



Affinity Groups

Imagine the increased efficiency and effectiveness of your prospecting efforts if you could reach a large group of leads and prospects that share common characteristics and needs and have a communication (networking) system. Such a group is known as a target market. Successful financial advisors (FAs) typically focus on a target market that is their natural affinity group. All things being equal, natural affinity and/or access translates into a higher likelihood of being able to approach leads and prospects on a favorable basis.

Natural affinity groups represent a strategic growth channel for many FAs. By targeting these groups, FAs have an opportunity to tap into an engaged community with enormous growth potential.

There are 8 broad categories of natural affinity groups that successful FAs at Ascension look to as their target market for their prospecting:

1. Business membership groups such as chamber of commerce, Rotary, Kiwanis, Lions or professional associations
2. Hobby or interest groups or clubs
3. Community service organizations, social causes or philanthropy
4. Youth activities programs such as sports, the arts, future scientists club, scouting, or boys & girls clubs
5. Religious affiliations (any denomination)
6. Local associations and newsletters such as Welcome Wagon, new parents, new member listings, or home owner associations
7. Social media such as LinkedIn, Facebook, Google+ or Twitter
8. Social clubs, fraternal organizations (e.g., VFW), cultural affinity groups or identity groups