

**TRUST + REACH + INFLUENCE**

**THE FUTURE OF BUSINESS**

**TRUST + REACH + INFLUENCE**

*Resonance*



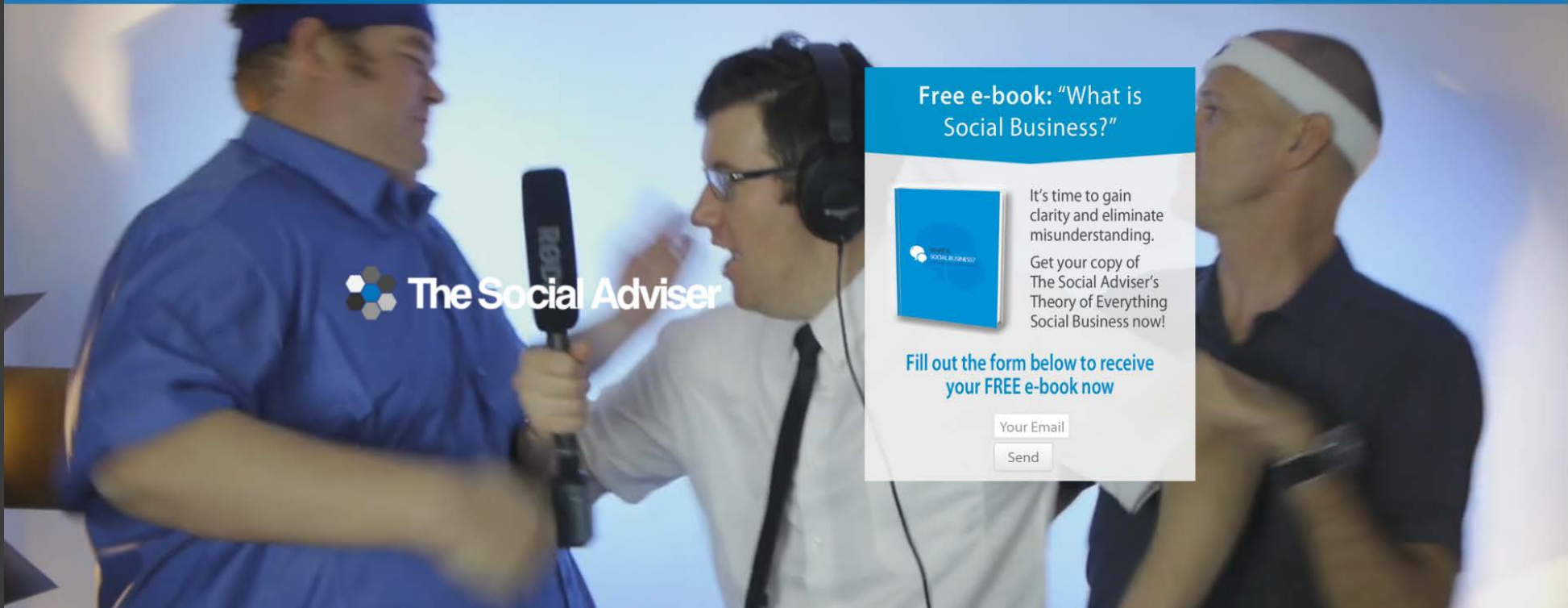
# BEFORE WE BEGIN

- 1) IT'S THE **CONTEXT** THAT MATTERS
- 2) HOW ARE YOU GOING TO TAKE **ACTION**?
- 3) ARE YOU WILLING TO **INVEST** IN YOUR OWN VALUE?

# FULL DISCLOSURE

- 1) TRY TO FIGURE IT OUT **MYSELF**
- 2) KEEP MYSELF **ACCOUNTABLE**
- 3) SAVE MONEY BY AVOIDING EXPERT HELP & **NEVER EXECUTING**
- 4) TAKE ACTION WHEN I HAVE TIME – **DELAY FOREVER**

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 **The Social Adviser**

### Free e-book: "What is Social Business?"



It's time to gain clarity and eliminate misunderstanding. Get your copy of The Social Adviser's Theory of Everything Social Business now!

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**Our Story ...so far**

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**Your Social Evolution**

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**SOCIAL MEDIA  
RULE #3**

If you want to get connected, you first need to be connected... to yourself!



PREMIUM



Search for people, jobs, companies, and more...



Advanced



Home

Profile

My Network

Jobs

Interests

Business Services

Go to Sales Navigator

**SOCIAL MEDIA  
RULE #1**

**SOME PEOPLE ARE NOT GOING TO LIKE YOU...**

**AND THAT'S A  
GOOD  
THING**



### Baz Gardner

1st PREMIUM

► Founder The Social Adviser & The Social Sales Professional ► Public Speaker ► Media Commentator ► Digital ROI Specialist

Brisbane, Australia | Program Development

Current The Social Adviser, The Market Leaders ★ Cloud Based Learning ★ Workshops ★ Coaching ★ Premiere Events

Previous People4Life Private Client: Financial and Structural Advice

Education Deakin University

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500+ connections

<https://au.linkedin.com/in/bazgardner>

Contact Info

#### Posts

Published by Baz  
See more ▶

9,738 followers



**SYDNEY EVENT \*Trust \*Reach \*Influence...**

July 8, 2016



**My 10 Best Observations - Charging Clients**

June 28, 2016



**The Five Ways I Use LinkedIn To Grow Business**

September 11, 2015

#### Ads You May Be Interested In



**Got a cool business idea?**

Come build it at Sydney Hackstars over a weekend and win \$30k!



**Australian Piling Event**

Meet Piling Contractors, Geotechnical Engineers, EPCM's and Asset Owners



**Teaching Conference 2016**

Whole Child Learning With Helen Timperley. Register For Early Bird!

#### People Also Viewed



**Adam Bannister**

The Social Adviser | Sultan of Systems and Software, Infusionsoft Guru

#### Background

BUT... 'WHY?'



# MY QUESTIONS FOR MYSELF

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**EVERY GREAT STARTUP NEEDS A  
HYPOTHESIS**

**JUST LIKE EVERY  
MAN NEEDS A  
PURPOSE**

**TRUST + REACH + INFLUENCE**

# MY HYPOTHESES

SELF AWARENESS CAN **BE GAINED** THROUGH PROCESS

SELF AWARENESS IS **CONTAGIOUS**

SELF AWARENESS GIVEN SHAPE AND MEANS OF TRANSMISSION CREATES THE **ULTIMATE COMPETITIVE ADVANTAGE:**

**RESONANCE**

**TRUST** + **REACH** + **INFLUENCE**



# MY PLAN

GIVE ENOUGH OF THE RIGHT PEOPLE, THE EXACT PROCESS TO DEFINE:

- WHO THEY ARE
- THEIR PURPOSE
- THEIR MESSAGE TO THE WORLD
- AND HOW THAT TRANSLATES TO THEIR UNIQUE BRAND

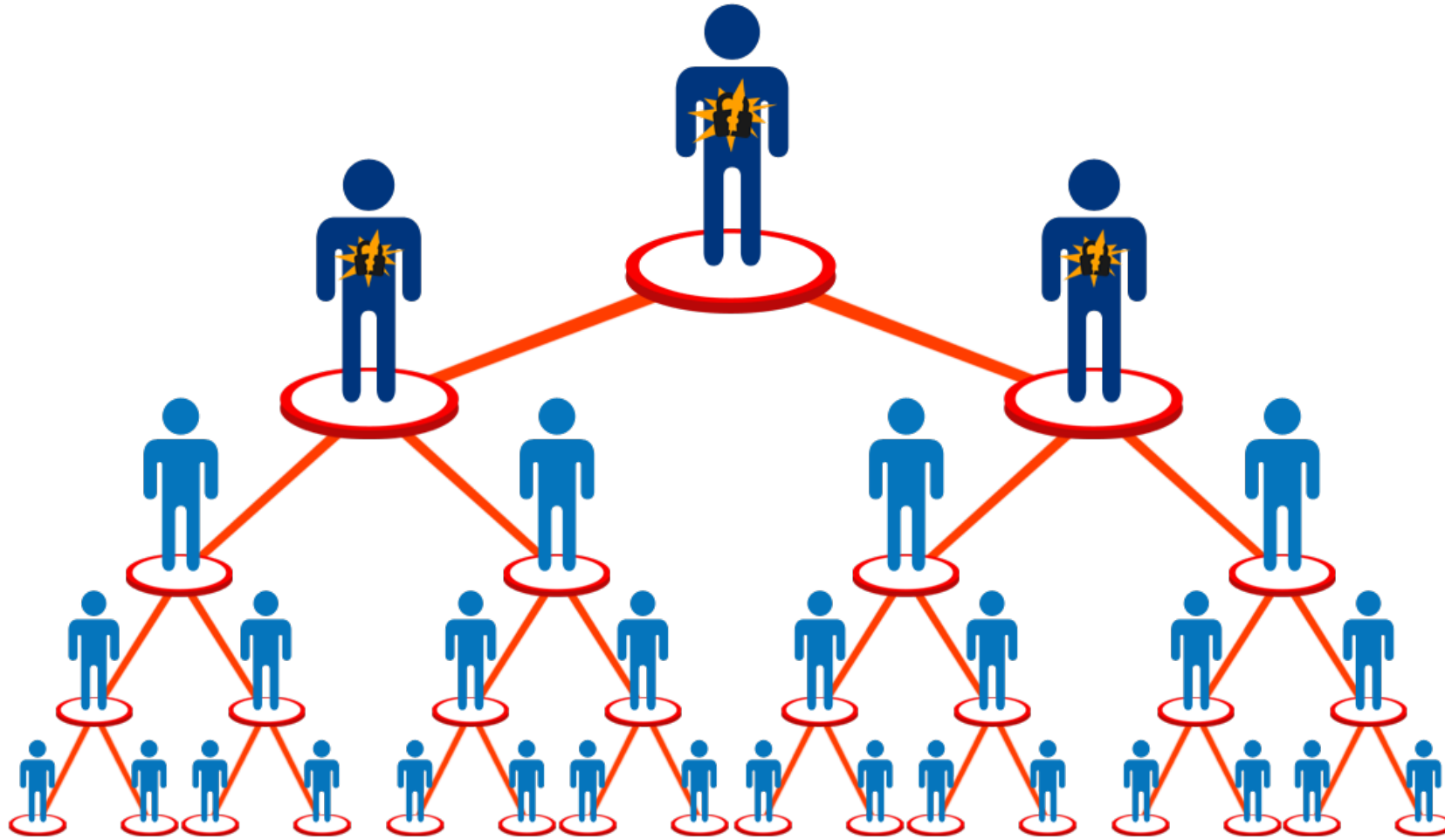
THEN GIVE THEM THE OPTIMAL TOOLS, SUPPORT & INFRASTRUCTURE

- CREATE A FOCUSED PERSONAL BRAND
- TO CREATE DIRECT COMMERCIAL RETURN
- IN ALIGNMENT WITH THEMSELVES & THEIR GREATEST FULLFILMENT

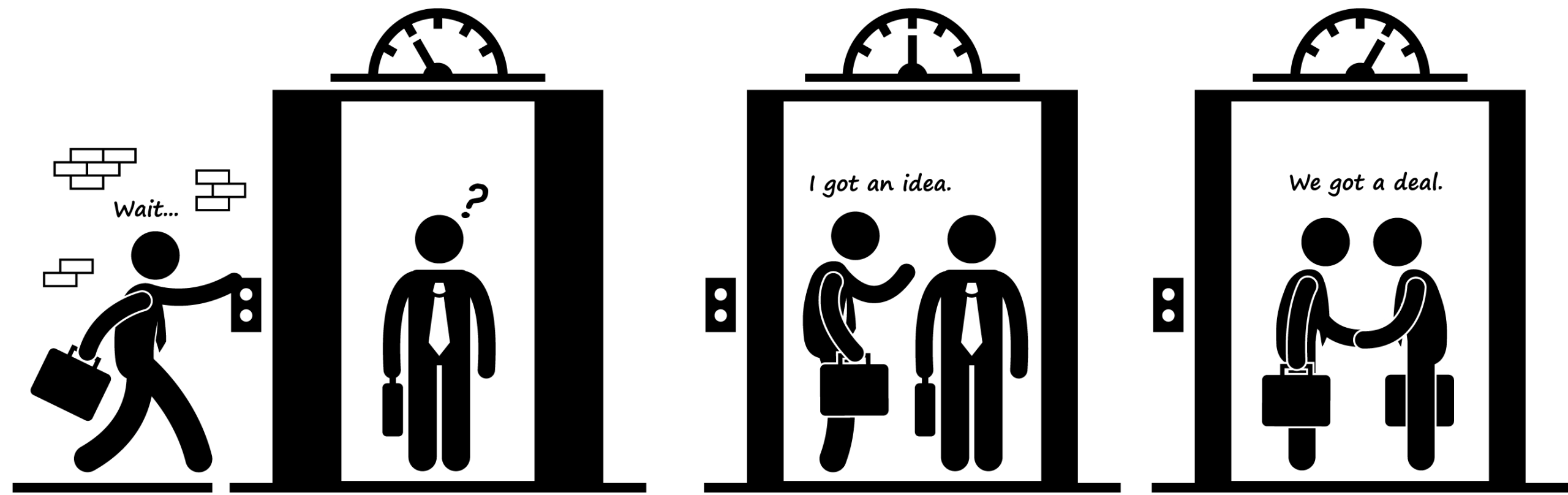
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**“WHEN YOU STOP WORRYING ABOUT  
YOURSELF THEN YOU TRULY BECOME  
FREE TO TAKE AN INTEREST IN  
OTHERS”**

**TRUST + REACH + INFLUENCE**

THE PROBLEM WITH ENTREPRENEURS – IT'S THE IDEA THAT MATTERS

THE PROBLEM WITH MARKETERS – IT'S THE BRAND THAT MATTERS

THE PROBLEM WITH SALES PEOPLE – IT'S THE PITCH THAT MATTERS

***THE TRUTH***

**YOU ARE WHAT MATTERS**

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***Resonance***

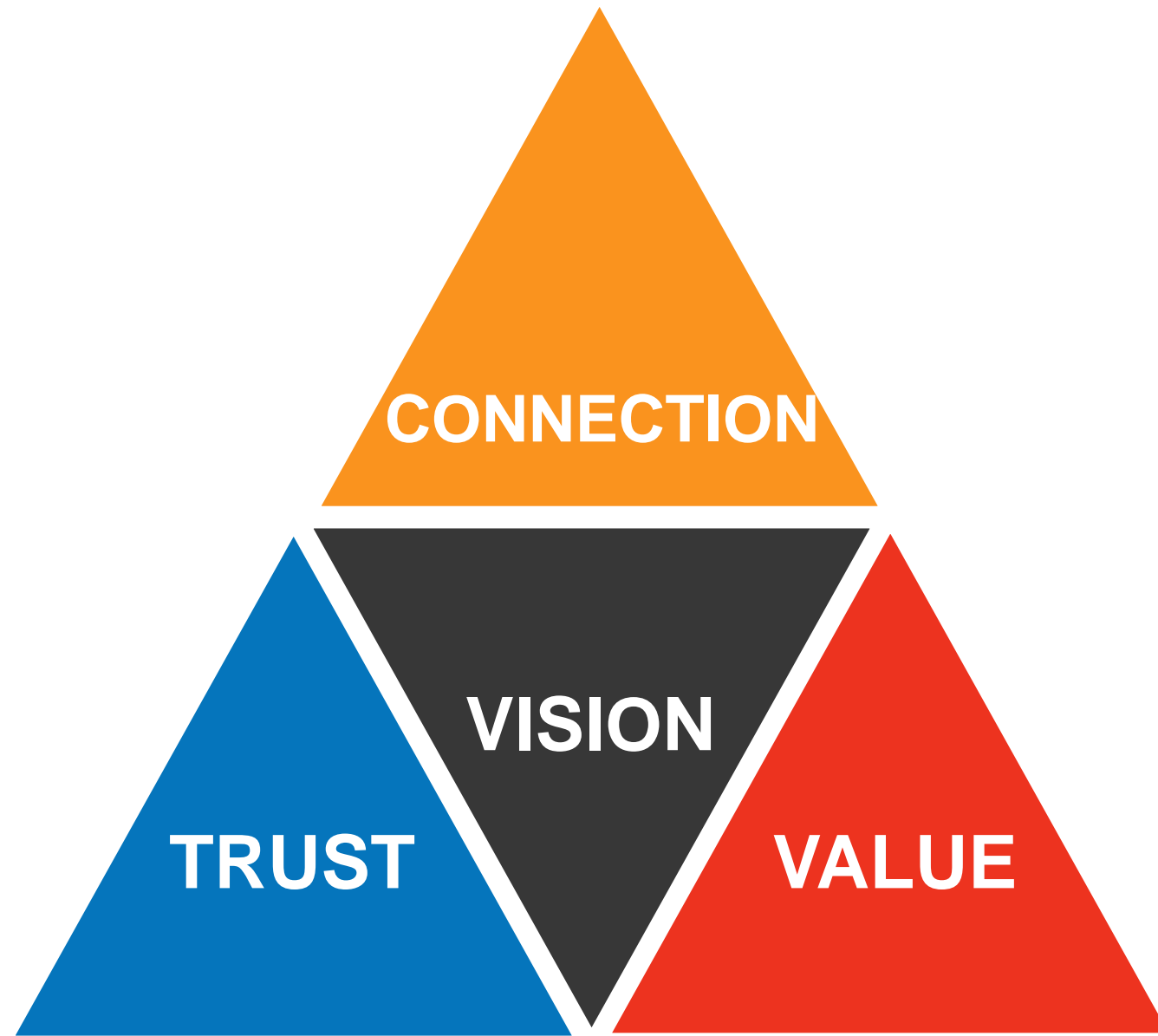


“  
PEOPLE TRUST  
PEOPLE NOT  
LOGOS

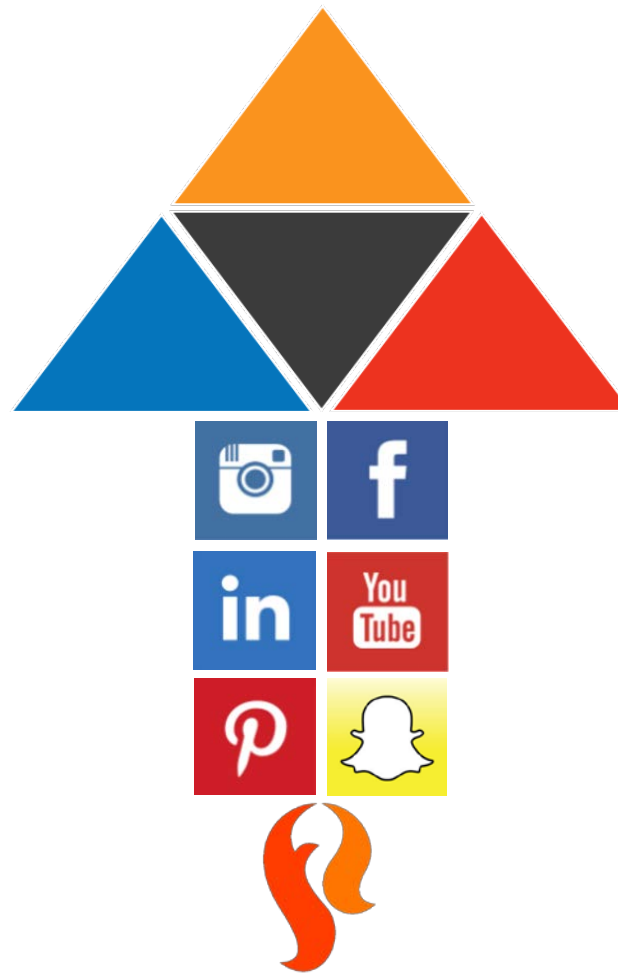
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## THE POWER OF PERSONAL BRANDING

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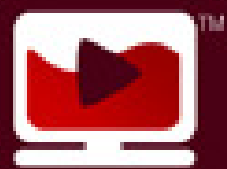
# Microsoft



# ELON MUSK



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wine library tv™  
CHANGING THE WINE WORLD™



# BEHIND THE SCENES AT VAYNERMEDIA (PART 1)

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# PERSONAL BRAND BEATS EVERYTHING



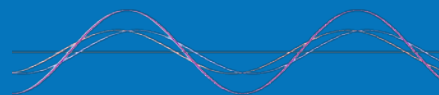
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**RESONANCE CASE STUDIES**

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**ANDREW ROCKS – CEO ANNOUNCER GROUP**





••• INTEGRITY • CONNECTION • ENLIGHTENMENT • BALANCE • PEACE •••

“ Believe in yourself ”



o n e l i f e

W E A L T H M A N A G E M E N T



**DANIEL GRUSD – FOUNDER ONELIFE WEALTH MANAGEMENT**





**William Johns**  
August 21 at 2:54pm · 🧑

What is my personal brand? What do you think William Johns stands for in your mind? plz assist me 😊 (i suspect lots of jokes but try and be civil lol)

👍 Like    💬 Comment    ➦ Share

👍 Lea Schodel and 2 others

**Carol Duncan** Money growth. Happiness.  
Like · Reply · August 21 at 5:40pm  
➦ William Johns replied · 1 Reply

**Marissa Porter** If i could sum up your brand in one word it would be advocacy  
Like · Reply · August 21 at 10:20pm

**Valerie May** Authentic, passionate advocate and financial wizard 😊  
Like · Reply · Yesterday at 1:45am

Financial planning for someone with Parkinson's

136 Views

👍 Like    💬 Comment    ➦ Share

👍 Lea Schodel, Natalie Bamber and 12 others    Top Comments

# WILLIAM JOHNS – FINANCIAL PLANNER



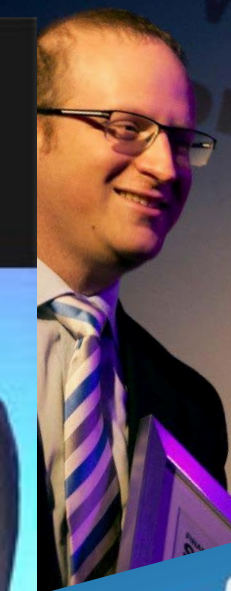
FINANCIAL STRATEGISTS

What's Important to You  
What is



FINANCIAL STANDARD  
DIGITAL DOZEN

TWD



WINNER  
Zelman



WINNER

2014 Telstra Business Awards  
Small Business Award - WA

Congrats Dave!  
Count  
Financial  
Adviser  
Of The  
Year



from the team @  
**The Social Adviser**

FINANCIAL SMILE  
Scholar of



Jenny Brown  
JBS Financial Strategists

Influencers of the Year




Marshall Brentnall & Jeff Thurecht  
Evaesco Financial Services

more

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**caboodle**  
Smart, simple financial services

Get your kit sorted.



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COMING  
15.08.2016

**PEITA DIAMANTIDIS – CO FOUNDER CABOODLE**



**Dave Rae**

1st PREMIUM

CERTIFIED FINANCIAL PLANNER® and Owner at DPR Accountants and Advisers

Canberra, Australia | Financial Services

Current DPR Accountants and Advisers

Previous Beames and Associates Accounting & Financial Services Pty Ltd, Credit Suisse, KPMG

Education Securities Institute of Australia

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500+ connections



The Investment Series - Channel 9



What's Important to You?



On the Money - Why Life In...



FPA Award



2014 Adviser of the Year - ...

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## Jenny Brown

1st PREMIUM

CEO & Founder of JBS | Public Speaker & Key Note Presenter | AFA Vice President | AFA 2013 Adviser of the Year

Melbourne, Australia | Financial Services

Current JBS Financial Strategists, Association of Financial Advisers (AFA), JBS Robson

Previous Clemenger Melbourne, Brown Orr Fletcher Burrows

Education Campus AFA | Mentor Education Group

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Tell Me Why - Jenny Brown



Meet the JBS Team



2013 AFA Adviser of the Ye...



AFA Adviser of the Year Th...



My 50th Birthday Surprise ...

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# Nicholas Sinclair

1st PREMIUM

Entrepreneur and CEO of The Outsourced Accountant

Southport, Queensland, Australia | Financial Services

- Current: Entrepreneurs' Organization, The Outsourced Accountant
- Previous: Entrepreneurs' Organization, Wealthfarm Group
- Education: Campus AFA

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Nick Sinclair  
CEO / The Outsourced Accountant

- HOME
- ABOUT ME
- MY COMPANY
- BLOG
- MEDIA
- CONTACT



*"I am an entrepreneur at heart and known most for advising entrepreneurs and successful people with their accounting and financial advice needs."*



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## Kimberley Middlemis

1st PREMIUM

Partner at Adrians ♦ Business Adviser ♦ Cloud Accounting Advocate ♦ Mentor ♦  
The Conversationalist at Smileys 2015

Brisbane, Australia | Accounting

Current Adrians Chartered Accountants  
Education Institute of Chartered Accountants of Australia

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500+  
connections

<https://au.linkedin.com/in/kimberley-middlemis-a38ab5>

Contact Info



Adrians Accountants - Who We Are



Kimberley Vlogs - Mentorship







## Just a Mechanic?

Published on May 18, 2016



**Brett Lee**  
Enabler of amazing people



206



33



36

I recently was at a luncheon and the term "Just a mechanic" was used in conversation. It

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# Gavin Kelly

1st

Twice awarded Financial Adviser of the Year

Brisbane, Australia | Financial Services

Current: Aspiri Financial Services Pty Ltd

Previous: Wilson HTM

Education: The University of Queensland

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Why I do What I Do



Rob & Katrina Crass Client Story



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## Paul Lambess

1st ■ PREMIUM

Commercial Finance / Debtor Finance / Residential Finance / Finance Broker

Newcastle, Australia | Financial Services

Current CVG Finance

Previous Coffee Finance, Multiloan Australia, WorkMatters

Education Diploma of Financial Services

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Get to know CVG Finance



The Value and Process of CVG

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### Dominique Bergel-Grant

1st PREMIUM

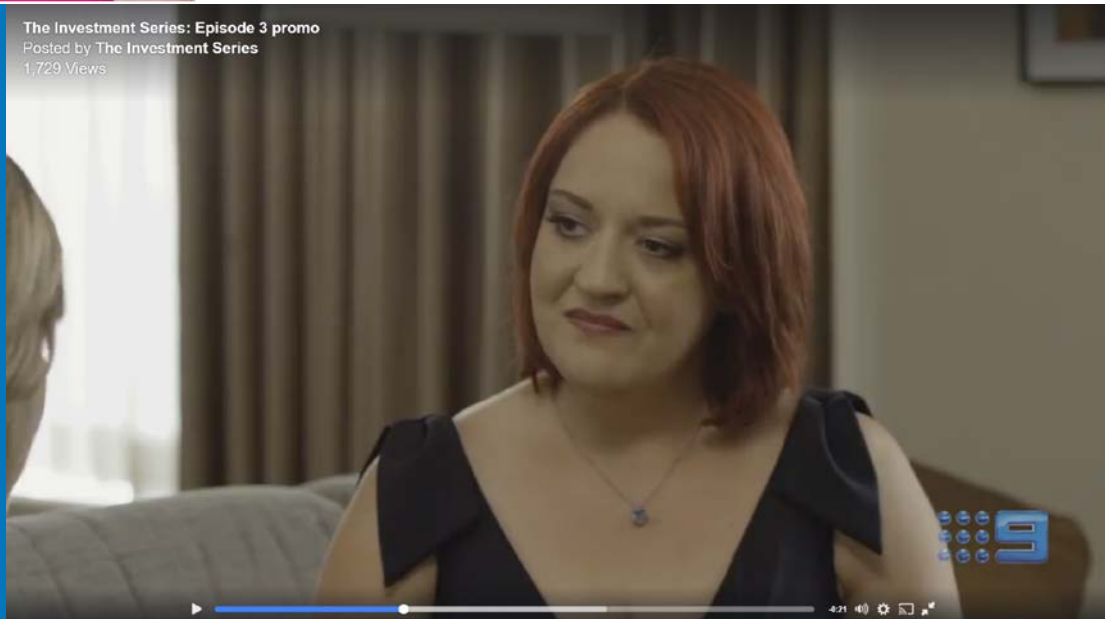
Financial & Lifestyle Strategist | Award Winning Financial Planner | Debt Expert | CEO | Fearless Entrepreneur | Speaker

Sydney, Australia | Financial Services

- Current Leapfrog LIFE
- Previous Association of Financial Advisers (AFA), Snowball Group Limited, Outlook Financial Solutions
- Education Kaplan

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500+ connections



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## John Strange

1st PREMIUM

Coaching business owners who want to put the joy and the profits back into their business

Cairns, Australia | Professional Training & Coaching

Current Your Business Freedom, Fiducia Private Wealth Management, Cairns

Previous Personal Financial Designs, Cairns, National Mutual

Education Deakin University

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500+  
connections

<https://au.linkedin.com/in/johnstrange>

Contact Info

### Posts

Published by John  
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1,475  
followers



**Finding Your Business Edge**  
August 11, 2016



**What were your dreams when you first went into...**  
May 19, 2016

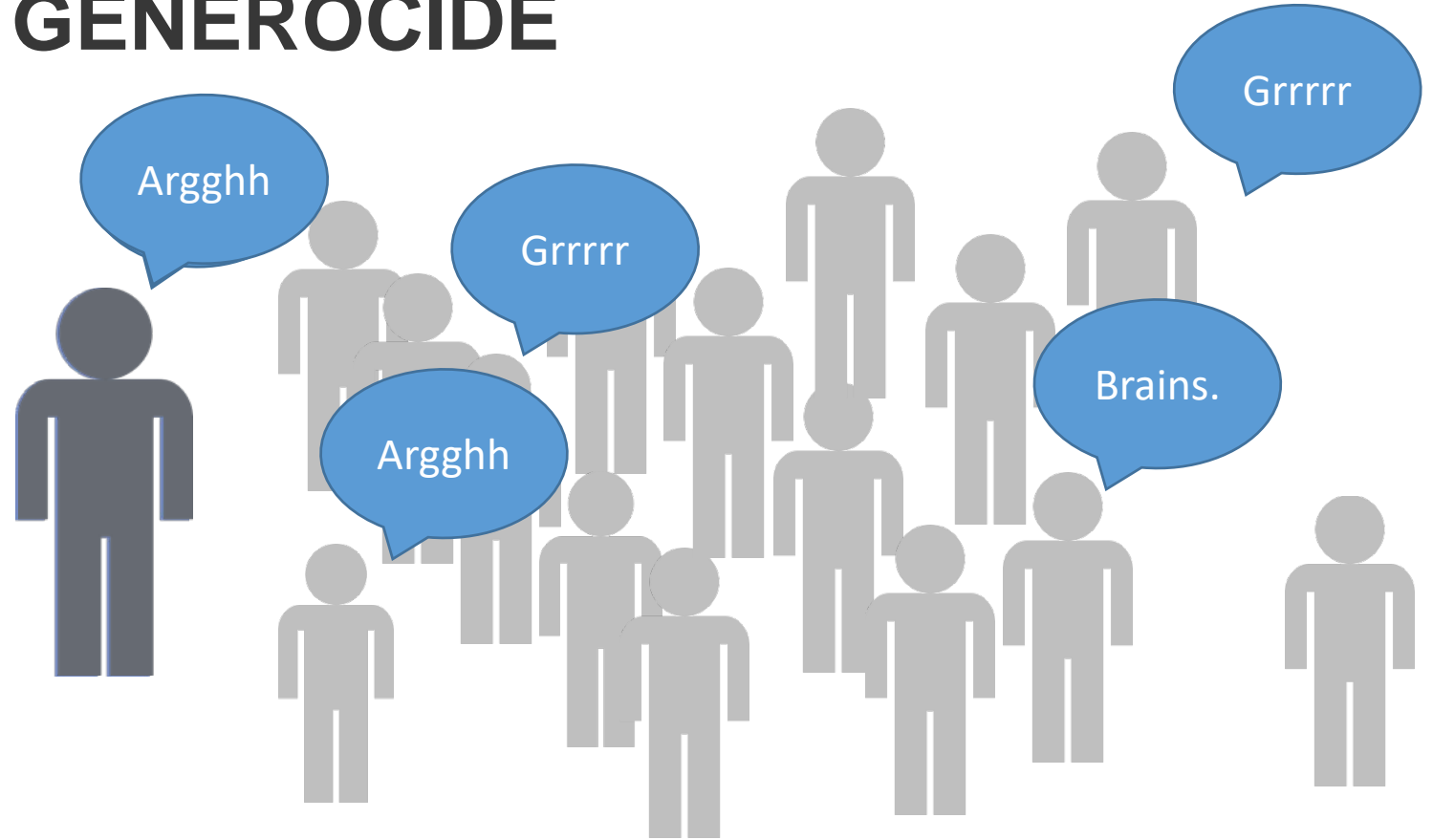


**Why did you decide you wanted to be in business...**  
May 11, 2016

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# TRUST + REACH + INFLUENCE

BECOME A HERO IN THE BATTLE AGAINST  
GENEROCIDIDE



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# generocide

1.

The act of making a large group of people, especially professionals, entrepreneurs & business people conform to appear and sound identical to each other and to lose all semblance of individuality.

*Synonyms: Zombie Apocalypse, Boring Accountant, Herd Mentality, Sheep, Boring as 'Bat Sh @#'*

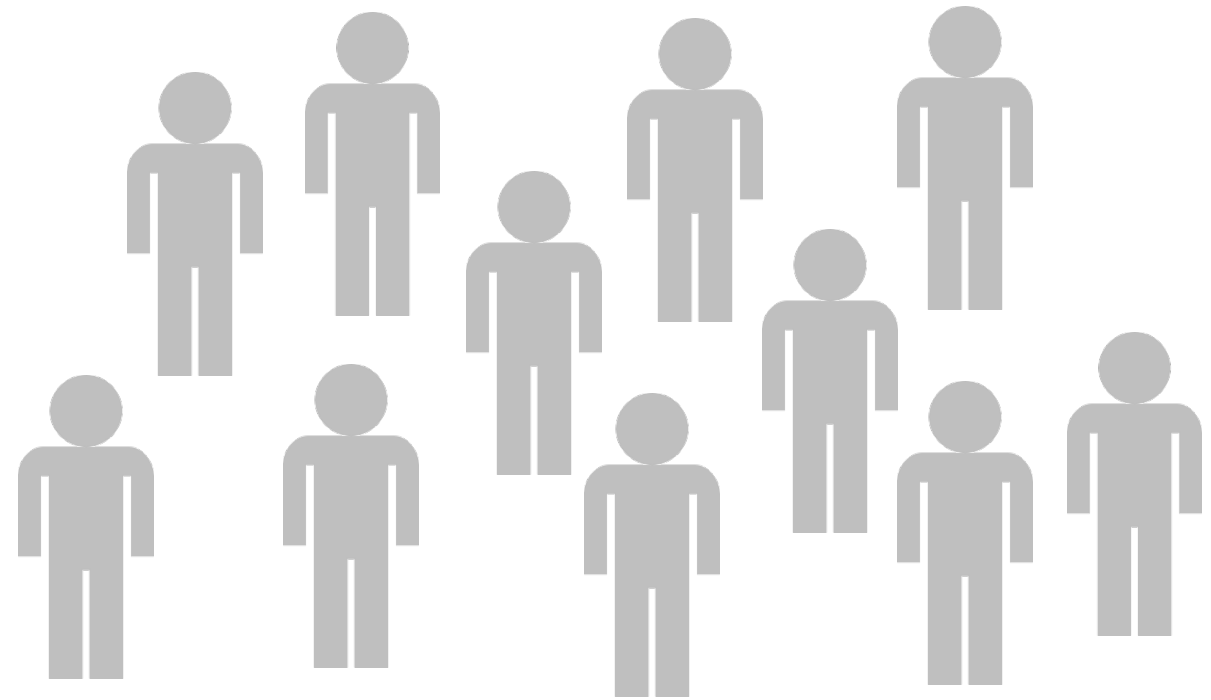
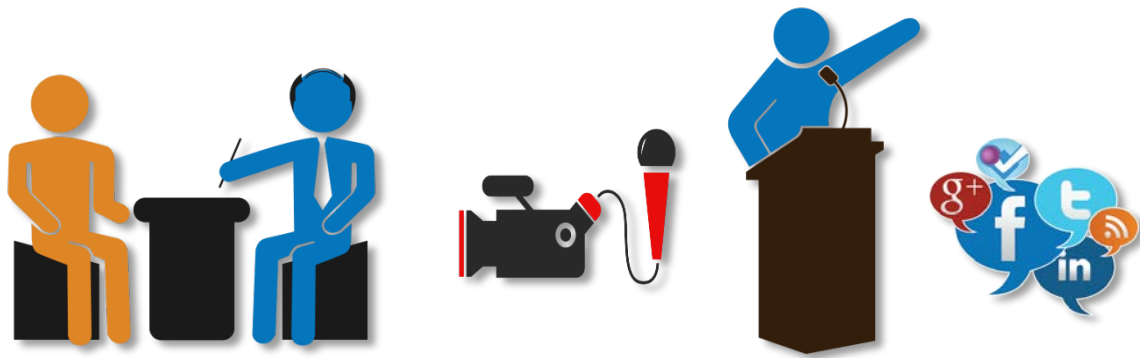


# THE GREATEST LIE IN BUSINESS

**MYSELF**  $\neq$  **SUCCESS**

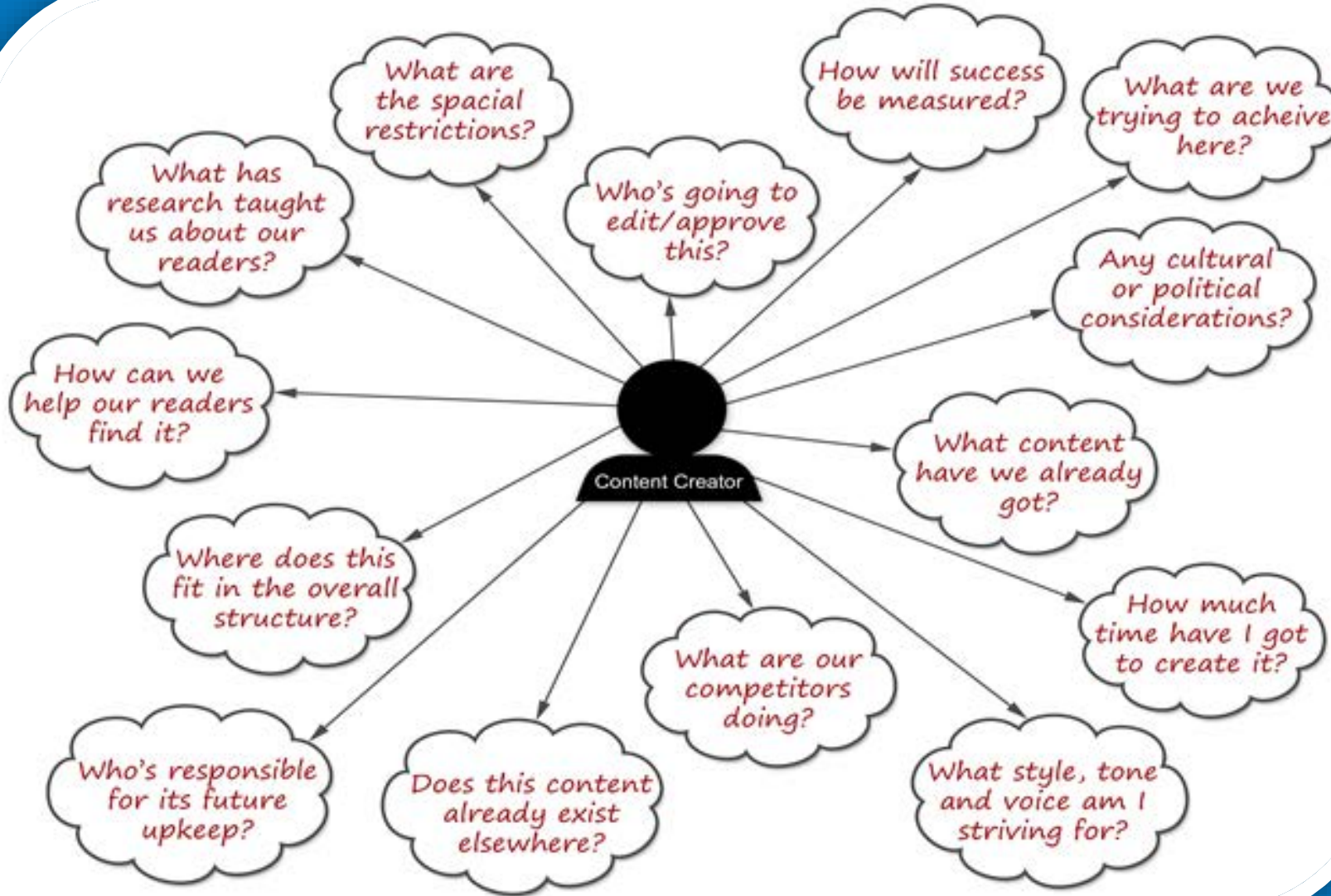
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# RESONANCE VS GENEROCIDE



**TRUST** + **REACH** + **INFLUENCE**

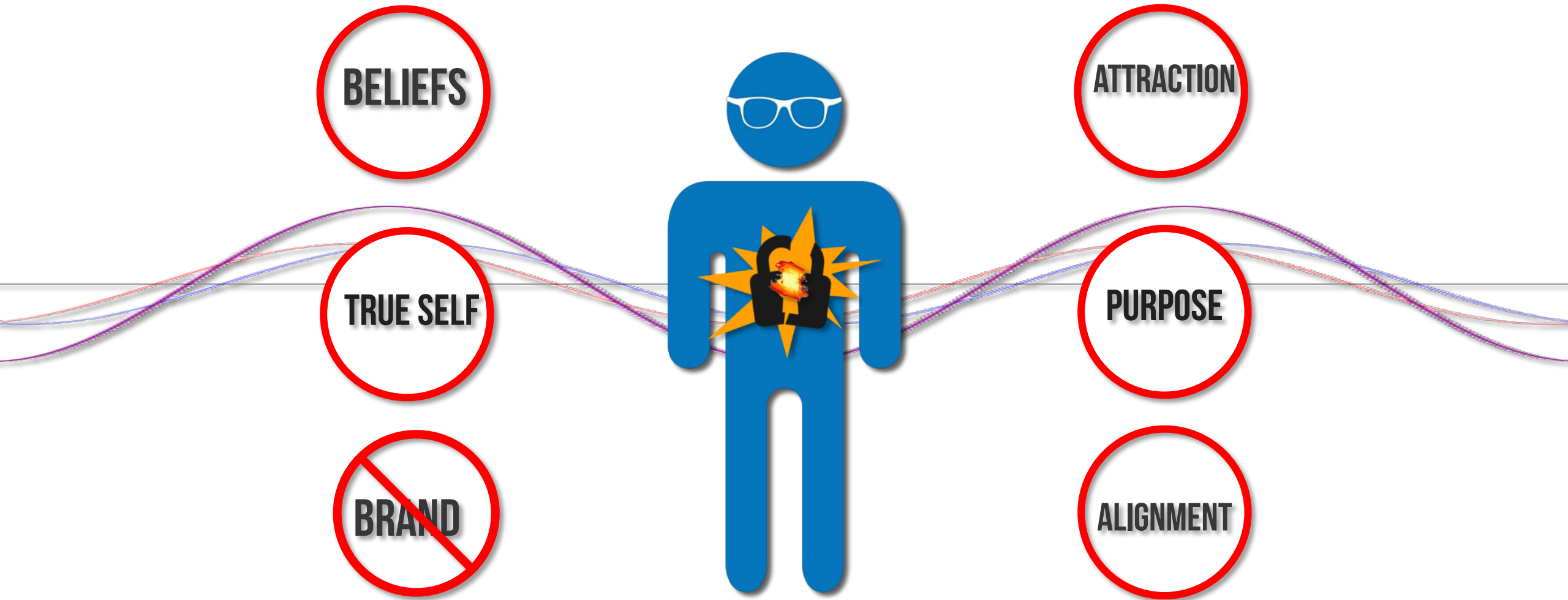
# WHERE TO START ; CONVENTIONAL THINKING



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# RESONATE



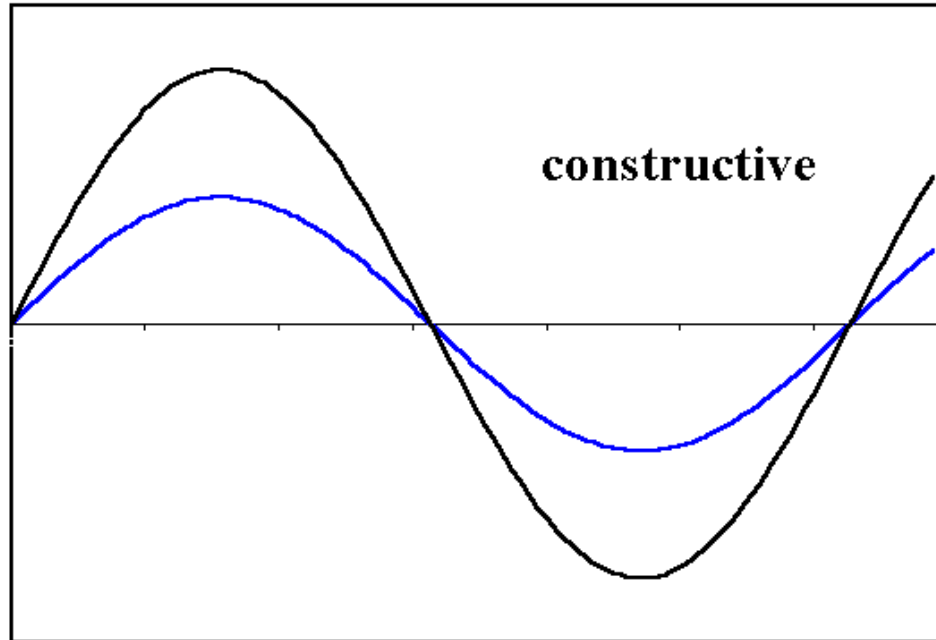
**TRUST + REACH + INFLUENCE**

## EMOTION CREATES

CONSTRUCTIVE ENERGY

LOVE BASED

BEING MYSELF



DESTRUCTIVE ENERGY

FEAR BASED

CONFLICT WITH SELF

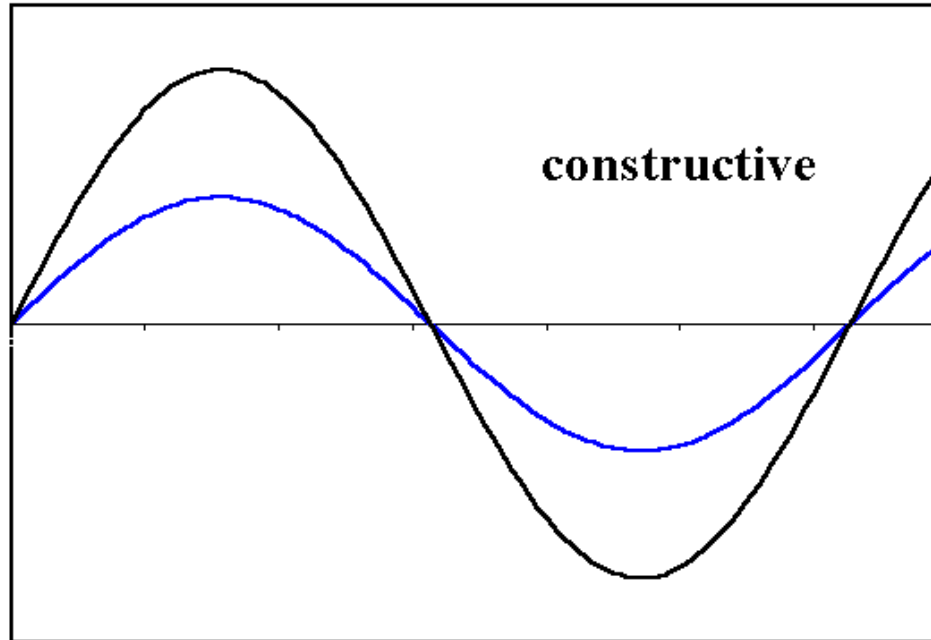
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## EMOTION CREATES

HARMONIC LIFE

LOVE BASED

BEING MYSELF



DISCORDANT LIFE

FEAR BASED

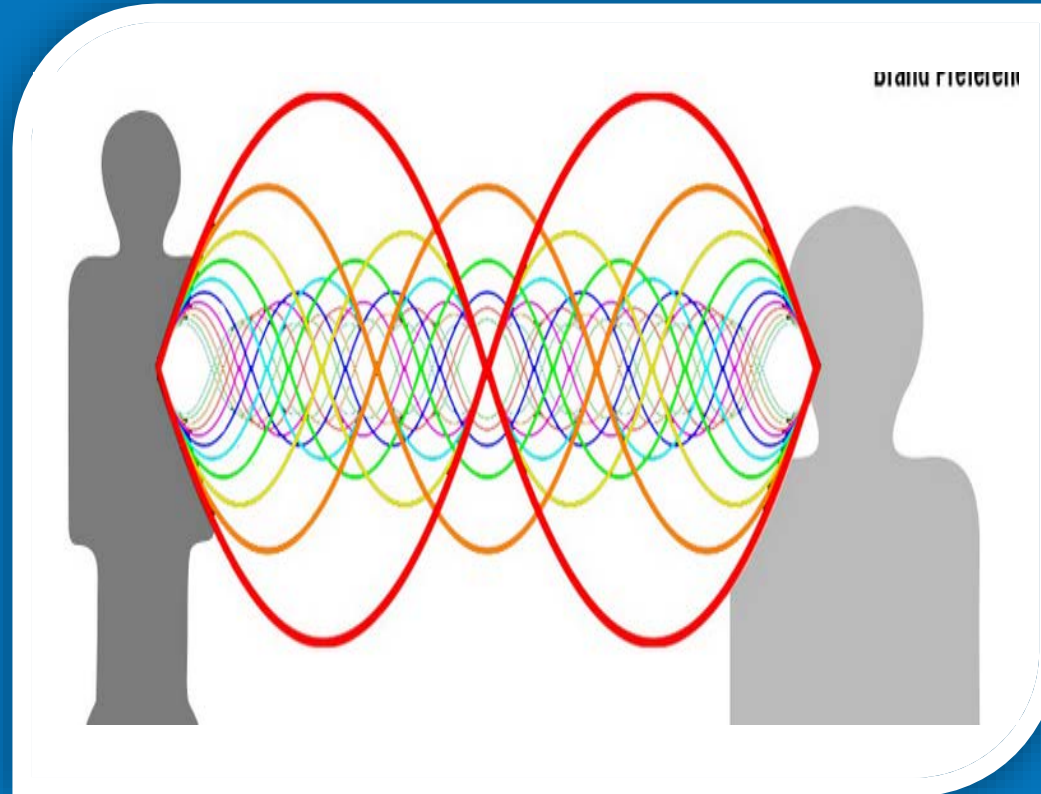
CONFLICT WITH SELF

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RESONANCE / DISSONANCE IS THE IMPACT OF ENERGY (EMOTION) ON OTHERS

RESONANCE

ON BRAND ME

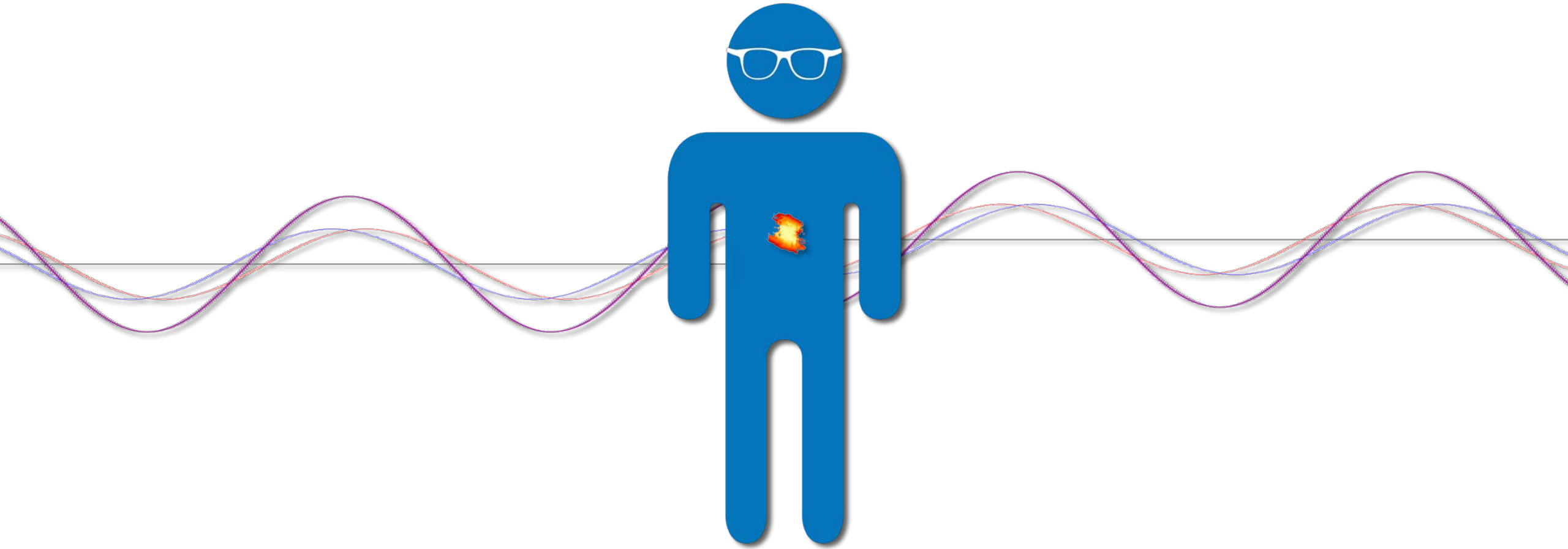


DISSONANCE

OFF BRAND ME

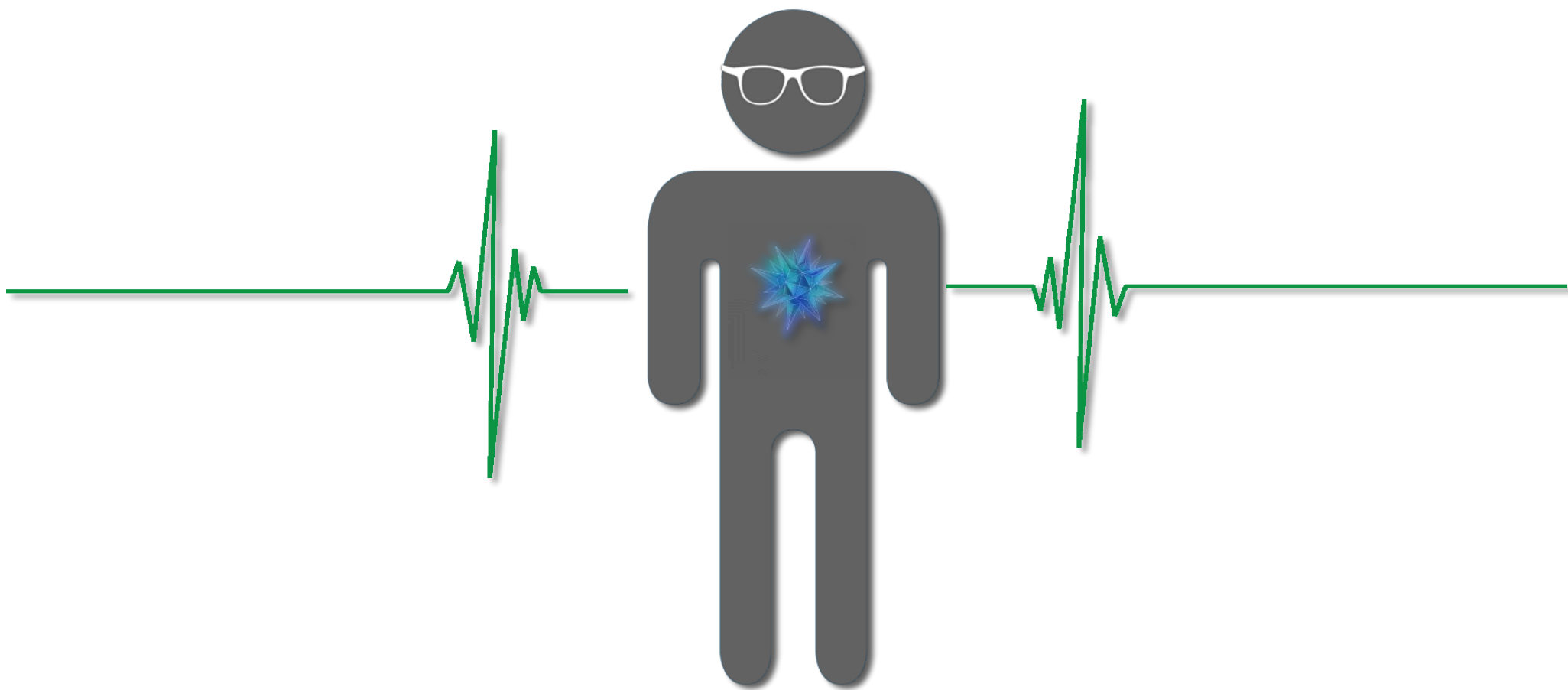
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# WHEN RESONANCE FALLS TO GENEROCIDE

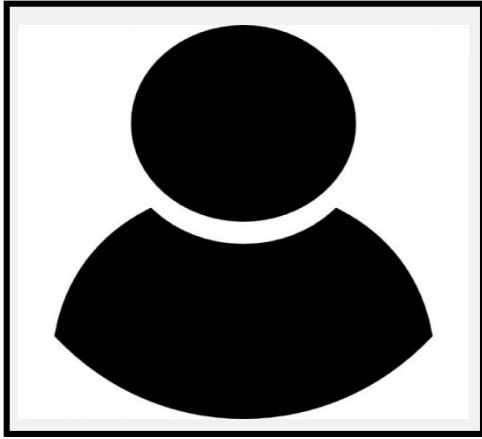


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# CONFORMITY



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**Frank Lee**  
Business Coach  
Sydney, Australia Banking

**Current** Blah Blah  
**Previous** Also Ran Co  
**Education** A University

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**500+**  
connections

- Developing businesses and people within SME's throughout Queensland
- Driving cultural change and value-based foundations
- Working with franchise owners/members to create a working business plan to grow their businesses with pre-determined goals and objectives
- Assisting business owners to have team members complete activities that result in the achievement of company objectives
- Working one-on-one with individuals to coach and motivate them toward achieving their desired goals and aspirations
- Reviewing systems and procedures within businesses and assisting owners/members to build accountability in business activities and outcomes
- Assisting and coaching through change management, as and when required



**Maggie Bore**  
Partner - Accountant  
Brisbane, Australia Banking

**Current** Blah Blah  
**Previous** Also Ran Co  
**Education** A University

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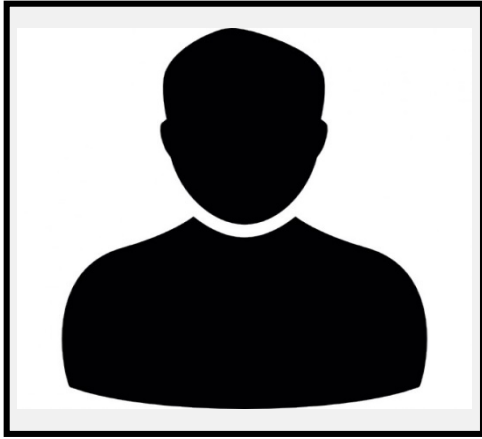
**500+**  
connections

I am the Principal of Blah Blah & Co and I am a Chartered Accountant and Registered Tax Agent.

I have over ten years business advisory experience and have clients in many industries. I completed my Bachelor of Business (Accountancy) degree at the Queensland University of Technology in 2006 and I completed my Chartered Accounting post-graduate diploma in 2009. I was awarded a merit certificate in the Taxation and Ethics & Business Application modules of the Chartered Accountants program, placing me in the top 5% of candidates.

Blah Blah & Co delivers professional accounting services that directly align with clients' business or financial goals. We take the time to gain a deep understanding of clients' business and circumstances. We then apply innovative strategies and customised solutions to provide relevant and expert guidance





**Bob Dobalina**  
Senior Financial Adviser  
Sydney, Australia Finance

**Current** Blah Wealth  
**Previous** Also Ran Co  
**Education** A University

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**500+**  
connections

Bob is a holistic Financial Adviser working across cash-flow, debt management, wealth creation, retirement planning and wealth protection to list a few.

Bob is passionate about inspiring and empowering individuals to make conscious decisions about what they want in life, then assisting them in taking action to make this happen. He endeavours to do this through having a grounded conversation with each individual to identify what is fundamentally important to them, then qualifies and quantifies these aspirations in order to make them achievable. Ben values his ability to communicate and build relationships at all levels.

Bob holds a Bachelor of Business, a Diploma of Financial Planning, an Advanced Diploma in Financial Planning and is currently completing a Masters of Financial Planning at Griffith University. Ben has also been



## Darren Riley

Award winning financial adviser, long-time ma

Sydney, Australia | Financial Services

Current We Are Great - Financial Advisers Inc

Education Deakin University

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★ Relationship

Contact Info

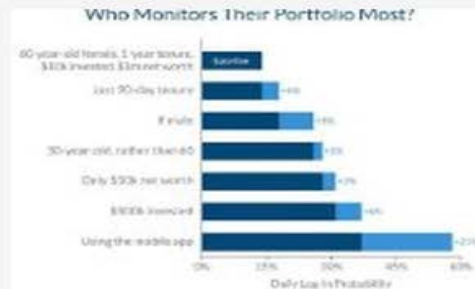
### Posts

Published by Darren  
See more ▶

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**Show Me The Value!!!**  
October 15, 2014



**High Frequency Investment Monitoring**  
October 14, 2014



**Reaping The Benefits of Enhanced Asset Class...**  
October 13, 2014

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## Focus On Process, Not Needles In Haystacks

October 1, 2014

👁 34 👍 2 💬



## 7 Common Investor Mistakes

September 29, 2014

👁 23 👍 💬



## Six Questions To Ask Your Financial Planner

September 26, 2014

👁 12 👍 1 💬

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# WAKE UP – CLIENTS & CUSTOMERS DON'T CARE ABOUT YOUR EXPERIENCE & QUALIFICATIONS



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# TechCrunch DISRUPT SF 2014

Max Lock  
Founder & President



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**98% of web traffic to services firms is to the 'about me' page**



**Average time on page 4-7 seconds**



**It's the SEO of you & your people that matter more than your company**



**Average time on page 4 - 7 seconds**

*Source: Microsoft Web Study*

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## BIG BUSINESS HAS FINALLY MOVED



79% of Large Business have a Social Media presence. Up from 56% a year ago



61% of Big Businesses now measure Social Media ROI almost doubled from 29% 1 year ago.

## SMALL BUSINESS LAGS BEHIND



Only 48% of SMB have a Social Media Presence. Up from 31% a year ago



Only 22% of those measure their Social Media ROI

Source: [sensis.com.au](https://www.sensis.com.au)

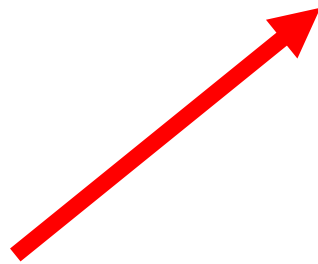
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Australians are now spending more than half a day per week (12.5 hours) on Facebook Alone



Up 4 Hours on Last Year

*Source: [sensis.com.au](http://sensis.com.au)*

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**50% of Australians use Social Media Daily**



**More than 25% check in MORE than 5 times per day**



**90% Of Australians aged 18-39 use Social Media**



**Social Media has 100% higher lead close rate compared to outbound marketing**



**59% of Social Media users think businesses who have a Social Media presence are more approachable**

*Source: [sensis.com.au](http://sensis.com.au)*

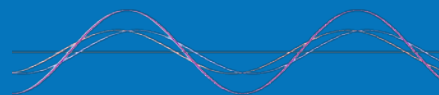
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**TRUST + REACH + INFLUENCE**

**UNLOCKING THE CONTEXT ENGINE**

**TRUST + REACH + INFLUENCE**

*Resonance*



# CONTEXT

THE PROGRAMMING LANGUAGE OF  
THE HUMAN SPECIES

IT'S CONTEXT THAT DRIVES BEHAVIOUR

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# PERSONAL CONTEXT;

The sum total of a persons *predilections, perceptions, avoidance patterns* and *aspirational motivations*, most of which are *unnamed / not conscious* within the rational mind of the individual

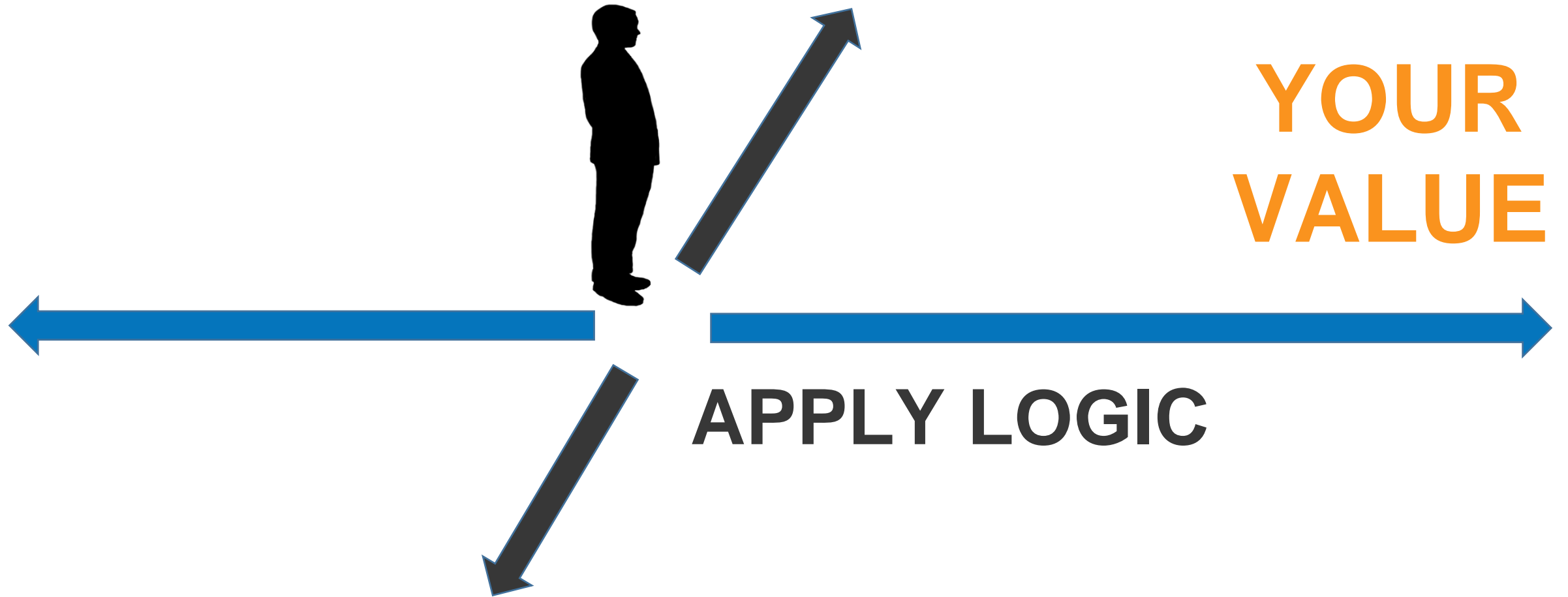
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# 1) CONTEXT MISMATCH



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# 1) CONTEXT CONFLICT



**YOUR  
VALUE**



**APPLY LOGIC**

**TRUST + REACH + INFLUENCE**

# 1) CONTEXT ALIGNMENT

**MAYBE**



**YOUR  
VALUE**



**APPLY LOGIC**

**TRUST + REACH + INFLUENCE**

# CONTEXT FIRST

# LOGIC LAST

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# CONTEXTUALISE:

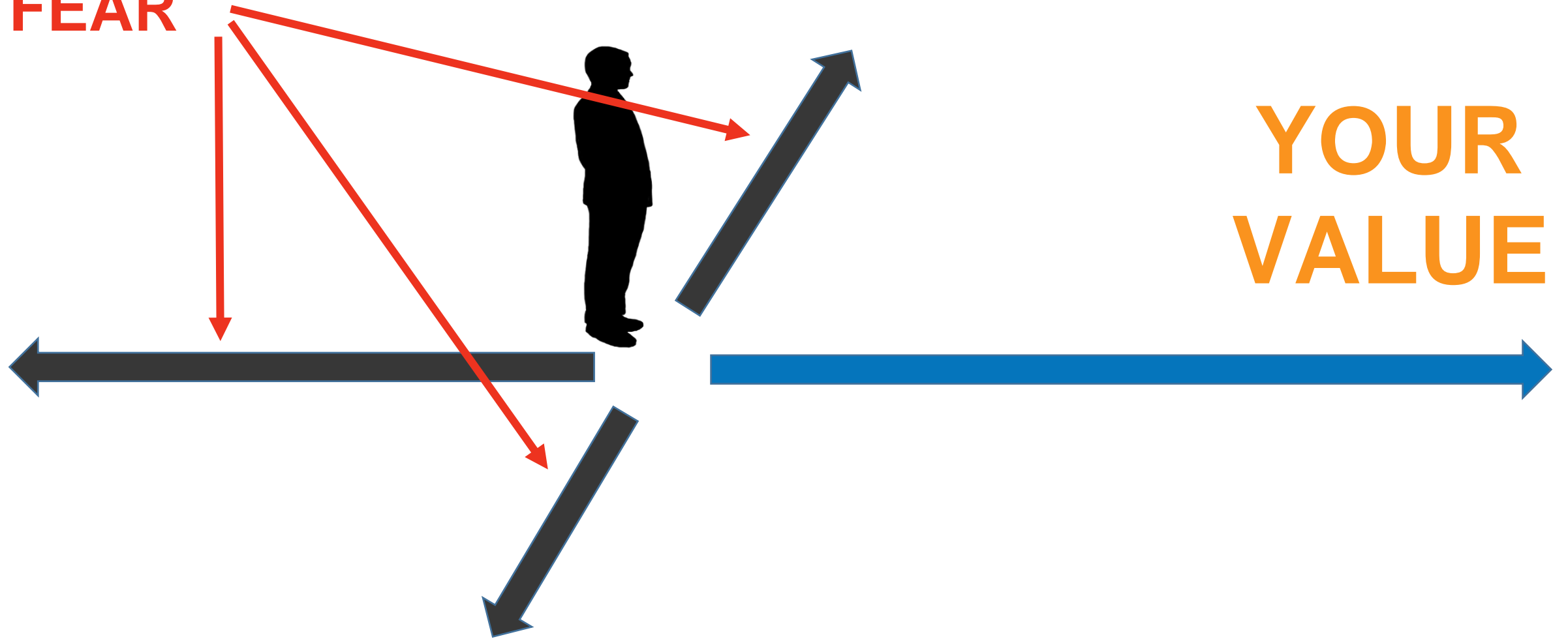
To place a person into the *context necessary* for them to move forward to achieve *what they desire*

#BAZGARDNER

TRUST + REACH + INFLUENCE

Resonance 

**CONTEXTUALISE  
FEAR**



**TRUST + REACH + INFLUENCE**

**CONTEXTUALISE  
PERSONAL  
TRAITS**

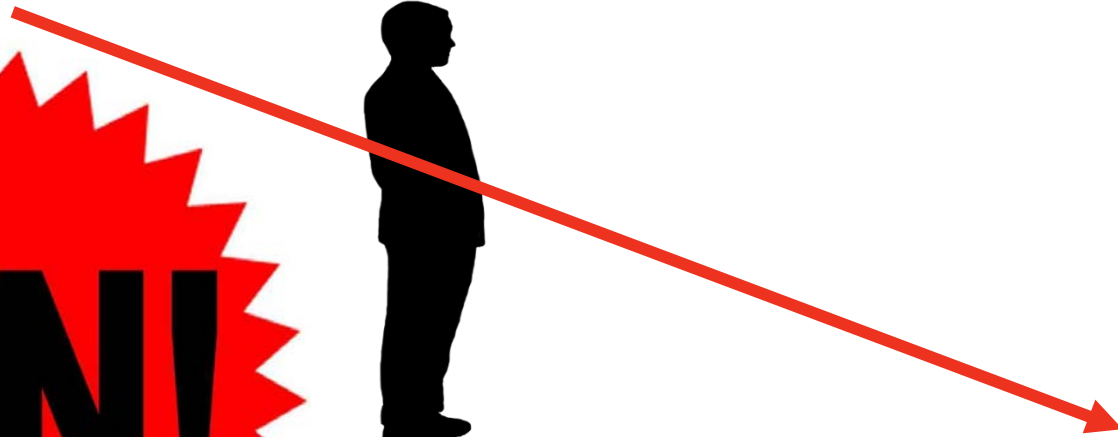


**YOUR  
VALUE**



**TRUST + REACH + INFLUENCE**

**CONTEXTUALISE  
ASPIRATIONS**



**YOUR  
VALUE**



**LOGIC  
LAST**

**TRUST + REACH + INFLUENCE**

# POWER TIPS

OFTEN MERELY NAMING THE CONTEXTUAL ISSUES CREATES BEHAVIOURAL RESONANCE

MATCH CONTENT TO THE CONTEXT PAIN POINTS & ASPIRATIONS OF YOUR CLIENTS / CUSTOMERS

COMBINE YOUR PERSONAL PURPOSE & MESSAGE WITH THE CONTEXT OF THOSE YOU CHOOSE TO SERVE AND YOU HAVE A FOOLPROOF FORMULA FOR GROWTH HACKING

**TRUST** + **REACH** + **INFLUENCE**



# THE CONTEXT ENGINE IN ACTION - RECRUITMENT

**MISSION: RECRUIT A KICK ASS TEAM MEMBER TO SUPPORT THE OPERATIONAL DEVELOPMENT OF OUR GROWING STARTUP**

- **OBSESSED BY DETAIL & CLOSING LOOPS**
- **ABLE TO THINK FOR THEMSELVES**
- **SYSTEM BUILDER**

**HOW?: CREATE A CONTEXT MAP BASED ON THE 5 BEST CANDIDATES ACROSS ALL OF THE BUSINESS WE WORK WITH.**

- **DEFINE HOW THEY THINK – PREDICTIONS & PREFERENCES**
- **RUN DIFFERENT PERSONALITY PROFILES**
- **PROFILE THEIR CONTEXT MAP – KEY CROSS OVERS**
- **WRITE A JOB AD COVERING THE 3 STEP CONTEXTUALISATION PROCESS**
- **WHILST STICKING TO OUR PERSONALITY BRAND MATRIX**

**TRUST + REACH + INFLUENCE**

The professional world has  
changed. **NOW** is the time to  
start building the most valuable  
brand there is. **YOU**

**TRUST** + **REACH** + **INFLUENCE**

**TRUST + REACH + INFLUENCE**

**FIND YOUR CLARITY & AMPLIFY IT**

**TRUST + REACH + INFLUENCE**

*Resonance*



# MY PLAN - REVISITED

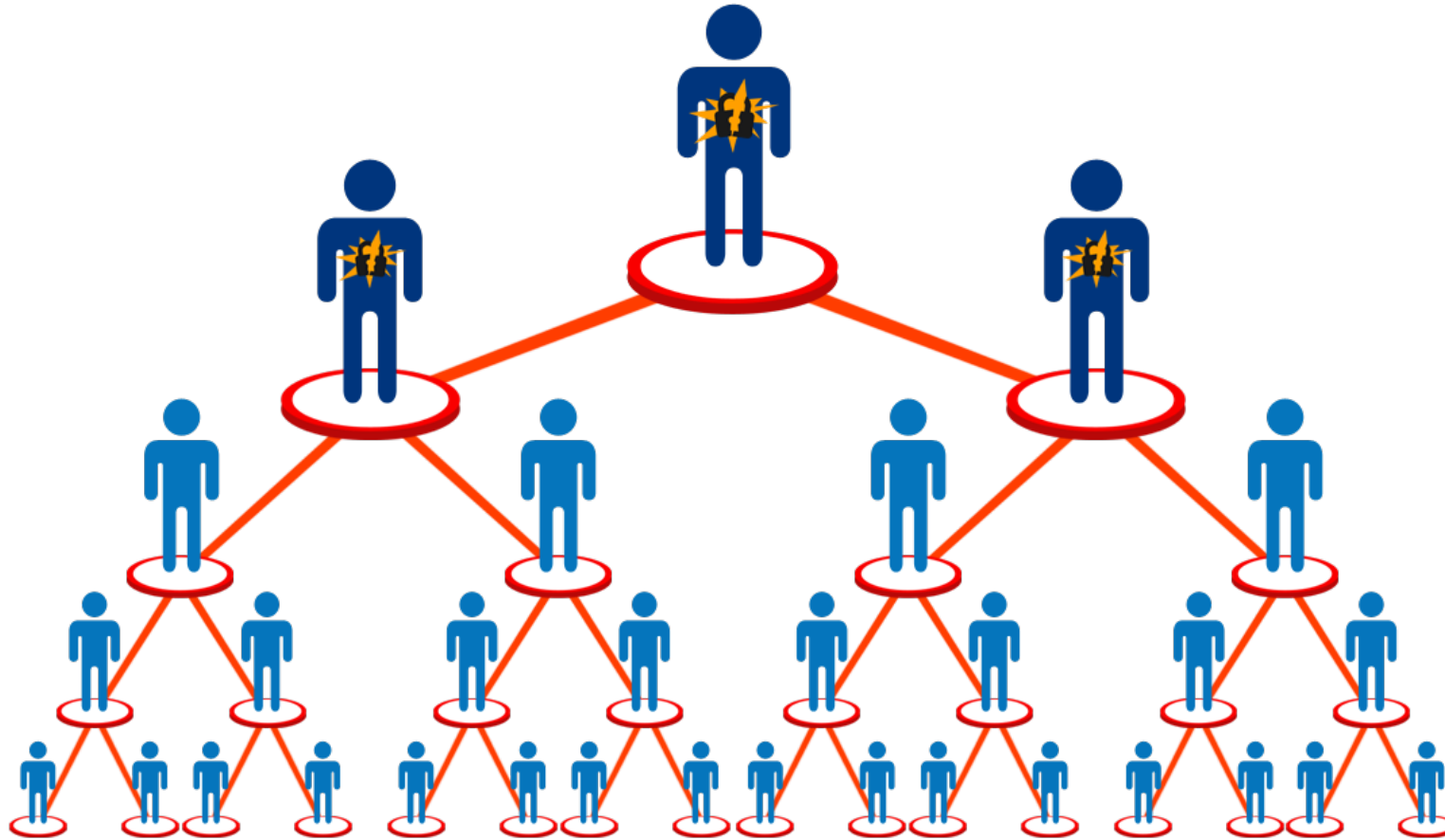
GIVE ENOUGH OF THE RIGHT PEOPLE, THE EXACT PROCESS,  
TOOLS, SUPPORT & INFRASTRUCTURE TO CREATE THE  
POTENTIAL FOR UNLIMITED COMMERCIAL RETURN BY BEING  
THEMSELVES AT SCALE.

TRUST + REACH + INFLUENCE

*Resonance*



# MY PLAN - REVISITED



**TRUST** + **REACH** + **INFLUENCE**



FINANCIAL STRATEGISTS

What's Important to You  
What is



FINANCIAL STANDARD

DIGITAL DOZEN

The Social Adviser

FINANCIAL SMILE

Scholar of

Jenny Brown  
JBS Financial Strategists

Influencers of the Year

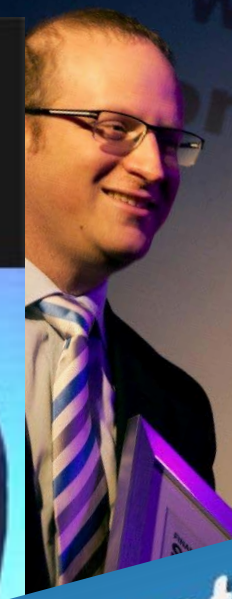
Marshall Brentnall & Jeff Thurecht  
Evaesco Financial Services

TWD



WINNER

2014 Telstra Business Awards  
Small Business Award - WA



WINNER  
Zelman

Congrats Dave!

Count  
Financial  
Adviser  
Of The  
Year



from the team @  
The Social Adviser

more





**Dave Rae**

1st PREMIUM

CERTIFIED FINANCIAL PLANNER® and Owner at DPR Accountants and Advisers

Canberra, Australia | Financial Services

Current DPR Accountants and Advisers

Previous Beames and Associates Accounting & Financial Services Pty Ltd, Credit Suisse, KPMG

Education Securities Institute of Australia

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500+ connections



The Investment Series - Channel 9



What's Important to You?



On the Money - Why Life In...



FPA Award



2014 Adviser of the Year - ...

TRUST + REACH + INFLUENCE



## Jenny Brown

1st PREMIUM

CEO & Founder of JBS | Public Speaker & Key Note Presenter | AFA Vice President | AFA 2013 Adviser of the Year

Melbourne, Australia | Financial Services

Current JBS Financial Strategists, Association of Financial Advisers (AFA), JBS Robson  
Previous Clemenger Melbourne, Brown Orr Fletcher Burrows  
Education Campus AFA | Mentor Education Group

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connections



Tell Me Why - Jenny Brown



Meet the JBS Team



2013 AFA Adviser of the Ye...



AFA Adviser of the Year Th...



My 50th Birthday Surprise ...

TRUST + REACH + INFLUENCE



# Nicholas Sinclair

1st PREMIUM

Entrepreneur and CEO of The Outsourced Accountant

Southport, Queensland, Australia | Financial Services

Current: Entrepreneurs' Organization, The Outsourced Accountant

Previous: Entrepreneurs' Organization, Wealthfarm Group

Education: Campus AFA

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500+ connections

Nick Sinclair  
CEO / The Outsourced Accountant

- HOME
- ABOUT ME
- MY COMPANY
- BLOG
- MEDIA
- CONTACT



*"I am an entrepreneur at heart and known most for advising entrepreneurs and successful people with their accounting and financial advice needs."*



TRUST + REACH + INFLUENCE





## Kimberley Middlemis

1st PREMIUM

Partner at Adrians ♦ Business Adviser ♦ Cloud Accounting Advocate ♦ Mentor ♦  
The Conversationalist at Smileys 2015

Brisbane, Australia | Accounting

Current Adrians Chartered Accountants  
Education Institute of Chartered Accountants of Australia

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connections

<https://au.linkedin.com/in/kimberley-middlemis-a38ab5>

Contact Info



Adrians Accountants - Who We Are



Kimberley Vlogs - Mentorship



TRUST + REACH + INFLUENCE





## Just a Mechanic?

Published on May 18, 2016



**Brett Lee**  
Enabler of amazing people



206



33



36

I recently was at a luncheon and the term "Just a mechanic" was used in conversation. It

**TRUST + REACH + INFLUENCE**



# Gavin Kelly

1st

Twice awarded Financial Adviser of the Year

Brisbane, Australia | Financial Services

Current: Aspiri Financial Services Pty Ltd

Previous: Wilson HTM

Education: The University of Queensland

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View in Sales Navigator

429 connections



Why I do What I Do



Rob & Katrina Crass Client Story



TRUST + REACH + INFLUENCE



## Paul Lambess

1st ■ PREMIUM

Commercial Finance / Debtor Finance / Residential Finance / Finance Broker

Newcastle, Australia | Financial Services

Current CVG Finance  
Previous Coffee Finance, Multiloan Australia, WorkMatters  
Education Diploma of Financial Services

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**500+**  
connections



Get to know CVG Finance



The Value and Process of CVG

**TRUST** + **REACH** + **INFLUENCE**





### Dominique Bergel-Grant

1st PREMIUM

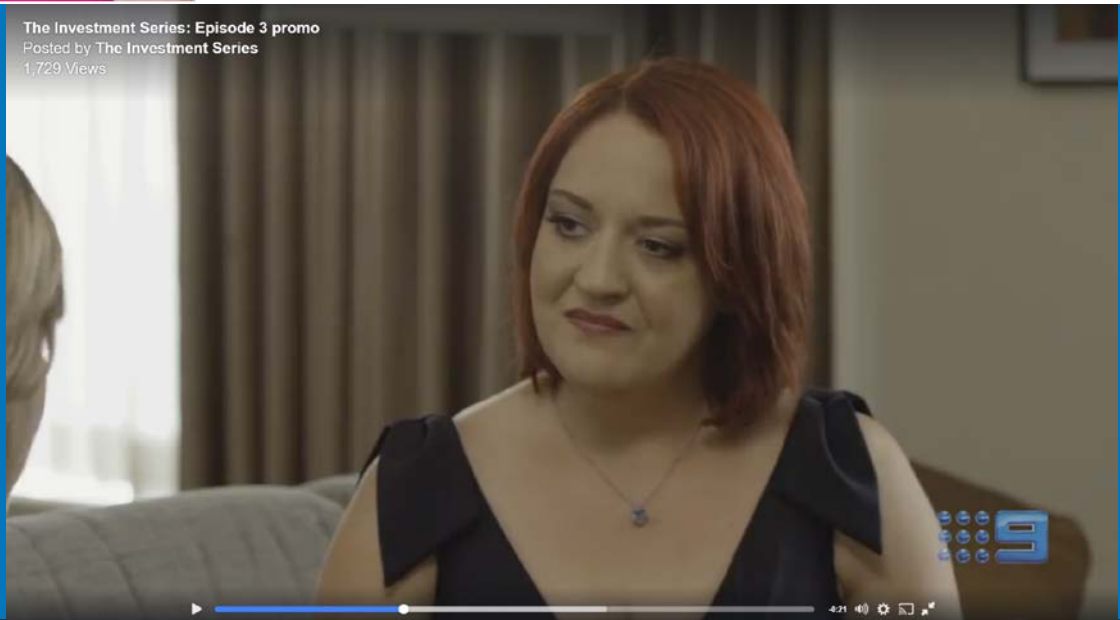
Financial & Lifestyle Strategist | Award Winning Financial Planner | Debt Expert | CEO | Fearless Entrepreneur | Speaker

Sydney, Australia | Financial Services

- Current Leapfrog LIFE
- Previous Association of Financial Advisers (AFA), Snowball Group Limited, Outlook Financial Solutions
- Education Kaplan

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TRUST + REACH + INFLUENCE



## John Strange

1st PREMIUM

Coaching business owners who want to put the joy and the profits back into their business

Cairns, Australia | Professional Training & Coaching

Current Your Business Freedom, Fiducia Private Wealth Management, Cairns

Previous Personal Financial Designs, Cairns, National Mutual

Education Deakin University

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View in Sales Navigator

500+  
connections

<https://au.linkedin.com/in/johnstrange>

Contact Info

### Posts

Published by John  
See more ▶

1,475  
followers



**Finding Your Business Edge**  
August 11, 2016



**What were your dreams when you first went into...**  
May 19, 2016



**Why did you decide you wanted to be in business...**  
May 11, 2016

TRUST + REACH + INFLUENCE



**TRUST + REACH + INFLUENCE**

**TELL ME HOW TO DO THIS**

**TRUST + REACH + INFLUENCE**

*Resonance*



# POWER TIPS

The **mere-exposure effect** is a psychological phenomenon by which people tend to develop a preference for things **merely** because they are familiar with them. In social psychology, this **effect** is sometimes called the familiarity principle.

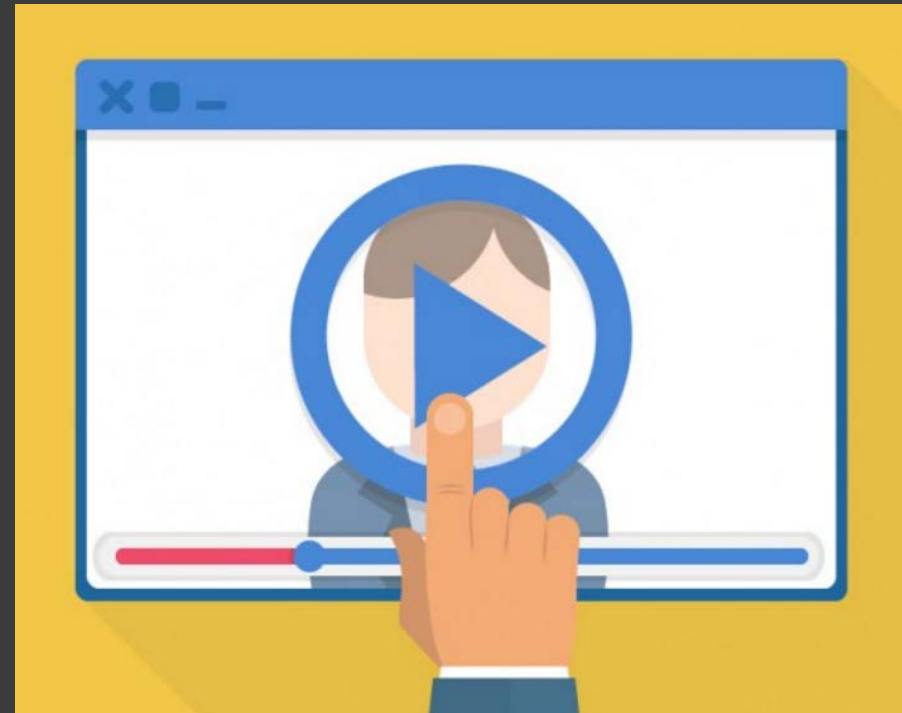
Mere-exposure effect - Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/Mere-exposure\\_effect](https://en.wikipedia.org/wiki/Mere-exposure_effect)



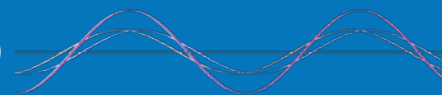
# POWER TIPS

GET YOUR CONTENT  
ESPECIALLY VIDEO IN  
FRONT OF YOUR  
INFLUENCE NETWORK



TRUST + REACH + INFLUENCE

*Resonance*



# POWER TIPS

CONNECT ON LINKEDIN  
THEN BUILD AN  
AUDIENCE ON  
FACEBOOK



Create a Custom Audience ✕

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.

- Customer List**  
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook
- Website Traffic**  
Create a list of people who visit your website or view specific web pages
- App Activity**  
Create a list of people who have taken a specific action in your app or game

Cancel

TRUST + REACH + INFLUENCE

Resonance 

# POWER TIPS

GET CONTEXT RELEVANT  
CONTENT IN FRONT OF  
YOUR EXISTING CLIENTS  
ON FACEBOOK TO  
SKYROCKET YOUR  
ENGAGEMENT AND  
WORD OF MOUTH



**Baz Gardner**  
Published by Baz Gardner [?] · August 15 at 8:55pm · 🌐

It's time I stood up and shouted - This is WHO I AM

I have discovered that there is only one thing you need to set you free and that is the clarity that comes from knowing who you are. I chose to stand up and shout it! Is it your time... is it your turn... hunt your clarity and stand next to me.



789 Views

👍 Like    💬 Comment    ➦ Share

👍 Baz Gardner, Zac Hutchings, Li Zhang and 10 others    Top Comments ▾

TRUST + REACH + INFLUENCE

Resonance 



# POWER TIPS

SPEND MONEY TO GET VIDEO OF YOU IN FRONT OF YOUR INFLUENCE NETWORK ON FACEBOOK – NO PITCH JUST VALUE



**Baz Gardner** shared The Social Adviser's video.

Published by Baz Gardner [?] · August 6 at 3:55pm · 🌐 · Work & Money

The REAL revolution for Social Media, is not some new way to 'market'. It's about people! It's your turn to shine, build a business / career based on who you are and the value you provide. Word of mouth, has NEVER had such epic scale.



4,765 Views

TRUST + REACH + INFLUENCE

Resonance



# POWER TIPS

CREATE ANCHOR  
VIDEOS WITH VIRAL  
APPEAL WHICH YOU  
SPEND \$\$ ON TO BUILD  
REACH WITH YOUR  
CHOSEN AUDIENCE



[Baz Gardner](#)

Published by Adam Bannister [?] · July 22 · 🌐

The world has become a scary place and it is so easy for us to feel like victims in a world beyond our control. But the truth is, FREEDOM and CHANGE in the world can only ever come from each of us taking responsibility for ourselves. Before we think about disrupting business, politics, technology, apps, we first need to disrupt ourselves. Changing the world is easy; it just requires enough of us to take responsibility for changing ourselves. It's time for each of us to look in the mirror and Disrupt and Evolve.



10,005 people reached



[View Results](#)

5.5K Views

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[👍❤️😱](#) 27

[Top Comments](#)

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Resonance



# POWER TIPS

USE SIMPLER LIVE VIDEO AND EASY PIECE TO CAMERA WHICH WILL THEN PICK UP 'FREE VIEWS'



HACK: LIVE VIDEO IS WATCHED 3 X LONGER

TRUST + REACH + INFLUENCE

Resonance



# POWER TIPS

RETARGET ONLY TO THOSE WHO RESONATE WITH YOUR CONTENT – USE FACEBOOK AND GOOGLE RETARGETING TO MAKE YOUR OFFER OF ‘GREATER VALUE’.

**The Social Adviser**  
Published by Baz Gardner [?] · August 15 at 4:47pm · 🌐

Tickets are running out for our Sydney epic event & I have 6 to give away.  
[www.trustreachinfluence.com](http://www.trustreachinfluence.com)

On 23 August. We have cracked the code for Social Media + Business and over the course of 1 day we are going to share the fruits of our relentless application. Nothing can bring commercial reward like the value of true human connection and we are turning it into a fine science. ... [See More](#)

**TRUST + REACH + INFLUENCE**  
SYDNEY EVENT

**1 DAY SOCIAL BUSINESS ACCELERATOR**  
Be one of the first with the knowledge to shape the future of business.

[REGISTER NOW](#)

After launching a multi-million dollar startup with **nothing but a laptop** and **no capital** in 2011, I have spent 4 years relentlessly testing every nuance of digital leverage through practical application. We are finally ready to share the secrets that we have used to help hundreds of Professionals and Business Owners.

- ✓ **10X** client referrals
- ✓ Create **unlimited** and **systematised** clients and customers
- ✓ Become **recognised** leader in your industry
- ✓ **Grow** careers beyond your own
- ✓ Launch disruptive businesses **with less capital**
- ✓ Recruit **the best** talent
- ✓ Drastically **increase** client / customer retention
- ✓ **Achieve alignment** between profit, purpose and message

**Reach Even More People**  
You can view your results and add budget to get more likes, comments and shares.

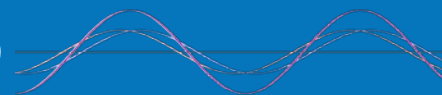
3,250 people reached [View Results](#)

[Like](#) [Comment](#) [Share](#)

The Social Adviser, Terry Bailey, Sutharsion Mathavan and 28 others

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# POWER TIPS

I LAUNCHED MY PERSONAL PUBLIC FIGURE FACEBOOK PAGE AND WITH 'PRE RELEASE' SEEDING GENERATED 30,000+ VIDEO VIEWS.

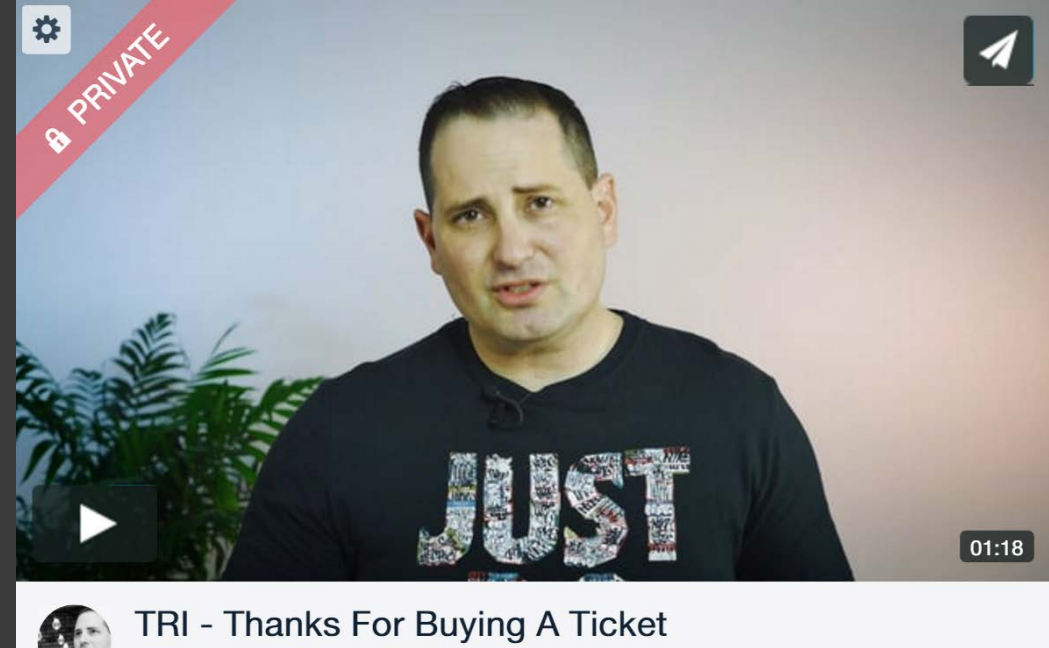
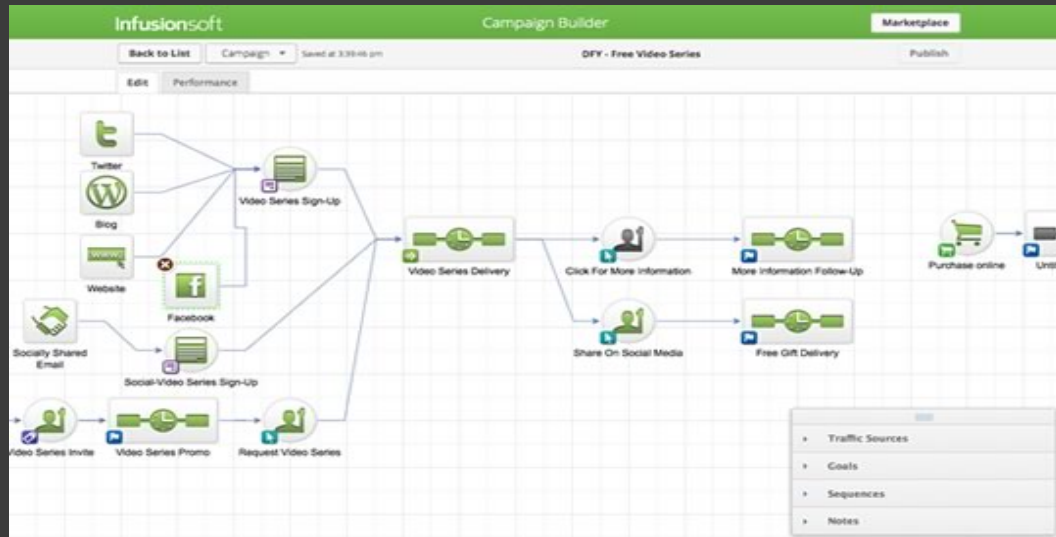
TRUST + REACH + INFLUENCE

*Resonance* The logo for Resonance features the word "Resonance" in a white, italicized sans-serif font. To the right of the text is a graphic consisting of two thin, light blue lines that oscillate in a wave-like pattern, resembling a sound wave or a resonance curve.



# POWER TIPS

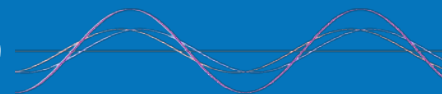
USE INFUSIONSOFT TO  
BUILD AUTOMATED  
CAMPAIGNS THAT COMBINE  
VIDEO AND EMAIL = WIN



TRI - Thanks For Buying A Ticket

TRUST + REACH + INFLUENCE

Resonance



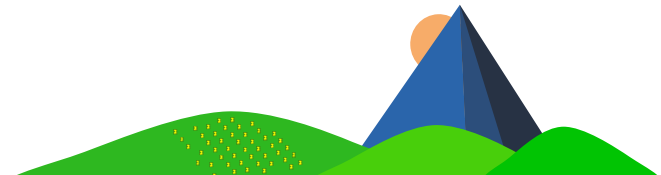
*Working With*  
**THE SOCIAL ADVISER**





*Creating Your*  
**FIELD OF**  
*Dreams*

*The*  
**UNPITCH**



*The*  
**FLUFF!**



# HERE IS WHAT WE HAVE LEARNT

The results of what I've learned from you, speak for themselves. I think when I spoke at AdviserEdge last year **I was predicting a 40% increase in fee growth** on the previous year. Not only did I achieve that, I managed to do even better. I should also say that result was on the **back of two years of double-digit revenue growth!**

Before AdviserEdge 2013 and starting to work with TSA, I was the lowest billing partner in my division. Now I'm on track to be the second highest billing and **I've built the majority of that from scratch.**

I'm not telling you this to make a big fella of myself. It's simply a demonstration that I know this stuff works and the results speak for themselves.

Dean Johnson

Partner

WLF Accounting & Advisory



*Estimates based on both hard data and commentary from our clients*

# HERE IS WHAT WE HAVE LEARNT

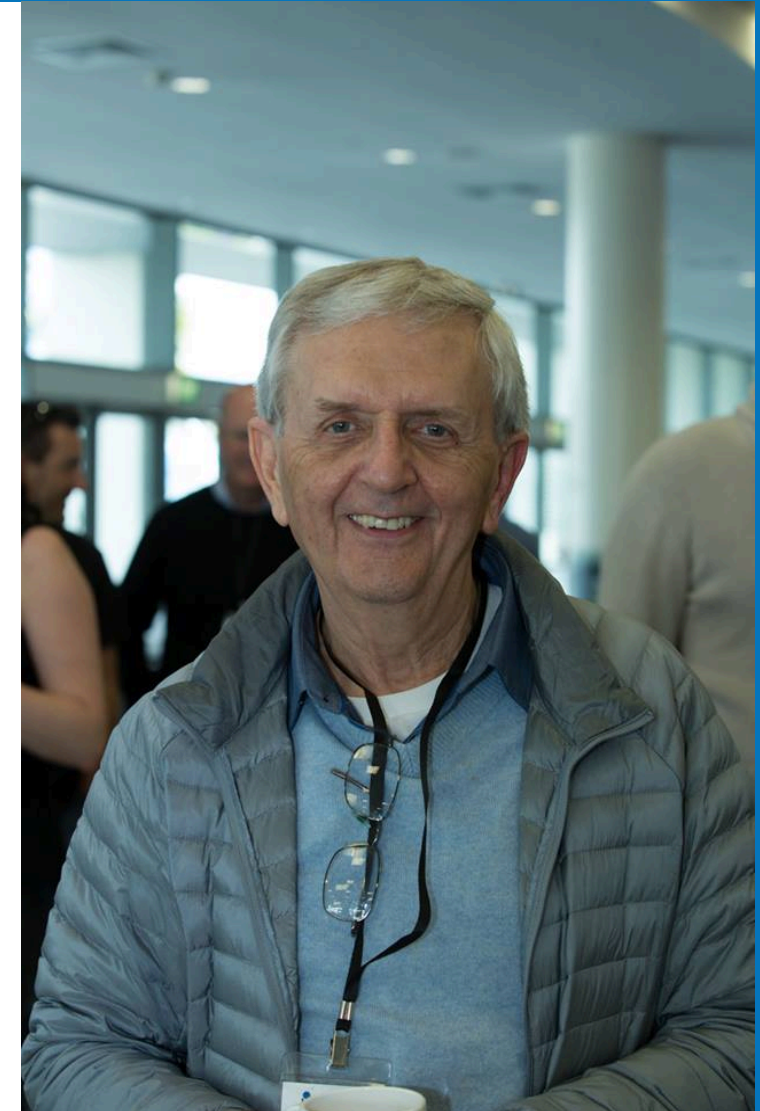
Prior to my association with Baz Gardner, I had a highly organised and systemised financial planning practice, which was extremely efficient, but relied entirely on referrals, and I was very poor in asking for referrals, so growth was slow.

This all changed when I started to work with Baz Gardner and the team at The Social Adviser. The return on investment for me was massive, out of all proportion to the cost.

**In the space of about 3 years, I nearly trebled my net profit and increased the value of my practice nearly 6 times.**

This allowed me to sell my practice at the end of 2014, for my asking price, to the person I wanted to buy it – a brilliant outcome for all concerned at minimal cost.

John Strange  
Founder  
Your Business Freedom



*Estimates based on both hard data and commentary from our clients*

# HERE IS WHAT WE HAVE LEARNT

In the 3 years after AdviserEdge and starting to work with The Social Adviser, I was able to **triple my revenue** and at the same time **significantly reduce my costs**. I was able to take a 3 month holiday in the first year and I personally have gone from **100% capacity to about 20% capacity** (but don't tell Rodney I said that).

Gavin Kelly  
Principal  
Aspiri Financial Services



*Estimates based on both hard data and commentary from our clients*

# HERE IS WHAT WE HAVE LEARNT



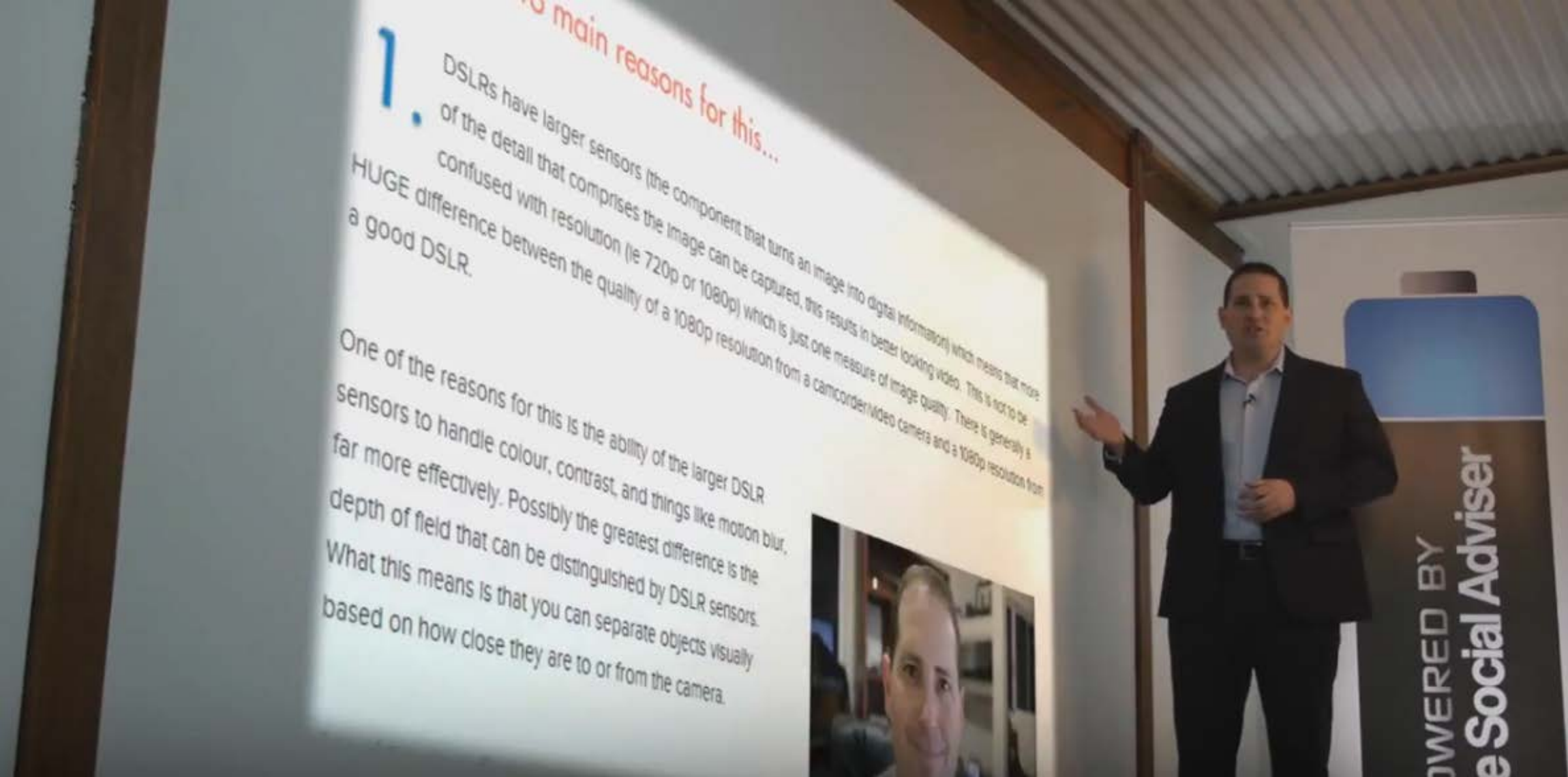


# HERE IS WHAT WE HAVE LEARNT





# HERE IS WHAT WE HAVE LEARNT



# HERE IS WHAT WE HAVE LEARNT





## Financial Services Explained



**Top 5 Wealth Creation Strategies for Modern Australians**  
Nexus Private Wealth Management  
15,061 views • 2 years ago



**How to buy Property in Super 2016 - Stephen Vick**  
Nexus Private Wealth Management  
40,775 views • 10 months ago



**Top 10 Mistakes Made by Mum and Dad Investors**  
Nexus Private Wealth Management  
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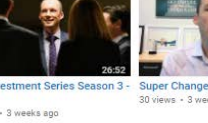
**Top 5 Debt Management Mistakes**  
Nexus Private Wealth Management  
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**Investing in Property**  
Nexus Private Wealth Management  
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**The Big Risk in Retirement Planning**  
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## About Stephen Vick



**Approaching Something New**  
Nexus Private Wealth Management  
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**Succeeding Through Failure and Boredom**  
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**What keeps you going during the busy times**  
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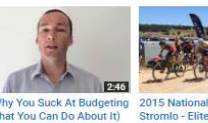
**Building a team you love working with**  
Nexus Private Wealth Management  
36 views • 4 months ago



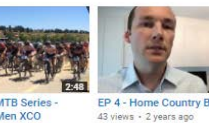
**2016 Holiday Plans - Stephen Vick**  
Nexus Private Wealth Management  
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**EP 3 Track Your Spending**  
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## Meet our team



**Talking about money can be difficult (Pt. 2)...**  
Nexus Private Wealth Management



**Talking about money can be difficult (Pt. 1)...**  
Nexus Private Wealth Management



**2016 Holiday Plans - Jacob Wilkins**  
Nexus Private Wealth Management



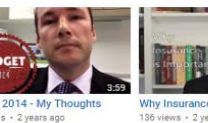
**2016 Holiday Plans - Andrew Leafe**  
Nexus Private Wealth Management



**2016 Holiday Plans - Summah Barbour**  
Nexus Private Wealth Management



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**JBS Foody Tipping Competition 2017**  
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**Tell Me Why - Warren Hanna**  
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**Tell Me Why - Pj**  
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**Tell Me Why - Peter Folk**  
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**Tell Me Why - Liam Rutty**  
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## Announcer Features



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**Tell Me Why - Andy Lay**  
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**Tell Me Why - Aakash Mehta**  
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**2016 December Quarterly Report**  
26 views • 1 month ago



**Monday Markets 12th December 2016**  
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## Meet the Team



**Ben Andrews - What Drives Me**  
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**Stuart Christie - What Drives Me**  
Announcer Group  
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**Alex Tickle - What Drives Me**  
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**Andrew Debono - What Drives Me**  
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**September Quarterly Report Video**  
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**JBS Monday Markets - 17th October 2016**  
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## What Our Clients Say



**Neil and Michelle - It's All About Loyalty & Trust**  
Announcer Group  
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**Sharla - A Weight Came Off My Shoulders**  
Announcer Group  
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**Sharla - My Story**  
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**Anthony - You Need a Grounded Connection**  
Announcer Group  
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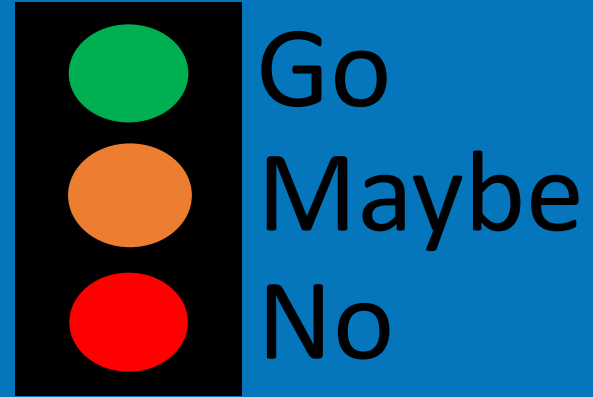


**Anthony - My Story**  
Announcer Group  
8 views • 5 days ago





# GMN TRAFFIC LIGHT SYSTEM



**CONTEXT DRIVEN CLIENT ENGAGEMENT MAP**





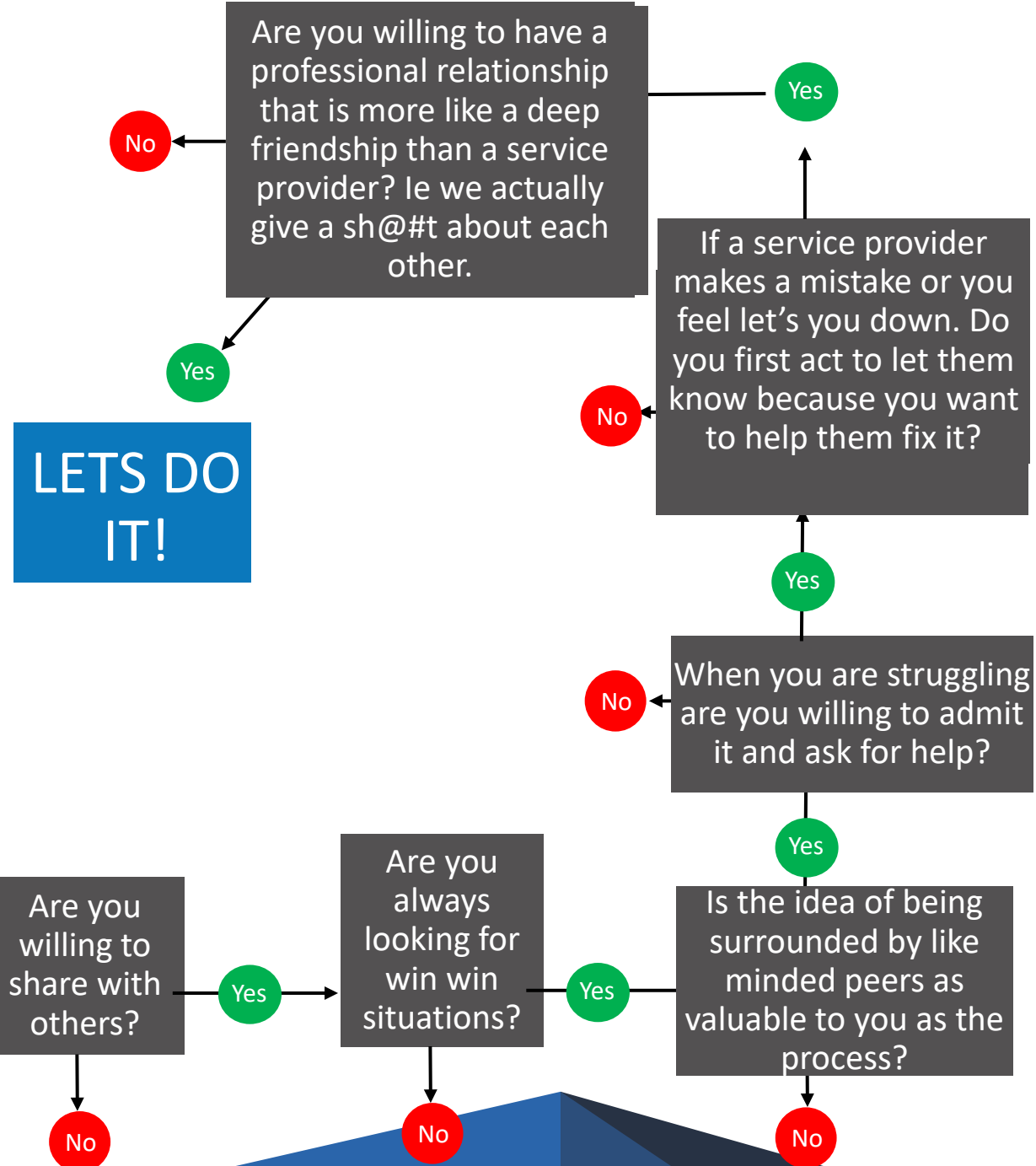
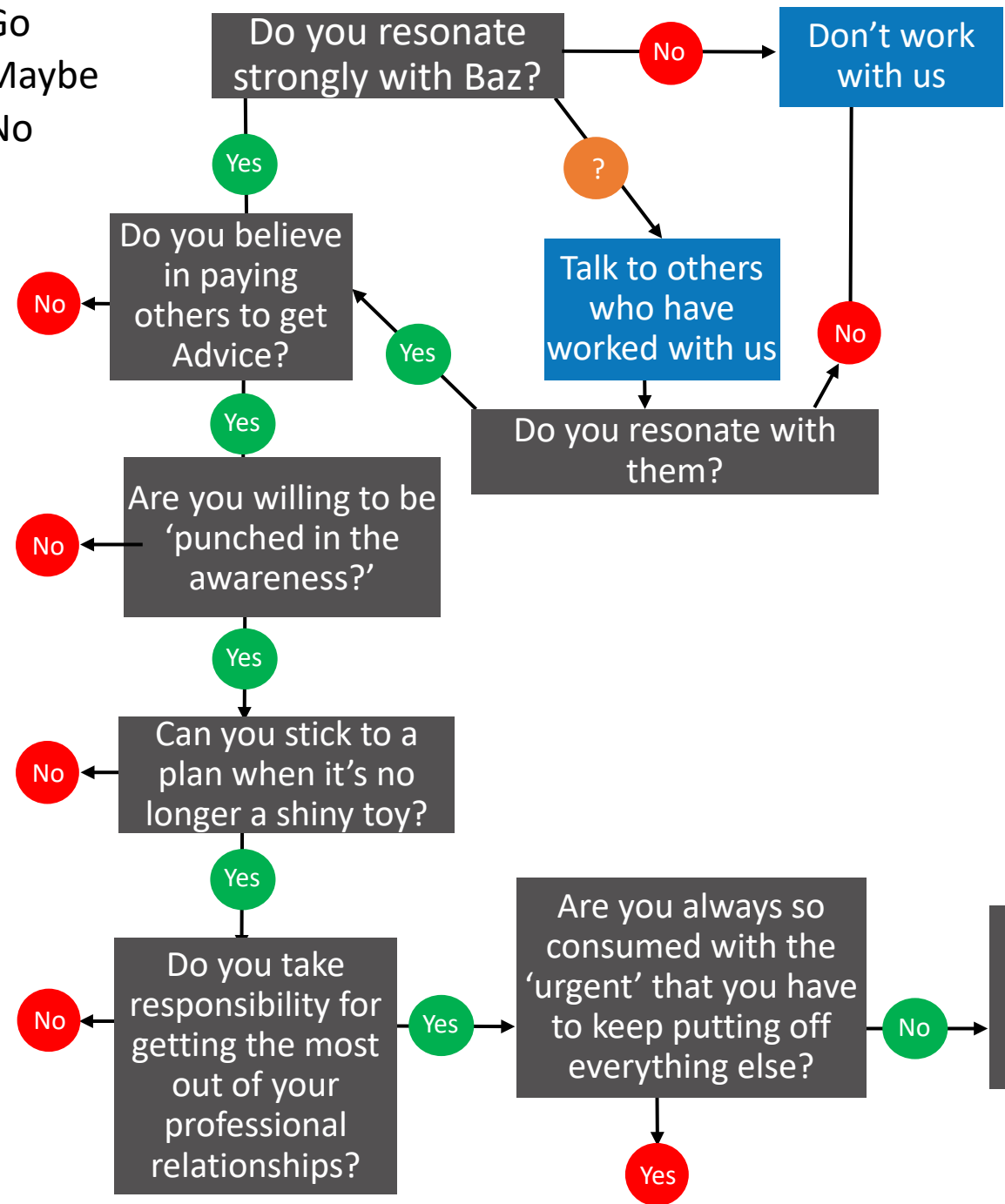
*It's  
Called*

**BEING CLEAR**

**BEING FOCUSED**

**BEING HONEST**

- Go
- Maybe
- No

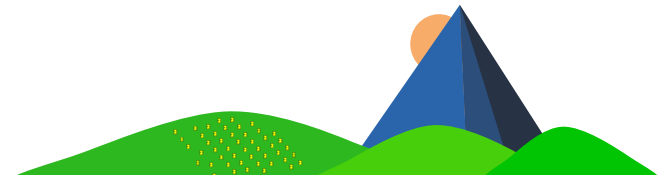




**TRUST + REACH + INFLUENCE**

*What now?*

**LET'S CHAT**







**TRUST + REACH + INFLUENCE**