

## BUILDING SUCCESS AS A FEMALE FINANCIAL PROFESSIONAL

This article presents ways to harness your unique skills to cultivate strong client relationships and grow your business.

The financial services industry is still largely dominated by men—which means women have an opportunity to bring their unique points of view and skills to the table. Many female clients prefer the idea of working with female financial professionals who may better represent their own challenges and needs, which allows them to tap an underserved and valuable market.

Learning how to set yourself apart as a woman in the financial services industry can benefit both your business and clients looking for relatability and trust.

### Focus on Financial Planning

Many financial professionals typically focus on investment management while deemphasizing other priorities, such as goals-based planning, budgeting, saving, and retirement-income planning. Yet, industry-wide, clients increasingly demand this type of service from their financial professionals, according to a study from Deloitte.

Women who are more attuned to the bigger picture versus simply looking at numbers may be uniquely positioned to provide holistic financial planning and give clients the experiences they need on the path to their retirement goals.

### Build a Client Network of Women

More women are acting as heads of households and engaging in financial decision-making than in previous

generations. This shift provides an opportunity for female financial professionals to tap a growing market.

One of the best ways to do so is to focus on the kinds of services women are looking for. For example, women tend to live longer than men, and women at full retirement age today are likely to spend at least 20 years in retirement. Studies also show that nearly half of women in relationships are the primary breadwinners and make more financial decisions than men. Providing income planning for longevity and financial education to better manage wealth can help demonstrate your interest in women's specific needs.

You also can take advantage of networking opportunities with professional organizations, such as the American Business Women's Association and the National Association of Professional Women; make sure to follow these organizations on LinkedIn.

To build your female client base, you can host events (virtually for now), such as a mother-and-daughter night or start a book club with a local parent's club that focuses on financial literacy. Tap into our [Women. Confidence. Retirement.](#) webpage for marketing materials for you to share. These groups can provide a foundation for you to build strong relationships and encourage word of mouth for your business.

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## Find Support

The best advice often comes from those who have been where you are. Finding support among other female financial professionals who have faced the challenges specific to women in the industry can help you succeed.

Take advantage of mentorship programs that may be offered by your firm or reach out to organizations such as the Financial Planning Association or the Certified Financial Planner Board Mentor Program. Not only will you gain valuable career advice from people who know

the steps needed to succeed, but building a support network of women also can help you develop your professional network and client base.

Building a career as a woman in any male-dominated profession can be challenging, but harnessing your unique skills and developing networks of female clients and mentors can help you connect with women, better serve their financial needs, and carve a vital niche in the financial services industry.

## Additional Resources and Links

[Women.Confidence.Retirement.](#)

[Certified Financial Planner Board. Women's Initiative.](#)

For more information about retirement planning,  
please contact the Retirement Strategies Group at:  
[RSG@PacificLife.com](mailto:RSG@PacificLife.com) (800) 722-2333, ext. 3939.  
[PacificLife.com](http://PacificLife.com)

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