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STORYBRAND PROJECT

FIRST DRAFT: DH FINANCIAL

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DHF'S PRIMARY BRANDSCRIPT

WHAT CORE QUESTIONS SHOULD THIS BRANDSCRIPT ADDRESS?

- Who do our clients want to become?
- What stands in their way?
- How can we improve how they see themselves?

WHO ARE OUR CLIENTS AND WHAT DO THEY WANT? (CHARACTER)

- They want to be empowered with the right knowledge to make wise financial decisions.
- They want to have a financial expert in their corner whom they trust implicitly.
- They want to be educated on the things they need to know in order to take care of their loved ones.
- They want to know what noise they can tune out and what things they don't need to pay attention to.
- They want peace of mind and freedom from financial worries.
- They want to be able to sleep well at night and look at themselves confidently in the mirror.
- They want to have a well-organized plan in place to achieve their financial goals.
- They want to feel safe and confident in their financial and investment decisions.
- They want to live comfortably in retirement, no matter how long it lasts.
- They want their business and employees to be taken care of after they're gone. (for business owners only)

WHAT IS STANDING IN THE WAY? (PROBLEM)

- They don't have a well-organized financial plan.
- They don't have defined goals and a path to achieve them.
- They're afraid of doing the wrong thing.
- They're not budgeting properly.
- They're over-spending to keep up with the Jones' at the expense of protecting their future.
- They're living in denial about how well prepared they are.
- They're worried about the financial burdens they might leave others.
- They're worried about not having a legacy to leave their children and grandchildren.

- They're afraid of outliving their money.
- They're overwhelmed with financial information and don't know what to listen to or who to trust.
- They're worried about being taken advantage of by financial advisors.
- They're living in the present with no sense of urgency because "the future" is so far off.
- They're worried their company's market share will go to a competitor when they're gone. (business owners only)
- They don't know where to begin.

WHY SHOULD THEY TRUST DHF TO HELP THEM? (GUIDE)

- We've been helping people just like you for more than 45 years.
- We have deep roots in this community.
- We're have extensive education and experience in insurance, investments, and financial planning.
- We have earned numerous advanced financial designations, including CPA, AEP®, CLU®, ChFC®, and CLTC.
- We've received national recognition and awards for our success in helping people like you.
- We have been published in many articles and spoken at conferences throughout the country.
- We're good listeners and good teachers, and take pride in bringing clarity to our clients.
- We are currently managing more than $X in assets for our clients.
- Almost all of our business comes from referrals.
- We live by the same financial principles that we promote to our clients.
- We're business owners, too, and understand your concerns. (for business owners only)
- We've been where you are, and know how to help you.

WHAT IS OUR APPROACH? (PLAN)

DHF's Purposeful Planning Process

Here at DH Financial, we don't believe in cookie-cutter financial planning. Every client has different needs that require different solutions due to the variances in their assets, goals, stage of life, dependents, and risk tolerance. Despite the highly-customized nature of what we do, our overall approach is always the same no matter who we're working with or what their situation is. We've pioneered a five-step approach called the Purposeful Planning Process™, which is rooted in the understanding that if you want to achieve financial peace, clarity, and confidence, you have start with a plan that addresses the why behind your objectives.

- Step One: Make appointment to come in and talk. No stress and no pressure, we're just going to get to know each other and learn about your current situation, what you're hoping to accomplish, and what matters most to you.
- Step Two: Keeping in mind your goals and what's most important to you, we'll assess your situation and research the various options available to you.
- Step Three: We'll educate you on our findings and empower you with the information and guidance you need to make the wisest possible decisions.
- Step Four: We'll work together to create and execute a highly-customized, dynamic financial plan that will serve as the roadmap to achieving your goals. We will guide you every step of the way, giving you peace of mind and confidence that your financial affairs are in order.
- Step Five: We'll continuously help you monitor the plan and make adjustments as time goes on. No matter what twists and turns you encounter, you can rest assured that you have an ally in your corner who is solely motivated by your best interests.

WHAT ARE WE CALLING THEM TO DO? (ACTION)

- We're asking them to request an appointment. (primary call to action)
- We're asking them to attend a seminar, webinar, or other event.
- We're asking them to connect on social media.
- We're encouraging them to educate themselves by reading the content we send them.
- We're encouraging them to share our content with others.

WHAT HAPPY ENDING ARE WE ARE LEADING THEM TO? (SUCCESS)

- They'll achieve financial peace of mind.
- They'll be confident that their financial affairs are in order.
- They'll have total clarity about their financial goals and understand the plan in place to achieve them.
- They'll trust DHF implicitly and know that we are looking after their best interests.
- They'll be able to sleep better at night and worry less overall.
- They'll be able to live the retirement lifestyle they desire without outliving their money.
- They'll be able to pass down a legacy to the people and organizations they care about.
- They won't be distracted by noise, and they'll know what they should pay attention to.
- Their company will remain intact after they're gone. (for business owners only)

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WHAT TRAGEDY ARE WE HELPING THEM AVOID? (FAILURE)

- They won't outlive their money or have to downgrade their lifestyle in retirement.
- They won't be a burden on the people they care about.
- They will no longer be confused or overwhelmed by their finances.
- They won't get taken advantage of by an untrustworthy advisor with self-serving motives.
- They won't have to delay their retirement for financial reasons.
- They won't toss and turn at night worrying about their money.
- Their company won't fall apart when they are no longer running it. (for business owners only)

WHAT IS THE CLIENT'S TRANSFORMATION?

- FROM: Uninformed, confused, untrusting, procrastinating, and worried
- TO: Wise, empowered, confident, peaceful, sleeping soundly, and enjoying life

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DHF'S BRANDSCRIPT & RECOMMENDED ACTION ITEMS

VISION STATEMENT

To educate and empower individuals to be better financial stewards when accumulating, preserving, and passing on their legacy.

- Recommendation: The "educate and empower" part of this is very strong and in alignment with the BrandScript because it positions the client as the hero and the one solving the problems, not DHF. I would consider reworking the rest of the statement so that it touches on more than the preservation of their legacy. While leaving a legacy is certainly a key motivator, so is their own comfort in retirement and making sure they don't run out of money in retirement, so I would suggest touching on that as well.
- Example: To educate and empower individuals to protect their financial future and become confident financial stewards when accumulating, preserving, and passing on their legacy.

MISSION STATEMENT

As a multi-generational planning firm, we are committed to assisting families and business owners
- organize their personal and business affairs
- create and execute an integrated financial plan, and
- implement a lasting legacy;
which reflect their values and goals, love of family, business aspirations, and community involvement.

- Recommendation: There are some good points in the mission statement, such as mentioning the multi-generational aspect of the firm and the fact that you serve businesses and families. However, I would recommend bringing it into alignment with the BrandScript.
- Example: As a multi-generational planning firm, our family is committed to helping businesses owners, individuals, and families to:
  - Understand their financial picture and the opportunities available to them
  - Organize their personal and business affairs and create a cohesive financial plan
  - Preserve a lasting legacy that benefits the people and organizations they care about

We aim to achieve this in a way that reflects their values and goals, love of family, business aspirations, and community involvement.

CORE VALUES

INTEGRITY

We have been in business for over 45 years because we are doing the right things at the right time for each of our clients. We understand each client has his/her unique goals and we custom tailor solutions to specifically fit each goal.

- The word "integrity" and the first sentence effectively speak to the trust that people want to have with their advisor. The second sentence doesn't seem to tie into the theme of integrity, though, so I'd recommend reworking it so that it touches on the fact that you are custom-tailoring solutions to their needs keeping their best interests in mind.

FAMILY

We are a second generation planning firm and are committed to building a stronger company for future generations. We value family. Our team at DH Financial is our extended family. We value and care about each other and support one another to be the best we can be.

- The speaks to the family-oriented nature of the firm, but it would be stronger if it also made the point that you consider your clients to be like family, and/or that you give them the same service and advice that you would give your own family.

EDUCATION

We believe strongly in lifelong learning. In valuing our team members' strengths, we encourage further education in their professional pursuits knowing that each team member is responsible for his/her own professional, as well as personal successes.

- This speaks to your commitment to staying well-educated in order to serve your clients, but I would also recommend tying in a message about educating and empowering your clients to make wise financial decisions.

LOYALTY

Our commitment to our clients is paramount. We take our obligations very seriously in completing the job we begin and to ensure our clients' satisfaction always remembering that they are the reason we are in business.

- This is a good message, I would just reword to remove the term "client satisfaction" because studies have shown it to have negative connotations. I would speak more to how you want them to feel (ex: ***Our commitment to our clients is paramount. We take our***

obligations very seriously in serving their needs, looking after their best interests, making sure they feel well taken care of, and always remembering they are the reason we are in business.)

EXCELLENCE

We believe in continuous improvement for our entire team. We go beyond just keeping our clients satisfied. We are always looking for innovative ways of improving our processes.

- This is good, I would recommend adding to it so that you more clearly spell out the specific kinds of excellence you're shooting for - excellence in client service, excellence in performance, excellence in your processes and approach, etc.

WEBSITE

We must make sure that the website doesn't answer a thousand questions that no one ever asked, but that it effectively covers the questions they ***are*** asking. Specifically, people who are vetting a financial advisor want to know:

- What's your background and experience?
- How successful are you?
- What things can you help me with?
- What's your process like in the beginning and on an ongoing basis?
- Who are your typical clients?
- Who is on your team?

With that in mind, I would recommend rebuilding the website according to the below site plan which covers all of the questions above as well as your BrandScript. As we recreate all of the website's messaging, I also recommend you redo the design and structure to keep pace with the modern look of the internet. In the site plan below, please note that primary navigation items are left-aligned, bolded and underlined. The secondary pages (also called 'drop downs') are left aligned below that, and the bullet points contain my suggestions for each page.

<u>Home</u>

- Through a headline and explainer paragraph, this page will frame DHF as a guide who empowers clients to achieve financial success, clarity, and peace of mind.

Who We Are

The DH Difference

- Company video, mission, vision, and values
- Recommend reworking these as explained above.

Meet Our Team

- Bios for each person that are segmented into professional and personal details. This section should be expanded to allow people who are vetting you to feel more connected. I recommend covering what your education and background is, your designations, your expertise and role at DHF, your service to the community, and whatever personal details you're comfortable sharing. Everyone has a different privacy threshold and there is no right or wrong, but to whatever extent you feel comfortable, telling people about your family, your hobbies, and your passions is great for fostering connections. You could also incorporate some fun facts like your favorite books and movies, bucket list trips you'd like to take, top inspirational quotes, favorite foods, etc., and you could consider adding a photo gallery of personal pictures. All of these personal details may sound like fluff, but they actually serve a very important purpose in marketing because they help people to trust you and relate to you.

Our Client Vows

- This is a new page I'm recommending that will be an ideal vehicle to tell the DHF BrandStory. Looking at the list of things your "heroes" want to achieve and the problems and fears they are trying to mitigate, you create vows that address each one.
- Example 1: We've noted that your clients want to be empowered with the knowledge needed to make wise financial decisions. The vow covering this point would be something like "We vow to always take the time to explain things to you until they make sense, to answer your questions thoroughly, and to give you all the information you need to make wise financial decisions.
- Example 2: We've noted that they want to have a financial expert in their corner whom they trust implicitly. The vow covering this would be something like "We vow to always tell you the truth, to act as a fiduciary by putting your best interests ahead of our own, and to hold everything you tell us in the strictest confidence.

Community Involvement

- Highlight the community partnerships and involvement from each person
- Include pictures where applicable

Tour Our Office

- Gallery of professional photos of your office, inside and out.

How We Help

Purposeful Planning Process™

- This page would replace the current "Strategic Analysis Process"
- The existing principles and process detailed on the current webpage would still be covered in the new process, I would just recommend renaming it and expanding on it to better align with your core brand messaging.

Firm Capabilities

- This page would replace the current Financial Tools page. I recommend renaming it to better articulate what kind of content is covered on the page, and doing so should result in more interest and more clicks.
- The services listed on the current webpage and the services covered in the prospect folder are not the same, but they really should be. I would standardize them and make sure they have a consistent message about your service areas and expertise.
- Based on looking at your folder and website, topics covered would include family protection, financial planning, wealth management, retirement planning, succession planning, education planning, estate and legacy planning, executive benefits, and philanthropic planning.
- In each topical section, add links to download any Nautilus Guidepost concept pieces that relate to that topic.

Partnering with Other Professionals

- This page would cover what is currently on your "Our Resources" and "Working with Other Advisors" pages, but in a more concise manner. It would start with an org chart showing DHF at the top, and there would be 5 branches down – Nautilus, Eagle, Ash, New York Life, and Client's Advisors. The overall message is that financial services is a team sport, and you bring the right resources to the table, whether that's your team or theirs.
- The sections of this page that Nautilus, Eagle, Ash, and New York Life will have clickable "learn more" links where they can read about each organization in depth and how your alignment with them is a benefit.

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Learning Library

The DH Digest

- Direct link to your newsletter/blog

Timely Topics

- Eagle Eye, Nautilus Navigator, Mainstay Market Pulse

2019 Tax Guide

- Links to the annual PDF, link and document must be updated annually

Concept Pieces

- Compile all Nautilus Guideposts here that might be relevant to your clients, and organize them into categories.

Calculators

- Same as current website page

Helpful Links

- In some of your DH Digest articles, you provide links that readers can go to for more information. This page would aggregate those links here, and you could also add in other links that might be helpful like the IRS, Social Security Administration, Unclaimed Property Search, etc.

Get in Touch

Office Directory

- Rolodex of all producers and staff members, including name, title, phone, email, and LinkedIn (when applicable)

Request an Appointment

- Form page where they can request an appointment

Location Information

- Building picture, interactive Google map, address, phone, and fax information

PRINTED INFORMATIONAL PIECES

When I visited the office, Dave walked me through the folder he uses when he's meeting with someone for the first time. He gave me an overview of how he explains everything to prospective clients, and I was very impressed by everything he said. The only thing I would recommend changing is the design of the printed pieces and the folder. Everything looks like it was created at different times by different people, and there is not a unified look that is carried through all the various pieces. I would recommend redesigning the pieces so that they look related and clearly reflect DHF's brand identity.

The best way to approach this is to first create a Brand Guidelines document for DHF. This is a document that defines the specific elements that should be used for all client-facing assets, including the website, flyers, documents, newsletters, social media profiles, and more. It specifies the elements that makes up the look of your brand, including the colors and accents that should be used, the fonts and font styles, the types of images and background patterns, and more. It's a helpful tool that everyone can use when creating new things for the firm.

Folder

The folder is currently not branded, or at least the one I have isn't. I would recommend having custom folders that reflect the DHF brand guidelines.

DHF Team

This piece is great, and I love that every person on the team is highlighted with an explanation of what they do. I would recommend updating the look of this to reflect the brand guidelines, and make sure all former employees are removed and current ones are added. It would also enhance the professionalism of this piece (and the "Meet Our Team" website page) if everyone's headshots matched in terms of the background color and lighting.

Annual Tax Guide

I know this piece is provided by Nautilus and the format cannot be changed, but since it's laminated anyway, it's okay for it to be different in appearance than the other pages.

Three Types of Service Flyer
Ash Brokerage Flyers
Eagle Strategies Flyer
Nautilus Group Flyer
Nautilus Plus Flyer

Key Resources Flyer
Mission & Vision Flyer (I'd add values to this, too)
Investment Managers Flyer
Adams Capital Flyer
SM2 Advisors Flyer

On all of the above pieces, I don't have any content change recommendations unless they are outdated and there is newer, better information to share. Either way, I would highly recommend redesigning them to be in alignment with the DHF Brand Guidelines discussed above.

I would also recommend having these pieces commercially printed on nice paper. They will look and feel more professional, the colors will pop, and the images going all the way to the edges of the paper will make it look a lot nicer. Look at the Eagle Strategies booklets for an example of what I mean. Notice how there is no margin or border, the images go edge-to edge, and the paper quality is really nice? It's not expensive to have things printed in that high of quality, and it really makes a big difference in how polished everything looks.

SOCIAL MEDIA PROFILES

Once the website project is done, I recommend carrying over the appearance and messages to all of the firm's social media profiles. Right now, the profiles I found are customized and well done, so I would expect this to just be minor tweaking to ensure the same brand messages and appearance are being utilized throughout.