

Advisors Must Make the Web an Ally!

Eight Tips for Driving Traffic to Your Retirement Time™ Website

Overview

Your Retirement Time™ website represents a major advance in the technology of advisor websites. It is capable of helping you develop new prospects and closing a greater number of quality sales. Retirement Time's high-end movies and interactive features provide an engaging educational experience to web-savvy investors who have come to expect high-quality learning experiences on the web. That said, Retirement Time won't help much in building your Rollover IRA and retirement income business unless people visit it.

The first principle to keep in mind is that you should showcase the unique URL to your Retirement Time website in all of your traditional communications tools including business cards, letterhead, display advertising and even on your existing website. **Tip 1: You should place the Retirement Time logo on your existing website's home page and make it a "hot link" to your Retirement Time website.** Contact support@wealth2k.com to request an image file of the Retirement Time logo.

Do you engage in seminar selling on the topics of Rollover IRA or retirement income? If you do you will find Retirement Time to be a wonderful way to increase conversion rates. At your seminars prominently mention your Retirement Time website and make sure that seminar attendees are aware of your URL. **Tip 2: Much of the impact of your seminar can be forgotten within 72 hours. When you ask for an appointment and get resistance, urge the attendee to visit your Retirement Time website.** This will "refresh" the attendee's memory, create a positive impression and allow the attendee to come back to you with a request for a personal meeting. In this way you are empowering the investor.

Are you gathering enough referrals? Your Retirement Time website includes a "Refer a Friend" function designed to build traffic to your website virally. **Tip 3: Whenever you refer a prospect to your Retirement Time website mention that the prospect should feel free to use the "Refer a Friend" link.** This will build traffic and result in new leads.

After your Retirement Time website has been active for a couple of weeks, search Google and Bing for your name. You may find it in the search results returned by popular search engines. **Tip 4: Search in this way: "First Name Last Name, retirement."**

Seminar-for-One™ is a power feature of Retirement Time and a wonderfully effective way to educate prospects and secure new sales. **Tip 5: Start an email marketing campaign. Begin to email your existing clients plus any prospect lists you may have and send the link to your Retirement Time website to your target audience.** In the copy of the email suggest that people visit the website and watch the

movie that aligns with your marketing campaign. For example, if you are interested in attracting Rollover IRA assets, suggest that people watch “The Rollover IRA: Understanding Your Options.”

Guaranteed lifetime retirement income is a “hot” topic. Your Retirement Time website includes an innovative, interactive application that helps investors assess their need for guaranteed retirement income. The TNT- Retirement Income Indicator can be incredibly effective in helping prospects understand that you “get it” when it comes to proper retirement income planning. Accordingly, recommend to as many people as possible that they try the “TNT” assessment process.

Tip 6: Send the link to your Retirement Time website to any other professional advisors in your network including accountants, attorneys and trust officers. Help these professionals understand that you offer a unique capability that helps clients find the composition of retirement income that best meets their objectives.

Your local or community newspaper may find your Retirement Time website to be an interesting development, and a non-threatening way for readers to learn about retirement income and Rollover IRA issues. **Tip 7: contact your community newspaper and get into a conversation with a reporter on the topic of emerging strategies for delivering high-quality investor education.** Position yourself as being in the vanguard of offering quality investor education over the web. Your goal is to get a story written that mentions the URL to your Retirement Time website.

Over time you should assess the amount of traffic coming to your Retirement Time website.

Tip 8: Google offers a free service called Google Analytics which can provide comprehensive analytics on your Retirement Time web site. Wealth2k has built in the provision for integrating Google Analytics into your website. You must first establish an account with Google. Visit <http://www.google.com/analytics/> to establish a Google Analytics account. Again, there is no cost. Once your Google account has been established contact support@wealth2k.com and request the simple instructions we have prepared to launch the analytics application. Once it is set-up you can login to Google Analytics anytime to see what’s happening at your Retirement Time website. Google will even email you a daily web traffic report free of charge.

Conclusion

Your prime objective should be to find as many ways as possible to make people aware of your Retirement Time website. Be patient. And remember that even relatively small amounts of traffic can yield a big payoff.

You now have a website that you can be very proud to show any prospective client. So, don’t hesitate. Make promoting your Retirement Time website part of your daily activity.