



It's Q4: Stay Focused, But Don't Forget to Set Your 2025 Goals!

Although my monthly coaching video for October is fairly short, it's packed with a lot of important content, so I urge you to watch it if you haven't yet. Here are some of the highlights:

First, the Fed's latest move on interest rates means time is of the essence when it comes to helping some of your annuity clients potentially improve their situations. The Fed lowered short-term rates by half a percent in September, and more cuts are expected. That means the favorable conditions that have allowed us to upgrade some of our annuity clients to get them better terms probably won't last much longer. So, even though this is a busy time of year for many reasons, if you think there may still be potential annuity opportunities that you haven't explored yet, act fast on those before it's too late.

Next, as noted, this is a busy time of year because it is typically our most productive time in terms of prospecting, appointment-setting, and sales. So, stay focused on making hay while the sun shines, but don't get so busy that you neglect other important things – in particular setting your goals and creating your business plan for next year. As of now you still have plenty of time, but that time will fly by, so don't wait too long. You want to have your plan in place by the beginning of December at the very latest so that you're ready to hit the ground running and start strong in 2025. This is important for everyone, and it's especially important for those of you who are building an agency or planning to.

Speaking of which, our Fall Study Group in November will be particularly valuable for those of you who are building an agency because the main focus will be on leadership and management. These are two separate skill sets that become increasingly important as your business grows. The Study Group will feature a live session with Sandler Sales Training specialist, Glenn Mattson, whose presentations were a big hit at this year's SGOS. Even if you're not building an agency and have just a small staff, this will be some extremely valuable training to help you improve your leadership and management skills to ensure your office is running at peak efficiency and productivity – and continues to do so.

Again, those are some highlights from my October coaching video, where I also share updates on the Simplified Sales Process, my own growing agency in Connecticut, and the financial markets. So, be sure to watch this latest video if you haven't yet. And for more on the markets, I encourage you to watch my October Client Update Video.

Dave

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