



PROTECTION ATTENTION COORDINATION TRANSPARENCY

# **The Advisor PACT** **Monthly Session<sup>TM</sup>**

November 17, 2020

Hosted by Mark Little

How much benefit do you want from **today's** session?



**Are you ready to be here  
and **no place else**?**

- Max Dixon

***To have the best experience today...***

- ✓ Turn everything **else** off.
- ✓ For the next hour, don't check **emails**
- ✓ Close all **browsers**
- ✓ Turn off your **Phone**
- ✓ Multi-tasking **isn't** a thing (focus is the thing)

***Have You Considered...***

**Something discussed today might just be a **game-changer** for your business?  
You might miss it... **if you're not focused.****



# Questions for today's session

- ✓ We added a new Ideal Client & can't figure out what we're supposed to be doing in Meeting #1 & Meeting #2, before I release the client into The Three Meeting Process™ routine?
- ✓ I've heard you say that it's my job to clearly outline the ground-rules of our relationship to every Ideal Client. So, what are the client ground-rules you share with your Ideal Clients?
- ✓ I'm a newer Financial Advisor and you've mentioned investment strategies are different from client service. What do you mean?

**The Monthly Session™**

Reviewing past webinars on the system

# Tips for **benefiting** from other Advisors' Questions and Struggles



## Question

We added a new Ideal Client & can't figure out what we're supposed to be doing in Meeting #1 & Meeting #2, before I release the client into The Three Meeting Process™ routine?

## The Three Meeting Process™



**The Initial Client Interview™**  
*Client Meeting #1*  
Best Result:  
Establish where you are now, and the specific goals you want to accomplish in order for you to experience those things that matter most to you.

Target: 14 Days

**The Implementation Meeting™ (IM)**  
*Take Action On Your Plan*  
Best Result:  
• Begin implementing your comprehensive lifetime written financial plan  
• Review your lifetime GPS Action-Plan for every year of your life for which our team has a recommendation

Target: 45 Days

**The Initial Progress Update Meeting™ (IPU)**  
*Follow-up on Actions Taken* - Best Result:  
Measure progress since The Implementation Meeting on your actions taken

**The Comprehensive Safety Review™ (CSR)**  
*Address Every Risk to Your Plan*  
Best Result:  
• Recommendations from full insurance review  
• Review of Key Progress Reports  
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Target: 4 Months

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**The Annual Review™**  
*Update your comprehensive lifetime written financial plan*  
Best Result:  
• Review recommendations from the comprehensive written strategy for Cash Reserves  
• Review recommendations from the comprehensive written strategy for Debt  
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**The Goal Progress Outlook™ (GPO)**  
*Measure Your Progress Against Your Goals*  
Best Result:  
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• Recommendations from comprehensive review & update of your Estate Plan  
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# The "One Time" Meetings

## The Three Meeting Process™



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# The Routine Meetings

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**Purpose:**  
**Team to**  
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**104 days**  
**Team to**  
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## The Three Meeting Process™



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**Purpose:**  
**The Implementation Meeting™**

## The Three Meeting Process™



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**Purpose:**  
**The Initial Progress Update™**

# An 11-page Outline from The Trusted Advisor Toolkit™

## The Purpose of The Implementation Meeting™

### Basic Outline

#### The Routine Portion Of The Meeting

- ✓ Establish Our Roles
  - *Our* Role is... [Describe]
  - *Your* Role is [Describe]
- ✓ Establish Ground-rules & Commitments [Describe all]
- ✓ As always...
  - We'll be punctual
    - "Punctuality is the courtesy of kings" King Louis XVIII of France
  - We'll stick to the prepared agenda [Describe]
  - We're prepared to move past distractions to the agenda & get back on track [How?]
  - We'll utilize The Routine Opening & Closing [Describe in detail]

#### The Focused Portion Of The Meeting

- ✓ Establish plan to acquire information & documents required by our Subject Matter Experts  
Since The Initial Client Interview™, our SMEs have reviewed all information & documentation provided by our new client thus far, and each has provided a list of additional information and documents required to complete comprehensive written lifetime financial strategy over the next 60 days or less.  
"While our SMEs have not had time to internalize your information, nor do they yet have the recommendations required to accomplish all your goals, they have looked through all your documents to identify anything else they'll need from you."
- ✓ INTRODUCE The Circle Chart™ [Defer if it will be referred to during GPS]
- ✓ INTRODUCE The Greatest Probability Strategy™ (GPS):  
Eventually, the GPS will list every action item required to remain on-track  
Since The Initial Client Interview™, as our SMEs reviewed all the information provided by our new clients, each made notes regarding any issues which "jumped off the page" to them.  
We note those initial issues and questions on The Greatest Probability Strategy™ (GPS).  
This is the section requiring our *undivided attention*. Everything that needs to be accomplished between now and the next time we're scheduled to meet is listed here. The other 2 sections list long-term action items for the record only (everything currently required for you to actualize your Financial Road Map®)
  - GPS SECTION 1: Action items that must get done before our next scheduled meeting
  - GPS SECTION 2: Action items that must get done before the end of the year  
Section is likely empty at The Implementation Meeting™
  - GPS SECTION 3: Action items for every year of your life  
Section is empty at The Implementation Meeting™
  - INTRODUCE The "Items Still Needed" list  
A subset of, but also a completely separate checklist from, The Greatest Probability Strategy™ (GPS), as a convenience for our client.
- ✓ The Highest Priority Conversation™: Identify Financial Gaps
  - Identify financial tasks our client is doing for *themselves* currently  
EX: paying their monthly utilities, balancing their checkbook, reconciling monthly bank statements, etc.
  - Identify all current financial players in our client's life
  - Prioritized Goal Decrement List [Only if not done in The Initial Client Interview™]  
"If you could only accomplish one goal, what would it be?"  
"If you accomplished that goal, but could only accomplish one additional goal, what would it be?"  
etc, etc (until every goal is listed)  
[this conversation is fully scripted in The Goal Progress Outlook™ Script Binder]

"You can only implement what you can skillfully explain" Page 1 | 11

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©1968-2018 Bachrach & Associates, Inc. for the term Financial Road Map®

Begin Implementing  
Sign Docs  
Advisor PACT™  
Pledge  
Establish Ground-  
rules



## Question

I've heard you say that it's my job to clearly **outline the ground-rules** of our relationship to every Ideal Client. So, **what** are the client ground-rules you share with your Ideal Clients?

## The 10 Client GROUND-RULES

for successfully working with a skilled Financial Advisor

The client ground rules, agreed-upon **before** investing in a long-term investment strategy, when working with a Most Trusted Advisor (aka Financial Advisor).

NOTE: the term "client" is meant to include **both spouses**, not just one, whenever there are two spouses in a family. Our presumption is that marriage is a team effort, requiring participation by both spouses.



## The 10 Client GROUND-RULES

for successfully working with a skilled Financial Advisor

1. Client is a "financial delegator"

## The 10 Client GROUND-RULES

for successfully working with a skilled Financial Advisor

2. Client agrees that  
"NON-financial delegator Behavior"  
can and always **will be confronted** by the  
Trusted Advisor

## The 10 Client GROUND-RULES

for successfully working with a skilled Financial Advisor

3. (If married) Marriage is a team effort,  
**both** spouses must be involved and  
provide input

## The 10 Client GROUND-RULES

for successfully working with a skilled Financial Advisor

4. The BEST reason for working with a  
Financial Advisor is to avoid

**THE BIG MISTAKE**

## The 10 Client GROUND-RULES

for successfully working with a skilled Financial Advisor

5. Client must agree to a team-approach, with all Financial Advisors (sub-advisors) agreeing to **coordination by** a single MOST Trusted Advisor (Lead Advisor).

## The 10 Client GROUND-RULES

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6. Agree to focus on things you can **control**, rather than obsess upon things you can't control.

## The 10 Client GROUND-RULES

for successfully working with a skilled Financial Advisor

7. Client must agree to "No portfolios  
without a plan."

## The 10 Client GROUND-RULES

for successfully working with a skilled Financial Advisor

8. Client (both spouses) agrees to make time to attend **all 3 meetings per year**, one meeting every 4-months.



## The 10 Client GROUND-RULES

for successfully working with a skilled Financial Advisor

9. Client agrees to provide  
all information and documents required  
by the MOST Trusted Advisor

## **The 10 Client GROUND-RULES**

for successfully working with a skilled Financial Advisor

# 10. The ? Fundamental Principles to Investment Success.



## Questions for today's session

I'm a newer Financial Advisor and you've mentioned investment strategies are different from client service. What do you mean?

Why aren't they covered & what are yours?

# Mark's 3 Fundamental Investment Principles

(replace with your own)

**Rules** which, if followed, will create the greatest probability that your comprehensive written lifetime investment strategy (overarching plan) will **succeed** at achieving your desired financial objective.

# Mark's 3 Fundamental Investment Principles

(replace with your own)

## The 3 Fundamental Investment Principles

(for those already invested in a long-term strategy)

- ✓ PRINCIPLE 1: **FAITH IN THE FUTURE**
- ✓ PRINCIPLE 2: **PATIENCE** IS REQUIRED
- ✓ PRINCIPLE 3: **DISCIPLINE** AVOIDS  
MISTAKES

## PRINCIPLE 3: **DISCIPLINE** AVOIDS MISTAKES

Morningstar Style Box™

10	10	10	Large
10	10	10	Mid
10	10	10	Small
Value	Blend	Growth	

## PRINCIPLE 3: **DISCIPLINE** AVOIDS MISTAKES

Morningstar Style Box™

<b>Buy</b> →	5	5	5	Large
	10	10	10	Mid
<b>Sell</b> →	20	20	20	Small
	Value	Blend	Growth	

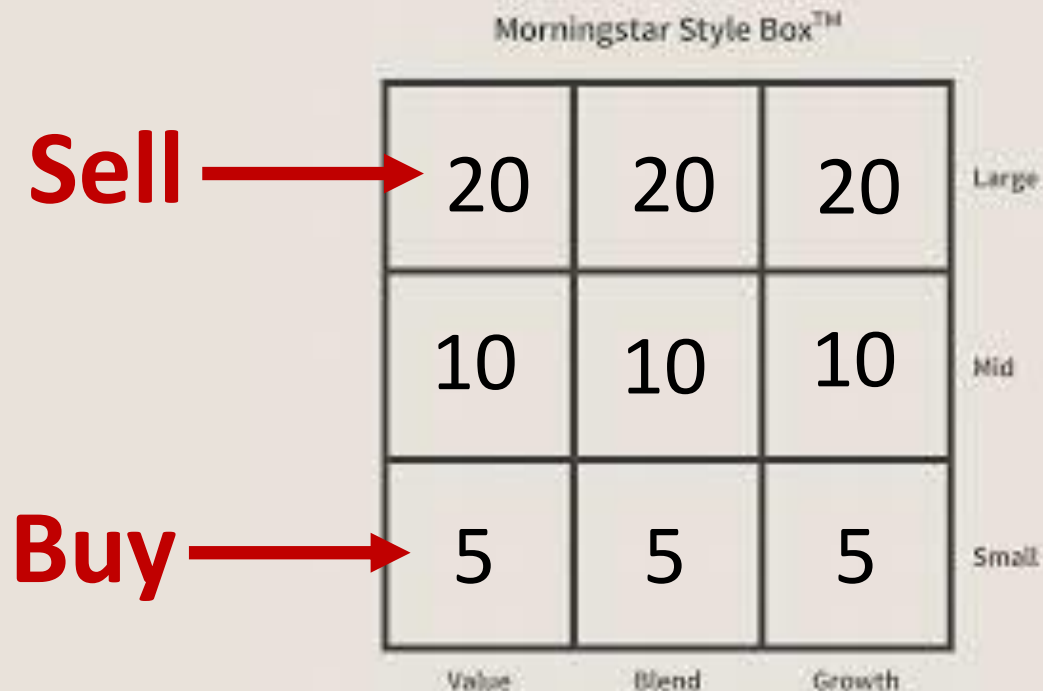
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## Advisor PACT™ Monthly

"Contact Us" link  
is found on  
every page in  
our system



## Send a voice message to Mark McKenna Little

What's your issue today?  
If you could ask just 1 question, what would it  
be? Your Biggest Struggle?

Is your microphone ready?



Start recording

1 Record - 2 Listen - 3 Send

Mark McKenna Little

Mark McKenna Little | Founder/Creator | The Mark of Mastery™ For Financial Advisors

[www.TheMarkOfMastery.com](http://www.TheMarkOfMastery.com)

<https://themarkofmastery.com/>

# advisorpact.me/question



## **The Ideal Advisor Profile for The Advisor P.A.C.T. Monthly Program™**

This program is best suited for a financial advisor who,

- ✓ Likes the idea of doing a "whole lot more" for a "whole lot fewer" Ideal Clients who pay significantly higher compensation for the unprecedented level of services provided.
- ✓ Is committed to implementing Truly Comprehensive Financial Services™ at some point in the future, and as quickly as possible.
- ✓ Recognizes the wisdom of delivering Comprehensive Financial Services through a skilled team of Subject Matter Experts (Tax, financial planning, tax, estate planning, & insurance)... rather than serving as a one-man-band.
- ✓ Is willing to make the effort to implement this new business model to fill the gap in the marketplace created by financial advisors, and a financial services industry, unable or unwilling to provide Ideal Clients the Comprehensive Financial Services they desire.