

# 14 RULES FOR HIGHLY EFFECTIVE, RESULTS-ORIENTED ADVISOR MARKETING

Kirk Lowe's "14-Rules" separate the best advisor marketers from the rest. Embrace them, implement them, and you'll enjoy marketing momentum like never before. [Download the complete guide: TactiBrand.com/14-Rules](https://TactiBrand.com/14-Rules)

**01 BE DIFFERENT:**  
When considering financial advisors, consumers don't think they have a choice of "different and better". Be both.

**02 BE VALUABLE:**  
Advisors who focus on a niche market/expertise, create more value than their peers. Their niche doesn't limit their value, it's expands it.

**03 BE RELEVANT:**  
Understand what you are good at then identify people who care. Connect with these people at the right moment and for the right reasons.

**04 BE PROFESSIONAL:**  
A consistent commitment to excellence across everything you do. Like trust, it takes a lot of time to earn it and it can be quickly depleted.

**05 BE SOCIAL:**  
Being social is about more than leveraging social media, it's about putting yourself out there as often as possible.

**06 BE STRATEGIC:**  
When you strategically connect many forms of marketing, that's when your marketing comes to life.

**07 BE CONSISTENT**  
Whatever you decide to deliver, you need to be able to sustain it. If you are going to commit to a monthly blog post, then deliver on that.

**08 BE USER-FRIENDLY:**  
Most successful businesses make it easy to get to know them and to start working with them. Your website is where this all starts.

**09 BE EVERYWHERE:**  
Financial professionals are constantly searching for and debating what marketing works best. Be everywhere that makes sense.

**10 BE INTERESTING:**  
Write like your talking to them. Write like you care, like you know exactly what they think and what the want.

**11 BE CREDIBLE:**  
Depth of expertise breeds credibility. It's not how much marketing copy you can write, it's how much of your expertise you can prove.

**12 BE RESOURCEFUL:**  
Opportunities are everywhere. Be intentional about pursuing targeted opportunities and put "alerts" in place when they happen.

**13 BE GENEROUS:**  
Marketing your advisory practice starts and ends with generously sharing your wisdom. Generosity of expertise builds trust.

**14 BE AUTHENTIC:**  
Share your purpose, your "why". It's authentically you and no one can take that away.

