



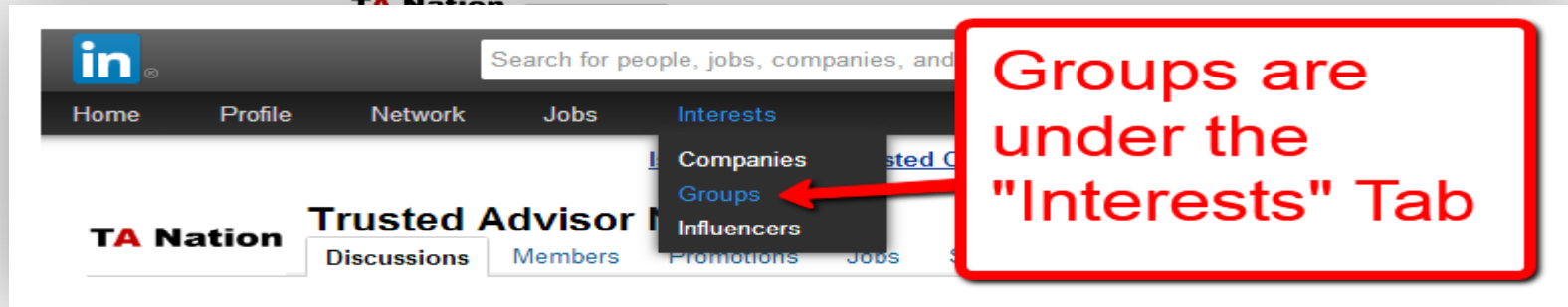
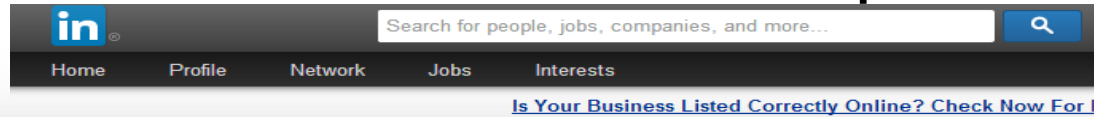
The Monthly SessionTM for

The Advisor P.A.C.T. Monthly ProgramTM

November 18, 2014 Hosted by Mark Little



Trusted Advisor Nation™ LinkedIn Group



Most Popular Discussions



Mike
Unfollow

What do you call yourself?

For 28 years I have hated answering the question "So what do you do?" with I am a Financial Adviser. I have tried various responses with ...
posted 22 hours ago

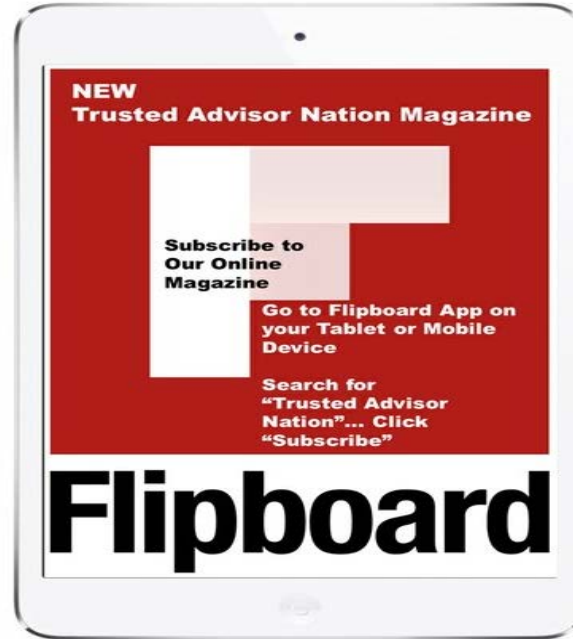
Lynfa Davies 5 seconds ago • Surely it depends on who you are taking to and what about? Inside a corporate, your title might matter because of status (!) but if you are ... »

[See more »](#)





Trusted Advisor Nation™ Magazine





Issues Covered in this Session

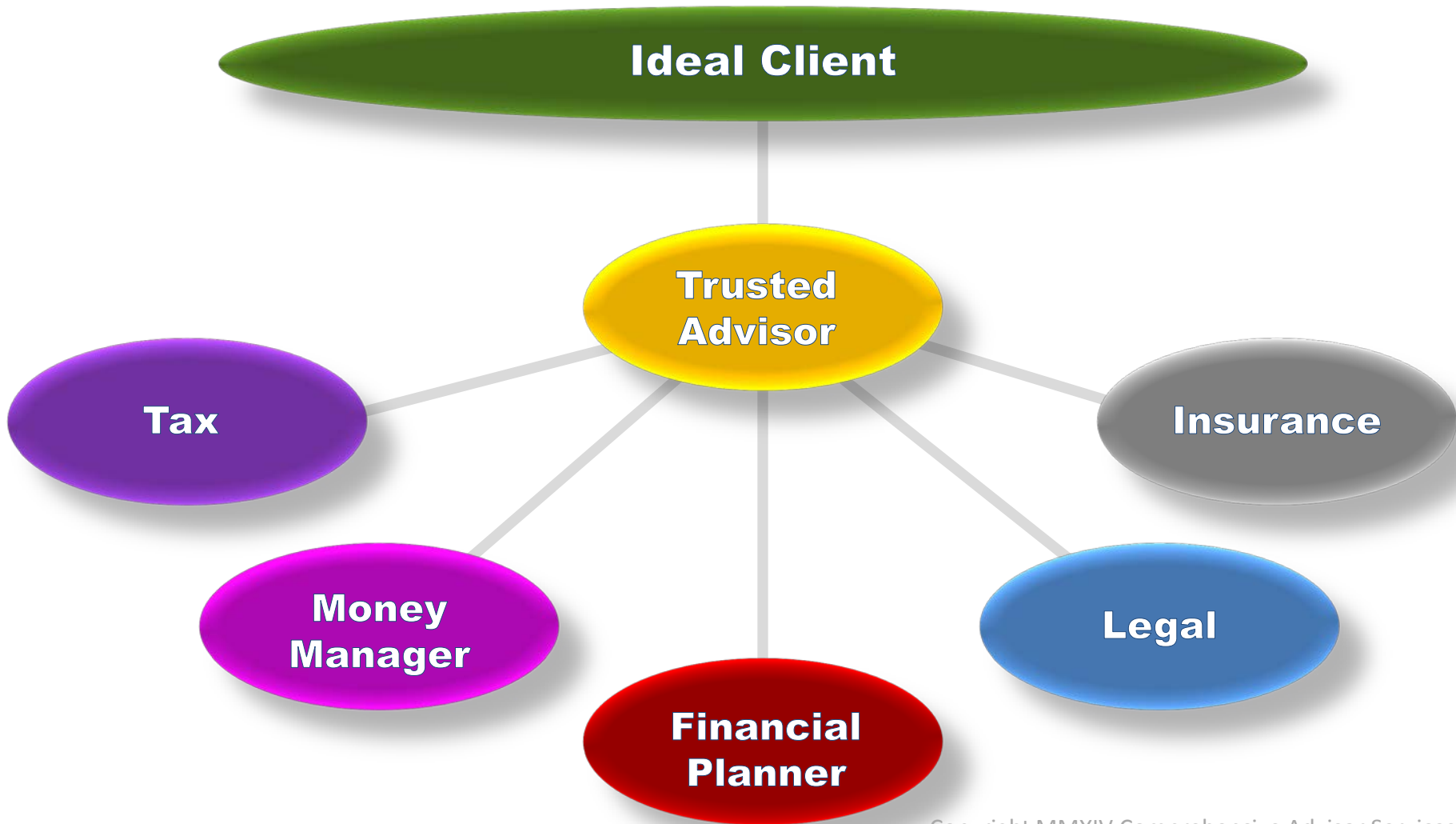
- ✓ Which Subject Matter Expert should I acquire first?
- ✓ What are The Ten Client Deliverables™ and how do we deliver upon them
- ✓ What should we charge clients for delivering Truly Comprehensive Financial Services™?

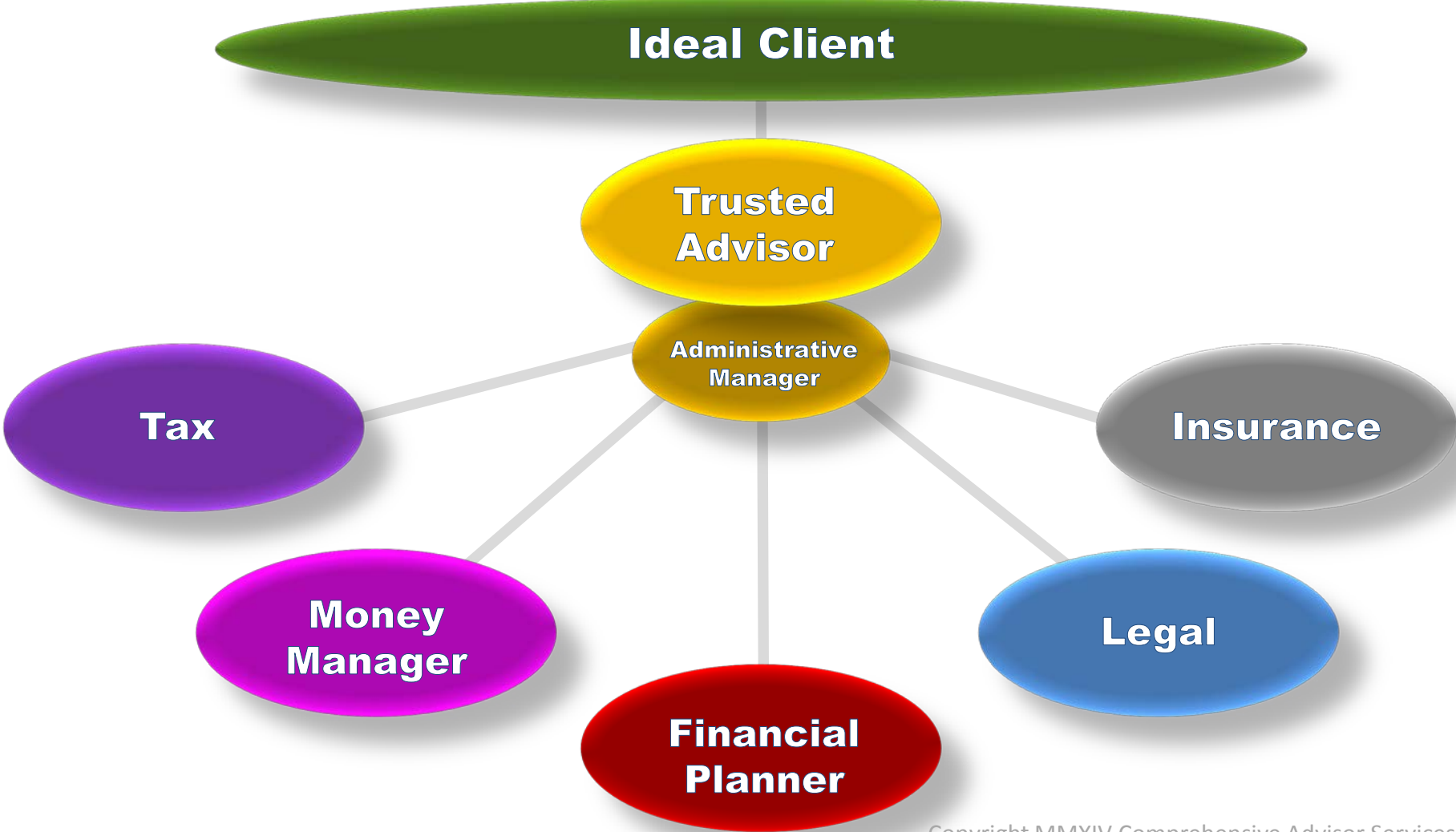


Question

Which Subject Matter Expert should I acquire first?

What should I focus upon with my first Subject Matter Expert?





Sequence of Subject Matter Expert Acquisition

1

Effective Administrative Manager

2

Financial Planning Subject Matter Expert

3

Money Management Subject Matter Expert

4

Tax Subject Matter Expert

5

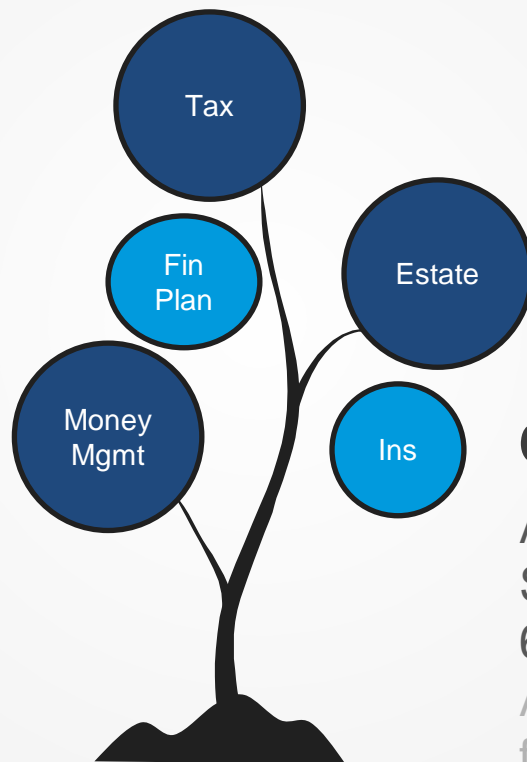
Estate Planning Subject Matter Expert

6

Insurance Subject Matter Expert

Already have loose relationships

Consider Low-hanging Fruit



60-Days

Acquire at least one new Subject Matter Expert **every** 60-Days.

Alternate acquiring low-hanging fruit **every other** month

Ideal Client

```
graph TD; IC([Ideal Client]) --- TA([Trusted Advisor]); TA --- AM([Administrative Manager]); AM --- Tax([Tax]); AM --- MM([Money Manager]); AM --- FP([Financial Planner]); AM --- Legal([Legal]); AM --- Insurance([Insurance]);
```

Subject Matter Experts
other than Trusted Advisor
or Administrative Manager

**Trusted
Advisor**

**Administrative
Manager**

Tax

**Money
Manager**

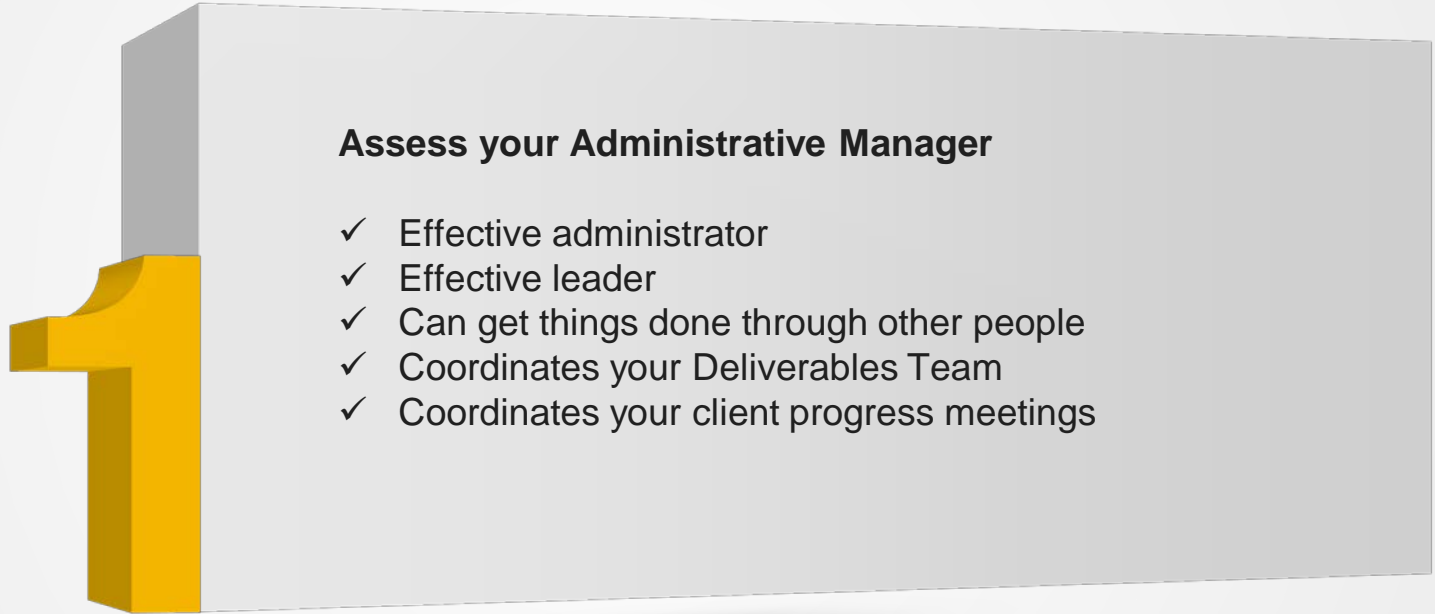
**Financial
Planner**

Legal

Insurance

Truly Comprehensive Financial Services™

The 3 Stages of Implementation



Truly Comprehensive Financial Services™

The 3 Stages of Implementation

A large, blue, 3D-rendered number '2' is positioned to the left of a light gray rectangular box. The number has a slight shadow and a 3D effect, making it stand out from the background.

Build-out Your Entire Team

- ✓ Ensure every role has a Subject Matter Expert Leader... for oversight
- ✓ Complete your “oversight team” of Subject Matter Experts first
- ✓ Then, your Subject Matter Expert Leaders will ensure that every area of personal finance has an implementation specialist in-place to carry out the work

Truly Comprehensive Financial Services™

The 3 Stages of Implementation

A large, bold, red 3D number '3' is positioned to the left of a light gray rectangular box. The number has a slight shadow and a 3D effect, making it stand out as a key visual element for the third stage of implementation.

Ensure Your Team is Fully Functional

- ✓ Oversees all Deliverables Checkpoints™
- ✓ Every Subject Matter Expert contributes to every client progress meeting
- ✓ All Subject Matter Experts submit background work & analysis for all work
- ✓ Collegial, but vigorous, Peer-review
- ✓ Every Subject Matter Expert collaborates in-between meetings

Truly Comprehensive Financial Services™

The 3 Stages of Implementation

1

Assess Your Administrative Manager

2

Build-out Your Entire Team

3

Ensure Your Team is Fully Functional



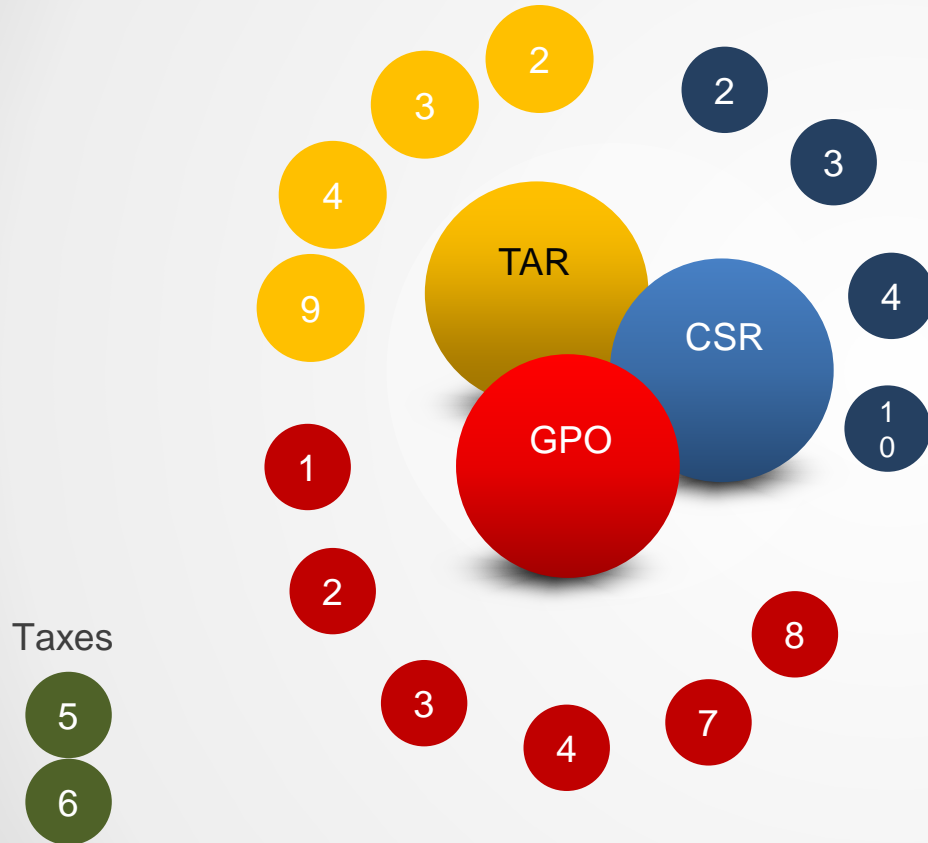
Question

I've heard you mention The Ten Client Deliverables™.

What are the difference between The Ten Client Deliverables™ and the 143 Deliverables Checkpoints™?

... And how do we deliver upon The Ten Client Deliverables™?

The Ten Client Deliverables™



- The Comprehensive Safety Review™
- The Goal Progress Outlook™
- The Annual Review™

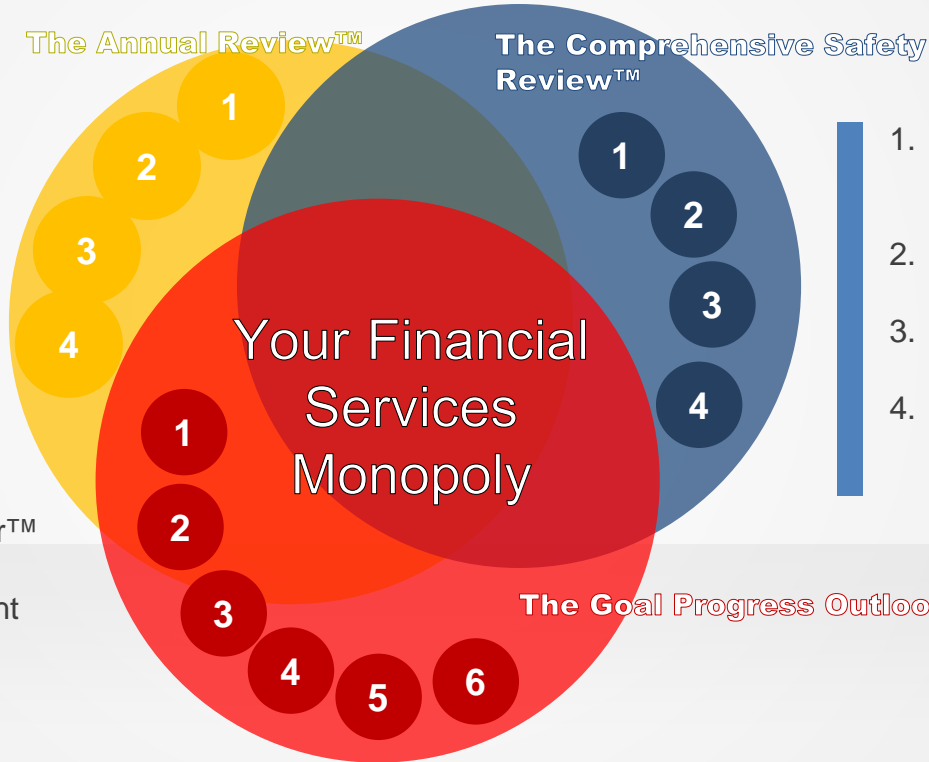
The Ten Client Deliverables™

1. The Master Goal Tracker™
2. The Greatest Probability Strategy™ (GPS)
3. The Progress Reports™
4. Money Management / Investment Management
5. The Annual Income Tax Projection
6. Annual Income Tax Review (on-time filing)
7. Annual Estate Planning Review
8. The Goal Blueprint™
9. Update Plan for Cash Reserves & Debt
10. The Comprehensive Safety Review Exercise™

Truly Comprehensive Financial Services™

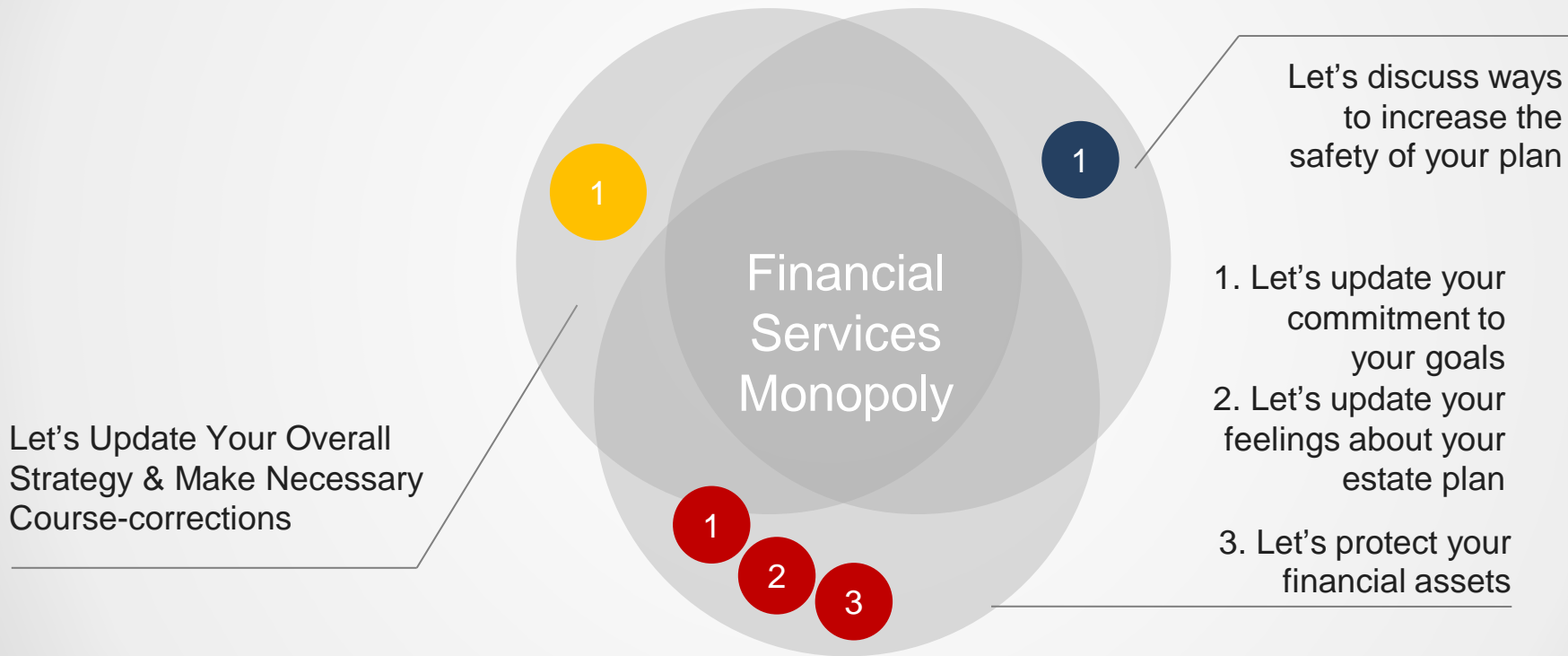
- 1. Money Management Oversight
- 2. Cash Reserves & Debt Plan Updated
- 3. The Progress Reports™ Updated
- 4. The Greatest Probability Strategy™ (GPS) Updated

- 1. The Goal Blueprint™ Updated
- 2. The Master Goal Tracker™ Updated
- 3. Estate Planning Oversight
- 4. Money Management Oversight
- 5. The Progress Reports™ Updated
- 6. The Greatest Probability Strategy™ (GPS) Updated



- 1. The Comprehensive Safety Review Exercise™
- 2. Money Management Oversight
- 3. The Progress Reports™ Updated
- 4. The Greatest Probability Strategy™ (GPS) Updated

The Three Meeting Process™ is simply Three **Priority** Conversations Every Year





The Ten Client Deliverables™ **Represent** **Truly Comprehensive** **Financial Services™**



Question

What should we charge for delivering
Truly Comprehensive Financial Services™?



**Your compensation has a
closer relationship to your
confidence,
than to anything else**



First, **only** work with Ideal Clients



Second, work by referral **only**

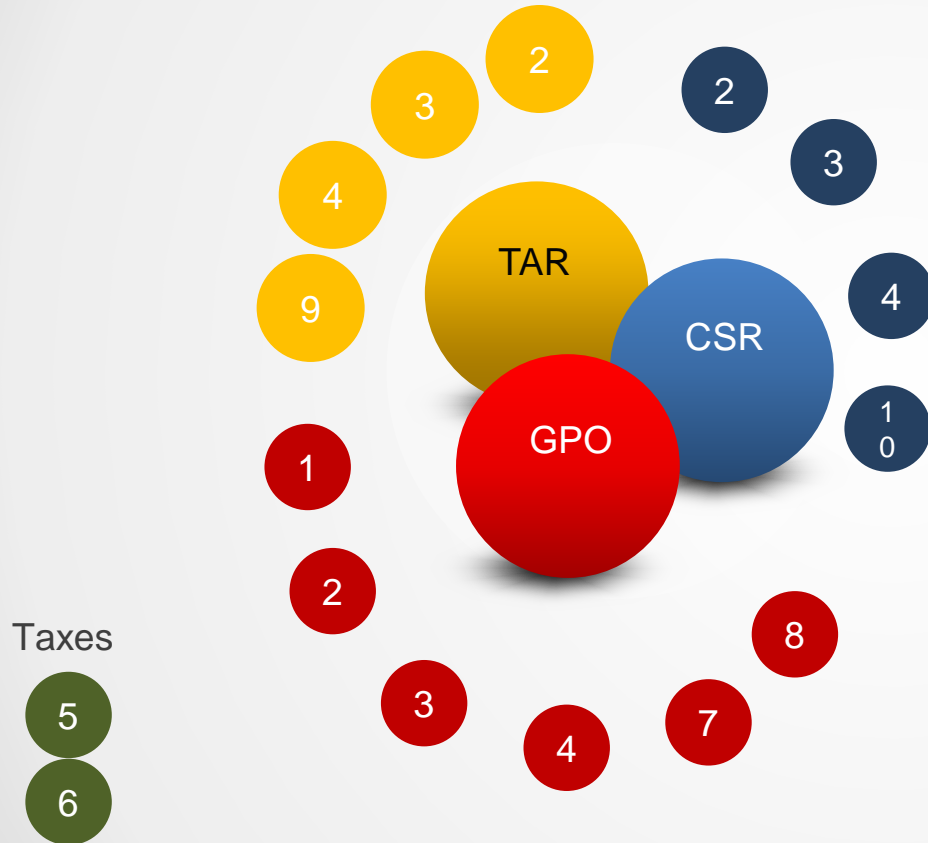


Set your compensation
a little bit **higher**
than your confidence
will allow



We have many advisors charging
\$50,000 / year
for
The Ten Client Deliverables™

The Ten Client Deliverables™



- The Comprehensive Safety Review™
- The Goal Progress Outlook™
- The Annual Review™

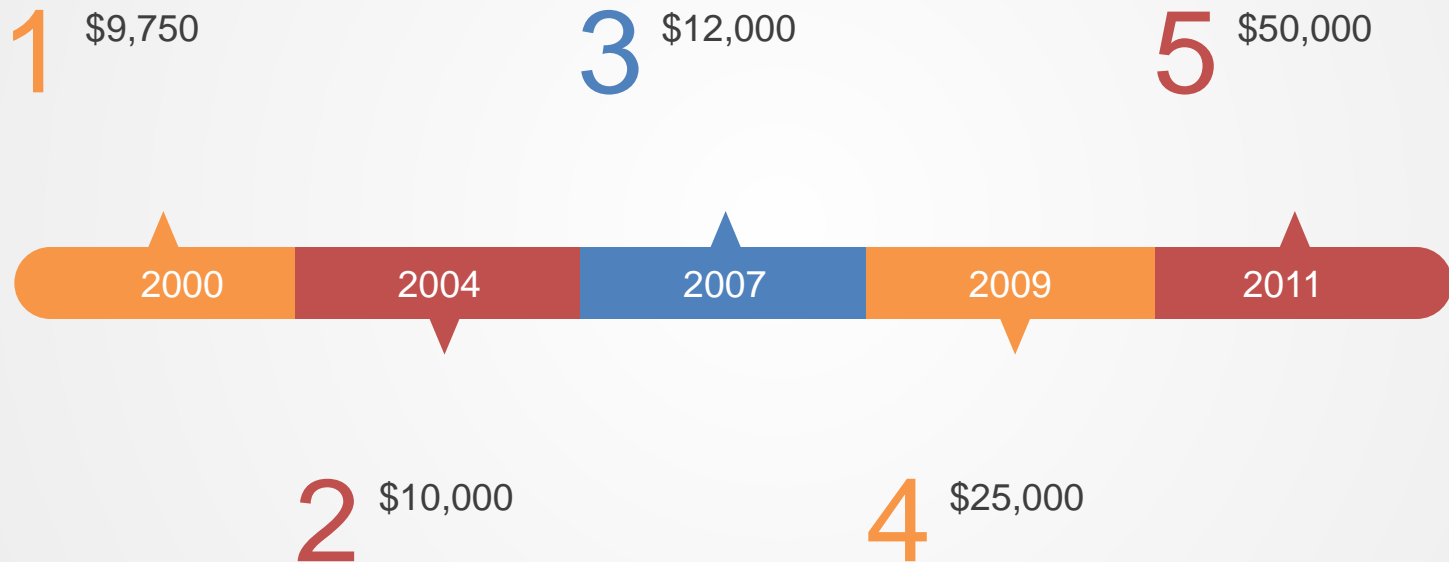
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10. The Comprehensive Safety Review Exercise™



All **but 2** of The Ten Client Deliverables™ are **Outside** Business Activities (**OBA**s)

Don't Do This





The Law of The Crucial Few™

November 18, 2014

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Charge at least **double** your
“cost to deliver”



Two Compensation Models

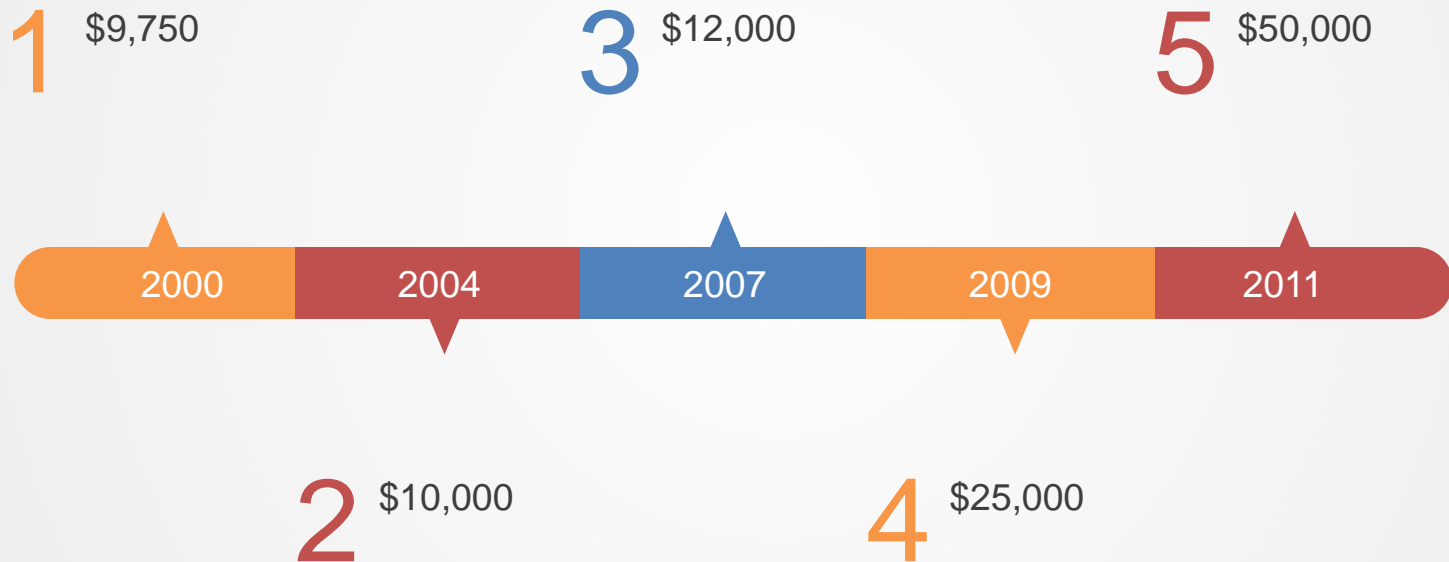
The “Cost-Based” Method

My cost + mark-up for profit

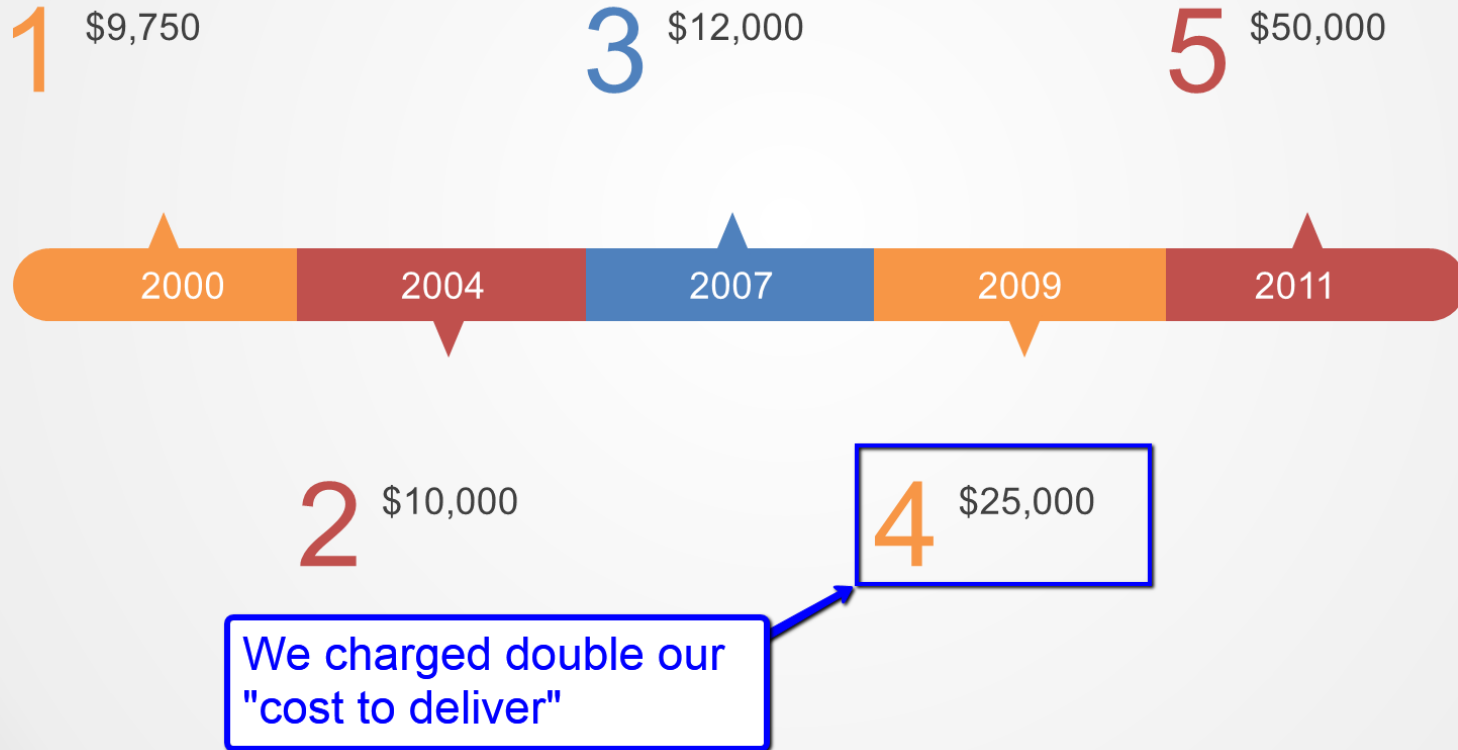
The “Client-Value-Based” Method

- ✓ Your true value to Potential Ideal Clients
- ✓ What is your Ideal Client willing to pay?
- ✓ What’s possible with Advisor PACT™?

Don't Do This

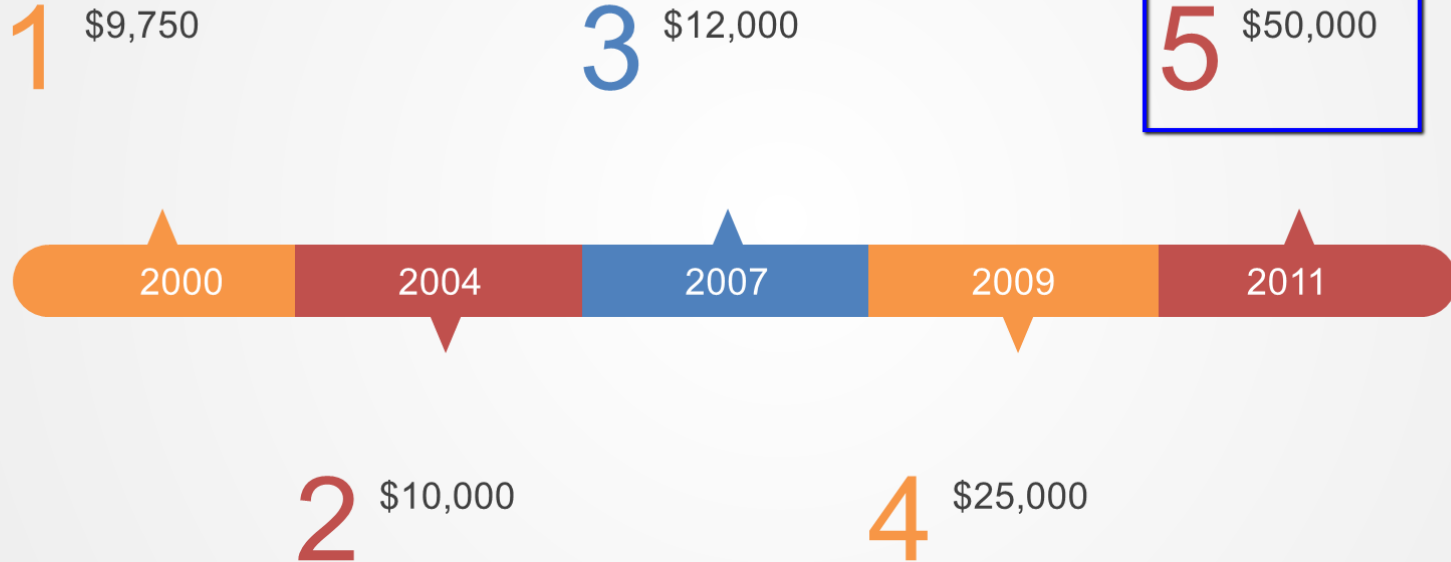


Don't Do This



Don't Do This

We implemented the
"Client-Value-Based" Method





Survival Income is OK

- ✓ “Survival Income” is Up-front & fully **disclosed**
 - ✓ Everyone understands **your** business model
 - ✓ “I will someday **only** work with a community of Ideal Clients”
- ✓ **Two** simple, starkly contrasted, options.
 - ✓ Option A & Option B
 - ✓ 3 options is too many
- ✓ **No** long-term obligations, entanglements or on-going service expectations with any “Survival Income”
 - ✓ Example:
 - ✓ Option A: Truly Comprehensive Financial Services™ \$50,000/yr
 - ✓ Option B: comprehensive written lifetime financial strategy
\$10,000 one time fee (you go implement)
 - ✓ **No** future service expectations