



## The Most Essential Question You Can Ask

The most essential question is:

*Compared to What?*

Your financial planning service isn't clear for everyone. In fact, for most people the financial planner is related to financial products.

Let me ask you: do you really want to be related to financial products?

I guess not.

That's why *contrast* is so important.

We often understand something better when we see it in comparison with something else than we see it in isolation.

Robert Cialdini, the Arizona State University scholar and one of the most important social scientists of the last generation, calls this "the contrast principle". In his work over the past three decades, Cialdini has recast how both academics and practitioners understand the dynamics of influencing others. And one of his core insights is that contrast operates within, and often amplifies, every aspect of persuasion.

So when your client tells you the next time that "the online solution is very cheap", the most essential and the only correct answer you give is:

*“Compared to what?”*

The effect is, is that it motivates your client to think about why *your* service matters more to him than the online solution.

So, go on and let's make financial planning matter.

To Your Success,

*Ronald*