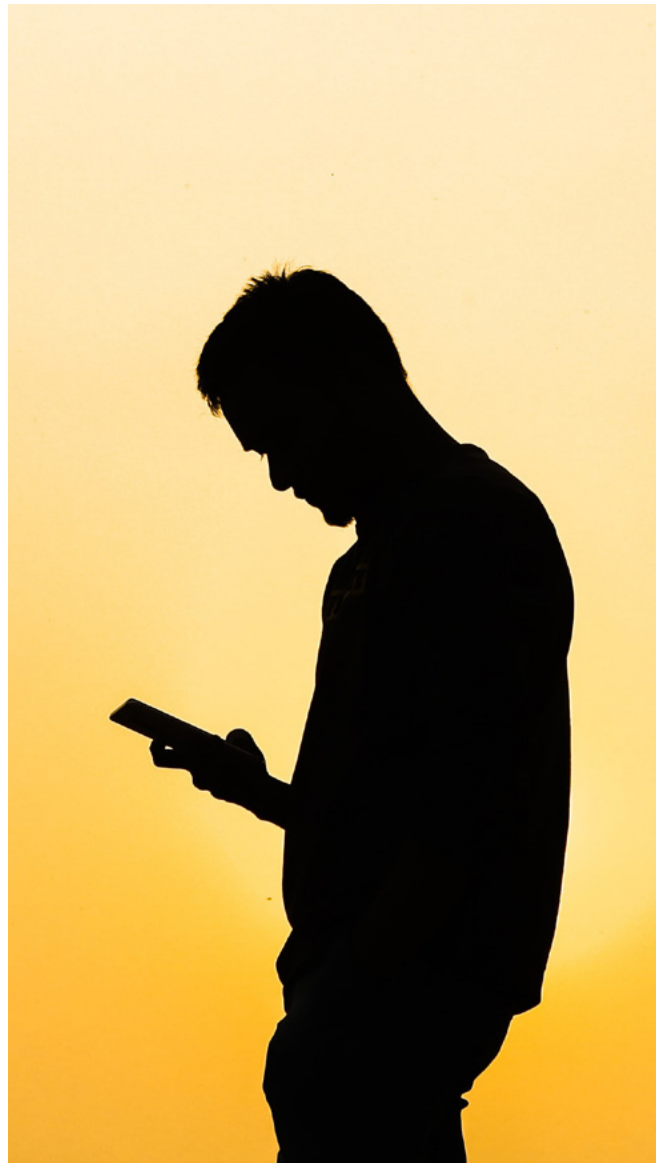
- Membership Questions
- Group Rules
- Set features allowed
- Assigns admins and moderators
- Solidify settings
  - » Set up group
  - » Manage membership
  - » Manage discussion

## 4 Design the group

- Go to settings and under Customize Group you can set the group color.
- Add a header image.

## 5 Invite people

- Set a strategy for inviting people to both the page linked and the new group you created.





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## About Forefront Advisor Network

Imagine your drive to succeed backed by extraordinary resources. When you partner with the Forefront Advisor Network, you scale your business instantly. Your clients' success is still the priority, you're gaining more ways to empower them through wealth creation. The Forefront Advisor Network is not just another cookie-cutter partnership program. When next-level advice and integrated tech meets an entrepreneurial and family-style atmosphere the possibilities are endless. We are here to invest in you as you invest in yourself and your clients. We meet you where you are and build the practice of your dreams.

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Find out how you can build a robust financial advisory practice with the Forefront Advisory Network by scheduling a consultation call with us today.

Let 's Talk