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## *Fundamentals of Advisor Value*

I can't be all things to all people  
If I don't define my value someone else will  
Price becomes an issue in the absence of value  
I am in complete control of the perception of my value  
If I don't use the word NO as a strategy I have no strategy  
It's nobody's business but mine... If it is to be it is up to me  
To remain relevant my intangible value must become tangible  
Getting and keeping ideal clients is based on the culture I create  
Clients that come to me for discounts will leave me for discounts  
My digital presence must be seamless and contextual for all users  
The quality of my clients is commensurate to the quality of my services  
Stakeholder value drives enterprise value which drives shareholder value  
Now, more than ever, my clients are in need of a trusted source of wisdom  
By allowing someone else to define my value I become replaceable by default  
Setting and maintaining expectations is requisite to creating trusted partnerships  
My value must be defined by me for digital delivery, consumption, and refinement  
My business is never static... What got me here will not sustain my thriving business  
In the era of the consumer controlled digital experience I must leverage transparency  
In the age of collaborative wealth stewardship open honest feedback is non-negotiable  
To become and remain digitally relevant I must promise my behavior and not allude to  
the promise of ROI