

# The Accelerated Adviser Program

**FOR FIRM OWNERS AND MANAGERS**

*Montesi*  
COMPANY

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LET'S TALK

# Motivate, empower and activate your fee earning advisers to grow their practices, and grow your firm.

AcceleratedAdviser rapidly increases growth for professional services firms by equipping their team of fee earning advisers with the training, personal coaching, support and structure to market and grow their personal brands and practices.

Instead of relying on a just a couple of 'rainmakers', imagine the impact of having every fee earner activated with their own marketing and growth strategy. This is one of the best kept secrets in the industry.

We spend bucket loads of money on firm-wide marketing activities, expensive sponsorships and marketing staff, but investing in your people is the best marketing move you can make today.

**WHEN YOUR TEAM OF FEE EARNING ADVISERS GROW THEIR PERSONAL BRANDS AND PRACTICES, THE WHOLE FIRM GROWS AS A RESULT.**

*Please note: This document is intended for firm owners and managers. If you would like information about AcceleratedAdviser for sole practitioners and individual advisers, please get in touch.*

# Hello, I'm Andrew Montesi.

**I COACH AND EQUIP LAWYERS, ACCOUNTANTS, FINANCIAL PLANNERS, PROPERTY EXPERTS AND ADVISERS TO BUILD THEIR BRANDS, RAPIDLY GROW THEIR PRACTICES AND ADVANCE THEIR CAREERS.**

- . FOUNDER, ACCELERATEDADVISER**
- . FOUNDER, THE MONTESI COMPANY**
- . FOUNDER, APIRO MARKETING AGENCY**
- . FORMER MARKETING MANAGER AT SOUTH AUSTRALIA'S LARGEST PLAINTIFF LAW FIRM**
- . FORMER HEAD OF MARKETING AT TWO TECH STARTUPS**
- . FORMER TV REPORTER AND PRODUCER, NINE NEWS**

**READ MORE AT [LINKEDIN](#)**



# How does AcceleratedAdviser work?

Through the AcceleratedAdviser program, advisers and professionals are given personal coaching, online training, tools, templates, and most importantly guidance through a four-part process, to build their personal brands and grow their practices.

## 1. Review

We ask the hard questions, get our hands dirty and find out where the adviser's personal brand and practice is really at. This helps us find our starting point.

## 2. Strategise

We walk through a detailed process to unlock the adviser's personal brand, story, target client segments, value proposition, messaging and marketing opportunities.

## 3. Grow

Advisers are given a Marketing Execution Framework, a system to autonomously run their own growth program, and learn how to scientifically measure performance and business growth outcomes.

## 4. Accelerate

Now with a strategy and system in place, advisers are tested and refined to ensure they maintain consistency and momentum.

# Get the right program for your firm

Our recommended pathway provides the sustainable, scalable system for the ongoing growth of your firm, by equipping and empowering every fee earning adviser or team member to build their own brands and growth machines.

## RECOMMENDED

### Option 1. Accelerate growth unlimited

- Unlimited access to the [online program/templates](#) for the full team
- Each team member gets expert, personal feedback and advice at each step, including practice review, strategy and marketing execution (email and commentary in documents)
- One on one session with each team member when they conclude the online program to help them activate their strategy and get them moving (Zoom, one hour)
- Live group session to follow up progress with all team members who have completed the process (Zoom, one hour)
- Email Q and A whenever the team member needs it
- General oversight and administration to ensure the team members who sign up move through the process at a reasonable pace (eg 6 weeks)
- Progress updates and review provided to firm leadership twice a year
- CPD points for team members (subject to relevant profession/association)
- Highly effective when working in tandem with broader firm strategy and in-house marketing manager/general manager

# Get the right program for your firm

Other AcceleratedAdviser pathways are tailored to address specific challenges and needs at professional services firms. For more information about the programs below please get in touch.

## Option 2. Accelerate team growth

A targeted, custom system designed for the ongoing growth of your team, department or group. This could be tailored to firm or department leaders, emerging leaders, junior advisers or groups who specifically need or want additional growth support.

## Option 3. Fast starter onboarding program

Growing firms get tools and support to ensure that new recruits are equipped for growth from day one, fast-tracking their practice development process while also supporting talent acquisition and retention.

## Option 4. Custom program

Design your own AcceleratedAdviser program around your specific strategic needs.

**MORE INFORMATION AND PRICING PROVIDED ON REQUEST**

# What they're saying about AcceleratedAdviser

**“ANDREW'S FIRST-HAND EXPERT KNOW-HOW HAS HELPED US DELIVER OUTSTANDING RESULTS. THE QUALITY THAT STANDS OUT IS ANDREW'S ABILITY TO DELIVER COMPLEX MARKETING CONCEPTS IN STAGED AND SIMPLIFIED PROCESSES, THAT MAKES SENSE TO US LAWYERS. ULTIMATELY, THIS GUIDANCE HAS SAVED US TIME AND FOCUSED OUR WORK.”**

Michael Pagsanjan, Principal, MPS Law

# Let's get started

## NEXT STEP

Book a free strategy exploration session to talk about your options and needs.

Thank you!



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