



ADVISOR EDUCATION: OVERVIEW

WHAT IS ADVISOR EDUCATION?

A series of marketing and communication workshops delivered virtually, designed for the modern advisor. Workshops include:

1
Zero to Launch DIY Video Workshop

2
Rock Your Growth Marketing Workshop

3
The Podcasting Fellowship

WHO IS ADVISOR EDUCATION FOR?

Advisory Firms with 12 or more advisors that are ready to ramp up their marketing efforts to drive growth and stay connected to clients, prospects and employees in a digital environment.

We offer workshops to individual advisors once a year. Sign up on our waitlist to be notified.

WHAT IS WORKSHOP FORMAT?

Our workshops are created for maximum impact and you will experience:

- Immersive sprints
- Weekly lessons and assignments
- 1:1 and group coaching
- Peer-to-peer feedback and collaboration

We guarantee that our workshops will NOT have:

- Heavily jargoned theory that isn't immediately executable
- A cookie cutter, one-size-fits-all approach
- Expert-only/top-down approach
- Lectures that lack interaction

WHY DID FICOMM LAUNCH THESE WORKSHOPS?

We saw an opportunity to address a huge gap across the industry for marketing strategy that is not cookie cutter and brings firms into 2020 Digital Landscape where the "old skool" rules of Marketing and Communications no longer work.

We wanted to have a bigger impact – these workshops allow us to achieve it.



ADVISOR EDUCATION: WORKSHOP DESCRIPTIONS

1

Zero to Launch DIY Video Workshop - Become a Video Rockstar

In this four-week workshop, participants will begin shooting and posting videos from Week 1. Over the course of four weeks, will take on assignments designed to get them out of their comfort zone and into the world of video FAST. The workshop will cover:

- Our top 3 on-camera tips
 - Scripting for high impact video
 - How to find your authentic tone
 - Lighting, backdrop and dressing for video
 - Recommended gear and tools for postproduction
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2

Rock Your Growth Marketing Workshop - Strategic Marketing for the Modern Advisor

In this eight-week workshop, participants will be in action from Week 1, developing a compelling strategy that empowers them to show up authentically in the new model of communications and marketing.

Participants will walk away as the expert in marketing their business with a vision and executable plan that:

- Clearly drives their business goals
 - Is focused on their specific clients and prospects
 - Plays to their unique strengths and constraints
 - Leverages modern communication mediums
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3

The Podcasting Fellowship - Step Up to the Mic

Podcasting has become the modern "blogging" for anyone who has something to say. In this workshop, participants will:

- Focus their vision
- Get comfortable with their voice
- Launch that podcast that they've been thinking about, dreaming about, talking more about... but haven't actually launched.

We'll share our top tips for crafting their podcast description based on the advisor's business and dream client. Advisors will receive frameworks for determining their podcast's look and feel, length and format, tone, focus and episode teams.