

6 Prospecting Hacks Every Advisor Needs to Get More Clients

At **Dunham & Associates Investment Counsel, Inc.**, we've spent decades helping advisors like you grow, protect, and differentiate their practices.

And one challenge comes up again and again: **prospecting**.

Independent advisors and RIAs know their craft - financial planning, portfolio construction, guiding clients through life's milestones. **But consistently bringing in new, high-value clients?** That's often the toughest part of building a sustainable business.

That's why we created this guide: **6 Prospecting Hacks Every Advisor Needs to Get More Clients**.

Inside, you'll find **practical, tested strategies you can put to work immediately** - from sharpening your digital presence to leveraging centers of influence, hosting webinars, and using storytelling to spark referrals.

These aren't gimmicks. They're **field-tested approaches** designed for advisors managing between \$1M-\$20M in assets who want to grow smarter, not harder.

And as you'll see, the right tools and mindset can help you stand out in a competitive marketplace.

Your next client is already looking for you. So, let's make sure they can find you.

1. Build Self-Reinforcing Systems That Compound Over Time

First and foremost, the best growth isn't linear — it's **compounding**. Instead of chasing every new lead from scratch, build systems where each client success creates momentum for the next. This turns one client into many.

Here's how it works:

- 1. Deliver strong results.** Start by focusing on outcomes that genuinely help your clients reach their goals.
- 2. Collect reviews and referrals.** A happy client is your best marketing tool. Ask for a testimonial, Google review, or a warm introduction (always

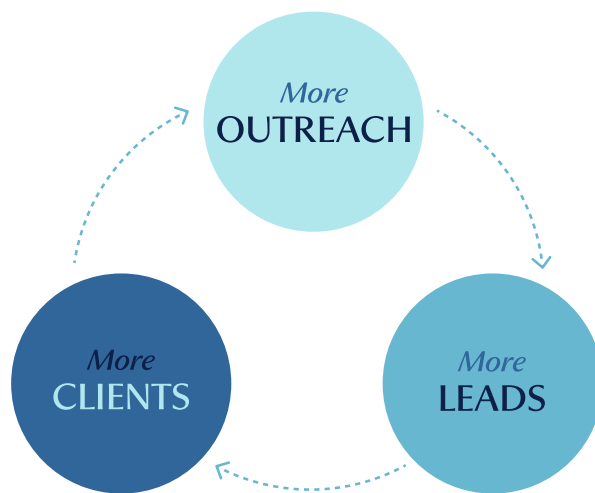
within compliance).

- 3. Leverage social proof.** Use those reviews in your marketing and mention client success stories in conversations and on social media.
- 4. Repeat.** Each new client brings new opportunities for referrals, reviews, and introductions - creating a **feedback loop** that compounds over time.

Instead of running harder on the hamster wheel, you're **building a system that gets easier the longer it runs**.

Each satisfied client becomes more than just one account. They can generate online reviews that boost your visibility, testimonials that build trust, and warm introductions to new prospects.

Positive Feedback Loop



1. For Illustrative Purposes Only

Financial Advisor Example

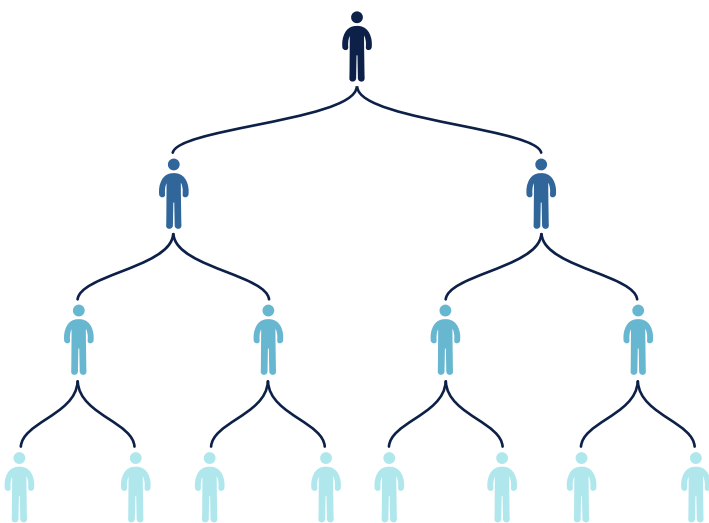
Sarah, an independent advisor in Denver, started working with a 52-year-old business owner who needed guidance on retirement planning. After rebalancing his

portfolio and setting up a retirement income strategy, Sarah's client quickly saw the value.

- At their six-month review, Sarah asked if he'd be willing to share his honest experience with a Google review. He agreed and shared how she gave him significant value and comfort heading into retirement.
- That review appeared when another local business owner searched for "financial advisor Denver retirement planning." They then reached out and booked a consultation.
- Furthermore, during the client's annual review, Sarah also asked if he knew others facing similar challenges. He introduced her to two colleagues - both becoming clients.

In less than a year, Sarah turned **one client into three more** - not through extra cold calling or endless prospecting, but through a repeatable system. Now, each of those clients has the potential to bring in even more.

Exponential Growth



2. For Illustrative Purposes Only

This is why self-reinforcing systems are so powerful: **your inputs can yield compounding results over time.**

2. Build COI Partnerships That Work

As shown in Hack #1, referrals from happy clients are powerful - but there's an even bigger accelerator: **Centers of Influence (COIs)**.

COIs are professionals your ideal clients already trust - think CPAs, estate attorneys, business consultants. So, when a COI introduces you, it carries instant credibility.

- In fact, for many advisors, COI referrals become the single highest-quality source of new clients.

But here's the key: COIs will only put their reputation on the line for you if you've earned it. Too many advisors ask for introductions without offering value first. The smarter play is to position yourself as a resource for them and their clients.

Here's how:

- Start with value. Share tax-efficient strategies with CPAs. Offer to co-host a webinar with an attorney. Provide insights they can use with their clients.
- Position yourself as a resource. Instead of saying, "Can you send me clients?" frame it as: "If you have clients worried about outliving their assets, I'd be happy to be a resource for them."
- Stay top of mind. Send them market commentary, share articles, or grab coffee quarterly to discuss what you're seeing. Make introductions for them too - reciprocity matters.

Financial Advisor Example

Maria, an advisor in Chicago, partnered with a CPA she met at a networking event. Instead of asking for referrals, she offered to present a short session on retirement tax traps that many business owners overlook. The CPA invited a handful of her top clients to the session.

By hosting the event, the CPA positioned herself as proactive and resourceful - bringing in a trusted expert to add value to her clients' financial picture. Her clients left with practical insights, and Maria left with three warm introductions - two of which became long-term clients.

The point is, when you combine referrals from clients (your self-reinforcing system - Hack #1) with referrals from COIs (Hack #2), **growth compounds even faster.**

By focusing on delivering value first, introductions will surely follow.

3. Master SEO & Content Marketing

Your website is your digital storefront – and it's the first thing new leads will look at when searching you, deciding if you're worth their money.

But if prospects can't even *find you* in the first place, it's as if your office is hidden in an alley.

For example - how did you end up here, reading this guide from Dunham? Chances are, you were searching for insights to help you grow your practice or something going on in the economy, found our material, and decided it was worth reading.

This is why **Search Engine Optimization (SEO)** is so important – it's about showing up when someone is searching, building trust with useful content, and converting interest into action

- **In plain English:** SEO is the process of making sure your website shows up when potential clients search for services you offer. Instead of paying for ads, SEO helps you earn visibility by proving to Google that your site is **relevant, trustworthy, and useful**.
- For financial advisors, that means when someone types *"retirement planner near me"* or *"help rolling over a 401(k)"*, your name has a much better chance of appearing at the top of the results - and getting clicked.

There's a graveyard of advisors who may deliver great results and content, but if no one can find them online, those results don't lead to new business.

Understanding SEO basics and how Google decides what matters is critical.

And in 2025, SEO is less about stuffing keywords and more about **E-E-A-T: Expertise, Experience, Authoritativeness, and Trustworthiness**.

Here's what that means for an advisor:

Use the Right Keywords (But Naturally)

- Clients search in everyday language: *"retirement planner in Dallas," "help rolling over 401(k)," "financial advisor for small business owners."*
- Add these phrases to your homepage, service pages,

and blog posts - naturally, not in a spammy way (don't overstuff the same keywords 15x).

- Create location-specific landing pages if you want to dominate your local market (e.g., *"Financial Planning in San Diego"*).

Build Content That Answers Real Questions

Google favors content that solves intent. Think of the questions clients ask you most often and turn them into posts:

- *"Should I take Social Security early or wait until 70?"*
- *"How much should I keep in cash vs. invest?"*
- *"What happens to my 401(k) when I switch jobs?"*
- Keep it short, clear, and written in client-friendly language.

Prioritize "Helpful Content" Signals

Since Google's Helpful Content updates (2023–2025), it's best to focus on:

- Written by actual experts (you, not generic AI fluff).
- Backed by real-world experience (case studies, stories).
- Offering original insights, not recycled material (customers want your thoughts).

Technical Must-Haves (Quick Wins)

- **Mobile-first:** Most prospects will check you on their phone.
- **Fast load times:** A slow site quietly kills rankings.
- **Clear structure:** Use H1/H2 headings, bullet points, and short paragraphs.
- **Google Business Profile:** Claim, verify, and keep it updated - reviews here can push you into the coveted local "3-pack."

Build Trust Signals

- Include testimonials (if compliance allows).
- Showcase media mentions.
- Create a strong "About" page with your credentials.
- These add credibility for prospects *and* improve your Google rankings.

Here's a good start: Write one new blog post per month answering a client FAQ or a unique trend you notice in markets or financial services. By year's end,

you'll have 12 evergreen posts working for you 24/7 to drive qualified leads - no extra cost, no ads required (another self-reinforcing system).

Many advisors overpay for SEO services that underdeliver. But you don't need a bloated budget to tilt the odds in your favor. By applying the basics - answering client questions, optimizing your site, and building trust signals - you can create visibility that compounds over time.

Think of it this way, if your competitors aren't doing this, **that's just more opportunity for you.**

SEO isn't just about being found - it's about gaining a competitive advantage before prospects ever pick up the phone.

4. Use Email Marketing to Nurture and Upsell

SEO and content marketing help prospects find you. **But what happens after they visit your site?**

Most leave and never return - which is a shame, as you should get *something* from them (like an email address). That's why giving visitors a chance to **subscribe to your email list** is critical - it turns anonymous clicks into ongoing relationships.

This is the secret that separates advisors who grow steadily from those stuck chasing one lead at a time: **email marketing.**

Email marketing is about compounding trust. Every message you send positions you as the familiar, reliable advisor in your prospect's inbox. Over time, they get used to reading your insights.

Then, when the moment comes - a market scare, a job change, or retirement approaching - *you're the first advisor they think of.* Even better, it's one of the simplest ways to unlock more value from existing clients by keeping your broader services top-of-mind. Done right, it's like having a quiet prospecting engine constantly running in the background - turning curiosity into loyalty, and loyalty into new business.

Here's how to set it up:

Offer a Simple Opt-In

- Add a call-to-action on your site - something simple like: *"Subscribe for weekly retirement insights."*
- Pair it with a lead magnet (like this guide) to give

prospects a reason to hand over their email. The key is to offer something they'll actually value - a checklist, a tax tip sheet, or a short guide that solves a real problem. **It's the law of equivalent exchange.**

Deliver Consistent, Client-Friendly Content

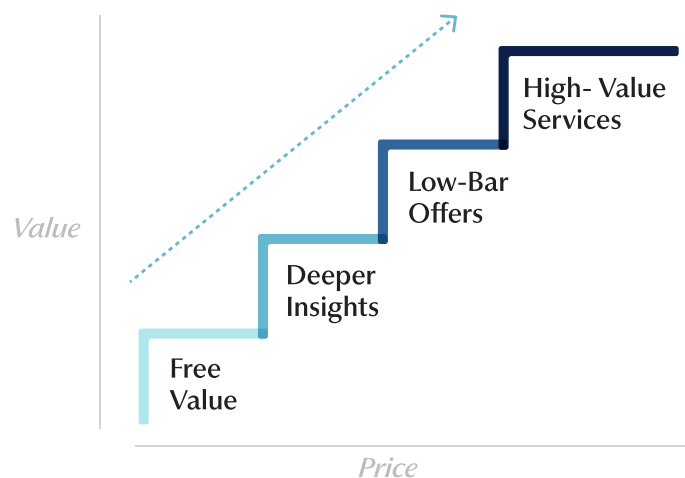
- Weekly or bi-weekly works best.
- Keep it short: market insights, retirement/trust FAQs, or economic trends.
- Always write like you're answering a client's question over coffee - not like a corporate newsletter (keep it simple, keep it casual).

Build a Value Ladder (From Free to High-Touch)

Think of your emails as a progression - nudging clients and prospects up your value chain:

1. **Free value** (guides, checklists, tips) builds trust.
2. **Deeper insights** (webinars, case studies) show expertise.
3. **Low-bar offers** (15-minute reviews, free second opinions) create engagement.
4. **High-value services** (comprehensive planning, asset management) close the loop.

Value Ladder



3. For Illustrative Purposes Only

Upsell Without Being Pushy

Clients you already serve may not know everything

you offer. A short email about tax strategies or trust planning can spark conversations about expanding the relationship.

Financial Advisor Example

Lisa, an advisor in California, added a "Subscribe for Retirement Insights" form to her website and committed to sending one short weekly email. Within six months, she had 300 subscribers - including several who weren't ready to commit right away but later booked consultations. One even forwarded her weekly note to a friend, leading to a new high net worth client.

The point is, SEO brings prospects to your doorstep, but email marketing keeps them in your ecosystem. By moving people up your value ladder - from free insights to full-service planning - you turn curiosity into trust, and trust into long-term clients.

5. Optimize LinkedIn for Authority

LinkedIn isn't just another social platform - it's your digital professional footprint

When someone Googles your name, LinkedIn is often the first result they see. Thus, for many prospects, that's their first impression of you as an advisor. And like they say, **first impressions matter**.

If your profile looks generic or inactive, high-value prospects may hesitate. But when it's polished and client-focused, LinkedIn can quickly build trust - and even business - before the first call.

Here's how to strengthen your presence:

Craft a Headline That Speaks to Clients

A client-focused headline immediately shows prospects how you solve their problems, instead of just listing your job title.

- Weak: *"Financial Advisor at ABC Wealth."*
- Strong: *"Helping business owners retire with less stress."*

It's better to be niche than generic.

Write a Client-Centered 'About' Section

Instead of a career summary, explain who you serve and how you help:

- *"I help physicians reduce tax burdens and plan for*

early retirement." This makes prospects feel like your profile is written for them, not for recruiters.

Showcase Proof

Use your profile to demonstrate credibility:

- Highlight certifications, media mentions, and awards.
- Add anonymized success stories if compliance allows.
- Use the "Featured" section to pin blogs, webinars, or short market updates - giving prospects a reason to trust your expertise.

Post Once a Week

You don't need to flood LinkedIn. One post per week is enough to stay visible and relevant. Share:

- Market insights written in plain English.
- Retirement or planning tips clients ask about often.
- Short, anonymized client stories with practical takeaways. This builds authority over time without overwhelming your schedule.

Engage Consistently

This is an underrated one. Make sure to comment on posts from CPAs, attorneys, and other professionals in your network. Congratulate peers or clients on milestones. These small touches keep you visible and remind others of the value you bring.

Financial Advisor Example

James, an advisor in Phoenix, updated his headline to *"Helping business owners retire without financial stress."* He committed to posting once a week. One post - a story about helping a client exit a business tax-efficiently - caught the attention of a local entrepreneur who was also interested in selling a business. That connection turned into a \$1.5M account. Sometimes, a single well-crafted post is all it takes to open the right door.

Useful LinkedIn Tools

- **LinkedIn Sales Navigator** - Find prospects by industry, company size, or location.
- **Shield Analytics** - See what posts resonate most.
- **Canva** - Create polished graphics and professional banners in minutes.
- **Hootsuite / Buffer** - Schedule posts to stay consistent even during busy client weeks.

The bottom line is that prospects almost always check LinkedIn before they meet you. If competitors look invisible or generic here, that's your edge. A strong profile, consistent presence, and engaging content build authority — and authority attracts leads.

6. Host Webinars That Convert

In-person seminars used to be the go-to method for prospecting. But today, time-strapped prospects prefer the ease of online events. That's why webinars have become one of the **most effective ways** for advisors to scale their knowledge and attract new clients.

Webinars let you connect with dozens of prospects at once, demonstrate your expertise, and build relationships - all without leaving your office. Done right, they position you as a thought leader while creating a pipeline of warm leads.

Here's how to run webinars that actually convert:

Pick Topics That Try to Solve Pain Points

- *"3 Retirement Mistakes Business Owners Make."*
- *"How to Make Your Retirement Nest Egg Last Longer."*
- *"Smart Tax Moves to Make Before Year-End."*
- Specific, urgent topics attract attention and keep attendance high.

Keep It Short and Focused

20–30 minutes is plenty. Respect your audience's time by sticking to one clear theme. Leave 5 minutes for Q&A to engage participants directly.

Make It Practical and Relatable

Prospects don't want jargon or theory - they want usable takeaways. Use simple slides, plain language, and short stories (always anonymized) to bring concepts to life.

Always Include a Call to Action

End with an invitation:

- *"If you'd like a personalized review, book a 15-minute call."*
- *"I'm offering a free Social Security optimization checkup — here's the link to schedule."*
- Make it easy for attendees to take the next step.

Multiply Your ROI With Repurposing

Don't let the value end when the webinar does:

- Post clips on LinkedIn.
- Turn the transcript into a blog post for SEO.
- Share slides or a replay link in a follow-up email sequence.
- This way, one event can fuel your content pipeline for weeks.

Advisor Example

Daniel, an advisor in Texas, hosted a 25-minute webinar called *"How to Maximize Your Social Security Benefits."*

20 people attended, eight booked consultations, and two became clients within three months. He then repurposed the content into three LinkedIn posts, uploaded it onto YouTube, and wrote a blog article that continued generating leads long after the webinar ended.

The point is, webinars scale your credibility and outreach. Instead of chasing one prospect at a time, you can engage dozens at once, prove your expertise, and create warm conversations that turn into clients.

Even a single, well-executed webinar can pay off many times over.

Your Next Step

The next client you bring in could be your best yet.

So, use these **six** hacks to sharpen your edge, expand your reach, and build momentum.

And if you'd like to see how Dunham's resources and tactical strategies can amplify your efforts, let's connect.

We've partnered with hundreds of advisors to strengthen their practices and grow AUM - and we'd love to do the same with you.

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