



BUSINESS PROFILE:

# BROKERS

Any Expert/Professional that trades time for money

## EXAMPLES

Property / Insurance / Finance /  
Mortgage / Share Traders etc

## BUSINESS MODEL

Ongoing trail or one-off transaction  
income often in exchange for expertise  
offered pre sale

## BIGGEST CHALLENGES

- Tendency to talk to everyone because “you never know where it might lead”
- Over-servicing low value clients
- Unclear on ideal customers to target
- Poor or unstructured sales funnels
- Insufficient marketing too reliant on word of mouth

## BEST OPPORTUNITIES

- Analysis of time spent on transaction type relative to sale made
- Sales funnel design to optimize points of contact with the customer to build trust and credibility
- Authority marketing positioning as expert
- Developing of strong lead magnets to communicate expertise to target customers
- Strong outbound contact systems to build customer database

## RECOMMENDED ACTION

Get a Business Optimisation Analysis | What you'll find out:

- The amount of money you should be making for a business your size
- A list of individual strategies that if actioned will make you more money
- You'll know “what to do” and see how much it's costing you “not to do”