

The Independent RIA Marketing Plan

A single-page framework built for solo and small-team advisory firms — strategy before execution, on purpose.

01 IDEAL CLIENT

Who you're built for

- Define your niche in **one sentence** — life stage, profession, asset range, or values-based
- Name the 3 traits that make someone a **"yes"** — the profile you actively want more of

02 POSITIONING

Why you, not the wirehouse

- The specific problem you solve that a generalist advisor can't
- Your **one differentiator** you can defend in a room full of competitors

03 CORE MESSAGE

What you say

- One sentence: what you do, for whom, and the outcome you deliver
- **Three proof points** — credentials, results, or philosophy that back it up

04 CHANNELS

Where you show up

- Pick **2, not 6** — e.g. LinkedIn + referral partners, or local events + newsletter
- One primary channel gets 80% of effort; the 2nd channel supports it

05 CONTENT ENGINE

What you publish

- **One core piece** per month that answers a real prospect question
- Repurpose into 3–4 smaller pieces — social posts, email, quote graphics

06 LEAD PATH

How strangers become clients

- The one clear next step you want a prospect to take — no menu of options
- What happens in the **48 hours** after they raise their hand?

07 REFERRAL SYSTEM

Who sends you business

- Name your **top 5** referral sources — COIs, clients, etc.
- One specific ask you'll make of each of them this quarter

08 METRICS

How you'll know it's working

- **3 numbers** you'll actually track monthly: pipeline conversations, referrals, engagement
- One vanity metric you're deliberately choosing to ignore