ADVISOR PACT™

PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Monthly Session

Monthly Live Advice Session

February 15, 2022

With Host Mark McKenna Little

Get the advice you’re paying for in The Advisor P.A.C.T. Monthly Program™.

“Contact Us” with ***every*** issue you’re struggling with

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

Explain your biggest problem or obstacle and I'll give you my advice based on what I've done in your situation

Mark McKenna Little

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

www.TheMarkOfMastery.com

https://themarkofmastery.com/

Questions

- ✓ I’ve heard you mention your investment management principles, what are those? I had a client come in and mention that, “if we go to war in Ukraine I’m going to sell all my equities.” How do you respond to comments like that?

- ✓ Much as I’d like to, I can’t afford to focus exclusively on acquiring only Ideal Clients. To keep my business up & running, I need revenue and have to accept some clients who do NOT meet my Ideal Client Profile. Any advice on how to serve both Non-ideal Clients AND Ideal Clients?

Questions

I’ve heard you mention your investment management principles, what are those?

I had a client come in and mention that, “if we go to war in Ukraine I’m going to sell all my equities.”

How do you respond to comments like that?

Your Investment Management Principles

- ✓ Are critical for long-term client management & expectations.
- ✓ Are your own, not mine.
- ✓ Therefore are beyond the scope of this program

Mark's 3 Fundamental Investment Principles

- ✓ Faith in the future
- ✓ Patience is required
- ✓ Disciplines avoid Mistakes

Must gain agreement on these 3 *prior to* hire

The Three Meeting Process™

The Greatest Probability Strategy™

Your Step-by-step Plan of Action

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

Target: 45 Days

The Comprehensive Safety Review™ (CSR)

Address Every Risk to Your Plan

Best Result:

- Recommendations from full insurance review
- Review of Key Progress Reports
- Review your GPS Action-Plan

Target: 4 Months

The Goal Progress Outlook™ (GPO)

Measure Your Progress Against Your Goals

Best Result:

- Review Strategic and Tactical written plan for every goal
- Recommendations from comprehensive review & update of your Estate Plan
- Review of Key Progress Reports
- Review your GPS Action-Plan

Target: 4 Months

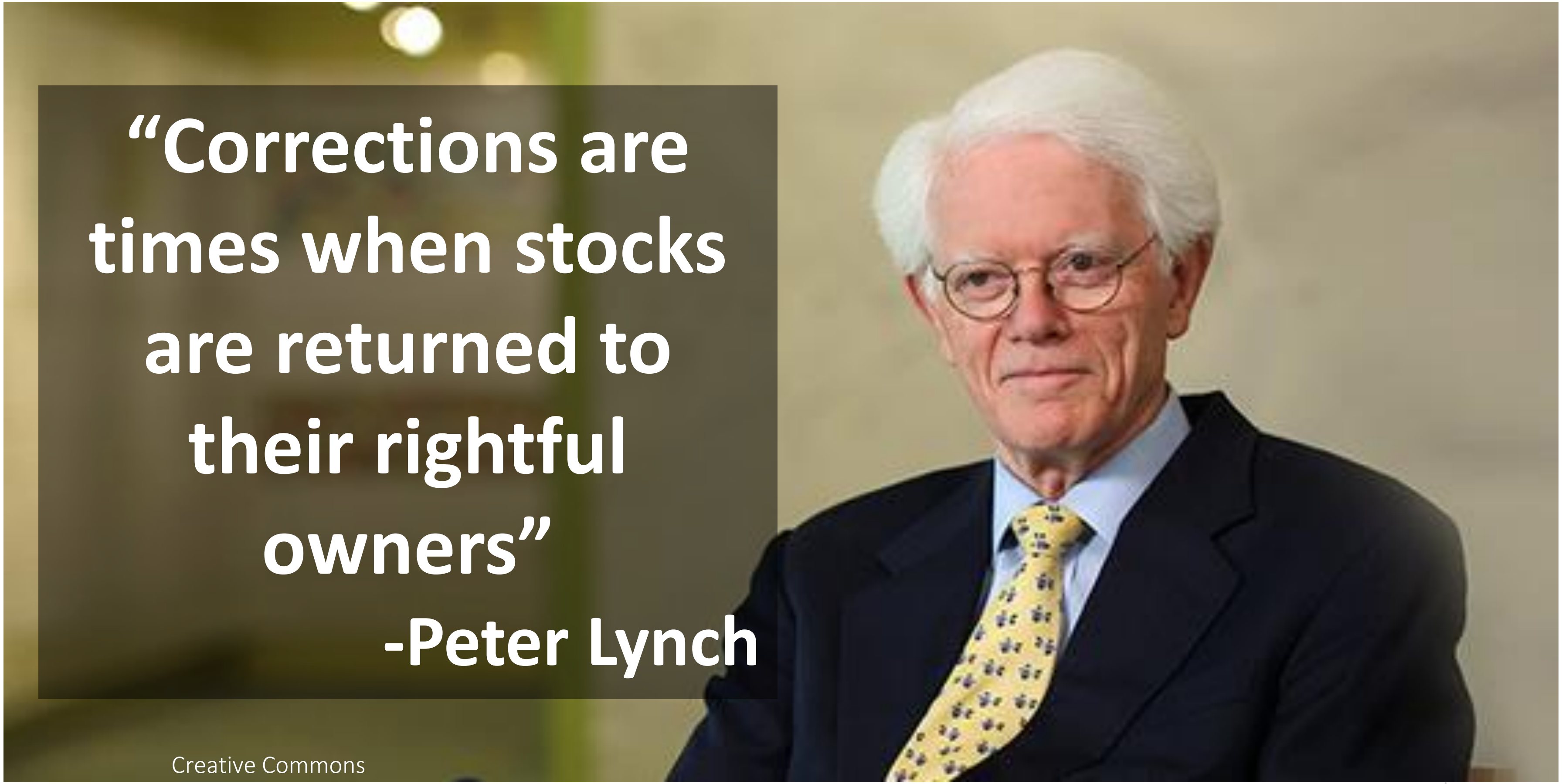
The Annual Review™

Update your comprehensive lifetime written financial plan

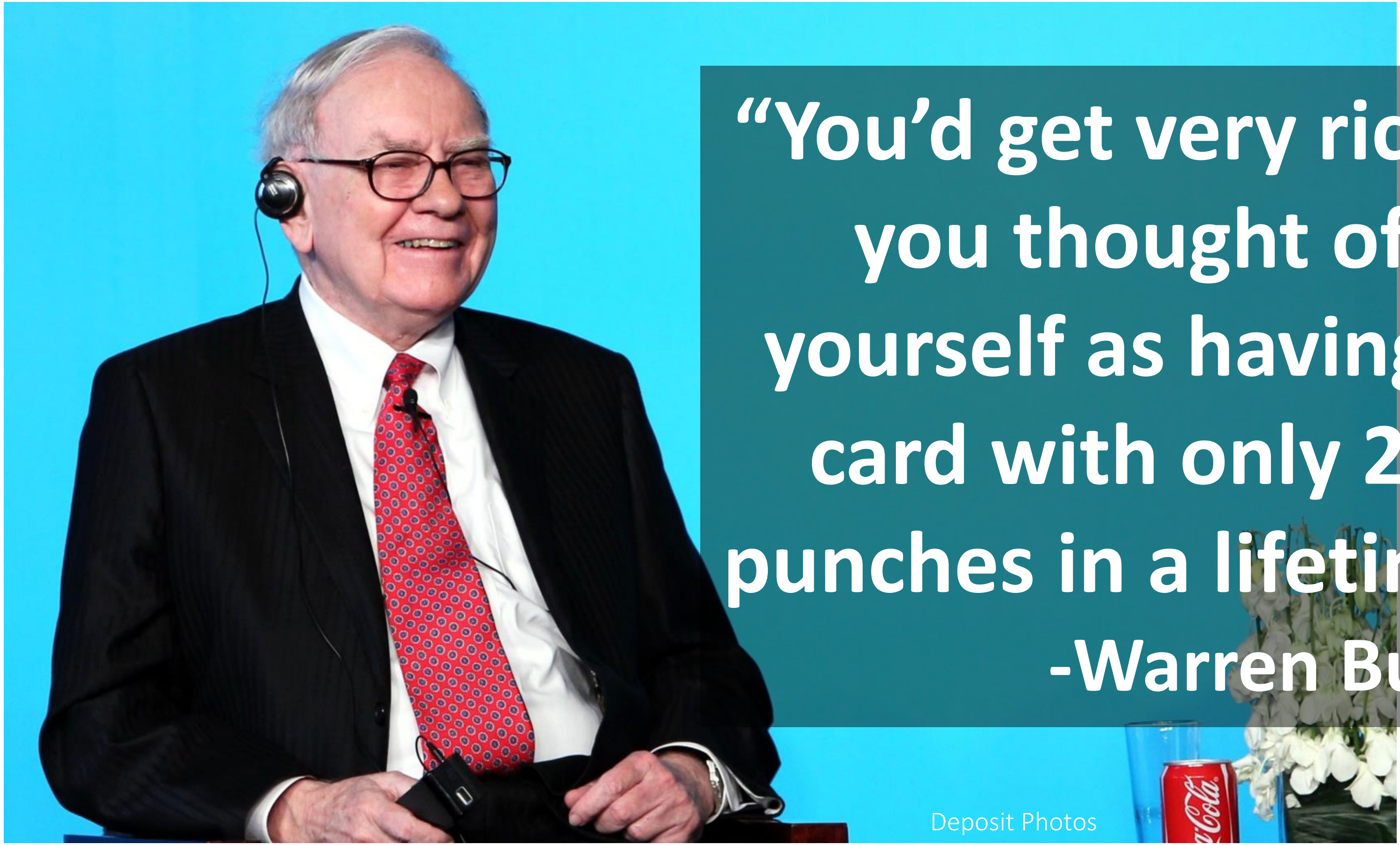
Best Result:

- Review recommendations from the comprehensive written strategy for Cash Reserves
- Review recommendations from the comprehensive written strategy for Debt
- Review of Key Progress Reports
- Review your GPS Action-Plan

Target: 4 Months



ADVISOR PACT



"You'd get very rich if you thought of yourself as having a card with only 20 punches in a lifetime"

-Warren Buffet

What if you
could only make
20 decisions per client?
(buy or sell)

20. Buy an investment
19. Buy an investment
18. Buy an investment
17. Buy an investment
16. Buy an investment
15. Buy an investment
14. Sell an investment
13. Sell an investment
12. Buy an investment
11. Buy an investment
10. Sell an investment
9. Sell an investment
8. Buy an investment
7. Buy an investment
6. Buy an investment
5. Buy an investment
4. Buy an investment
3. Sell an investment
2. Buy an investment
1. Buy an investment

Mark's 3 Fundamental Investment Principles

- ✓ Faith in the future
- ✓ Patience is required
- ✓ Disciplines avoid Mistakes

Must gain agreement on these 3 *prior to* hire

ADVISOR PACT

Mark's 3 Fundamental Investment Principles

- ✓ Faith in the future
- ✓ Patience is required
- ✓ Disciplines avoid Mistakes

Must gain agreement on these 3 *prior to* hire

Mark's 3 Critical Investment Tactics

- ✓ Asset Allocation Delivers Returns
- ✓ Diversification Mitigates Risk
- ✓ ALWAYS Buy Low & Sell High (rebalancing)

...For applying the 3 Fundamental Investment Principles

Questions

Much as I'd like to, I can't afford to focus exclusively on acquiring only Ideal Clients.

To keep my business up & running, I need revenue and have to accept some clients who do NOT meet my Ideal Client Profile.

Any advice on how to serve both Non-ideal Clients AND Ideal Clients?

OK to accept Survival Clients (Non-ideal Clients)

- ✓ Must be radically differentiated from other Financial Advisors
- ✓ Ideal Client services must be radically differentiated from your Non-ideal Client services
- ✓ NIC service cannot be "Ideal Client light"

OK to accept Survival Clients (Non-ideal Clients)

As long as…

- ✓ Compelling incentives to moving to the Ideal Client world.
- ✓ Non-ideal Client service is SIGNIFICANTLY less
- ✓ There are not future obligations to NICs, after an Overarching Plan is created

What should Non-ideal Clients Receive?

A comprehensive written lifetime financial strategy

(overarching plan for $10,000)

What should Non-ideal Clients Receive?

- ✓ An Overarching Plan for $10,000
- ✓ A complete list of Action Items & recommendations
- ✓ Client is in charge of implementation

What should **Ideal Clients** Receive?

Truly Comprehensive Financial Services™

The Three Meeting Process™

The Greatest Probability Strategy™
Your Step-by-step Plan of Action

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

Target: 45 Days

The Comprehensive Safety Review™ (CSR)
Address Every Risk to Your Plan
Best Result:

- Recommendations from full insurance review
- Review of Key Progress Reports
- Review your GPS Action-Plan

Target: 4 Months

The Goal Progress Outlook™ (GPO)
Measure Your Progress Against Your Goals
Best Result:

- Review Strategic and Tactical written plan for every goal
- Recommendations from comprehensive review & update of your Estate Plan
- Review of Key Progress Reports
- Review your GPS Action-Plan

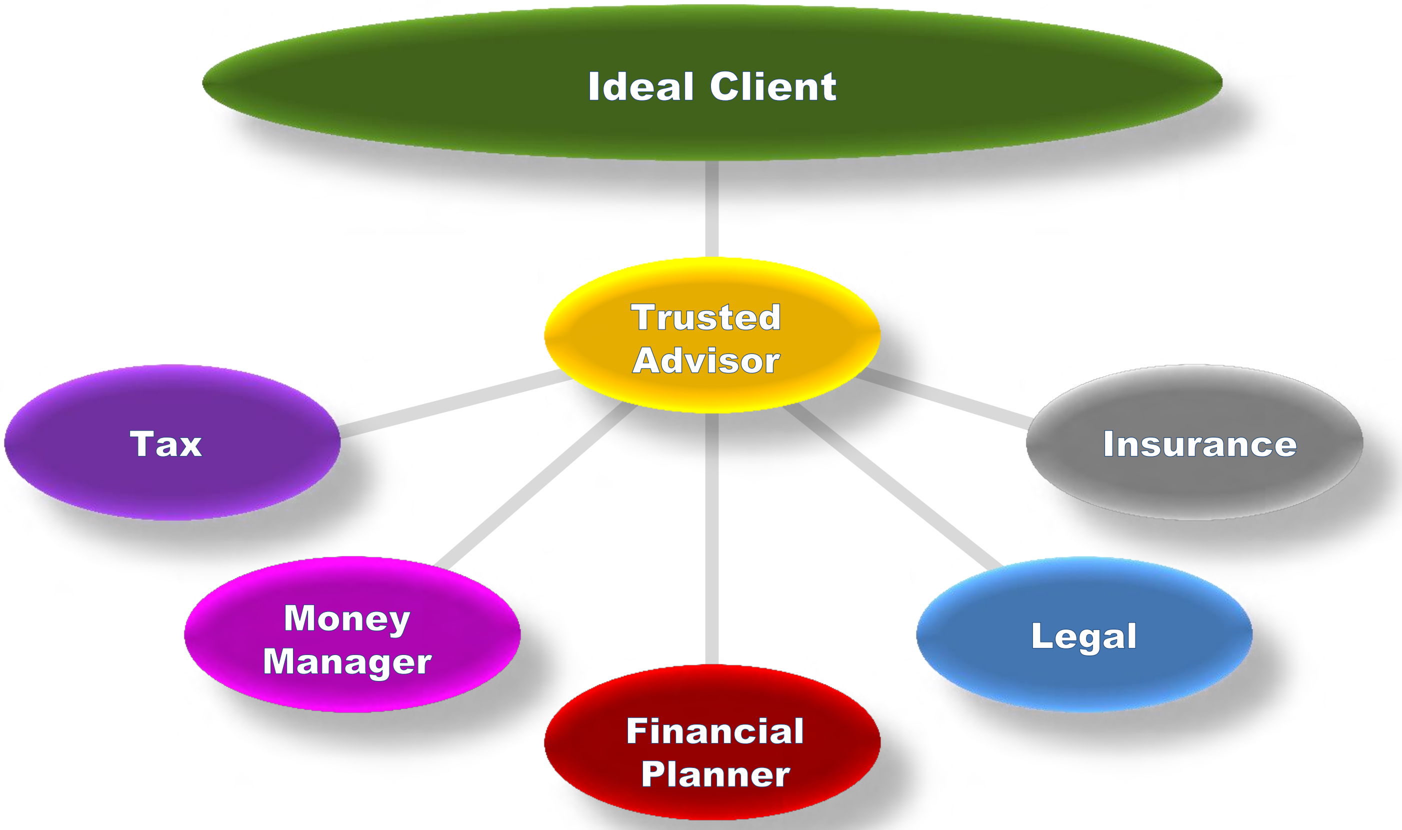
Target: 4 Months

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
- Review of Key Progress Reports
- Review your GPS Action-Plan

Target: 4 Months

Our Deliverables Team Structure



Your ADVISOR PACT

P — PROTECTION

A — ATTENTION

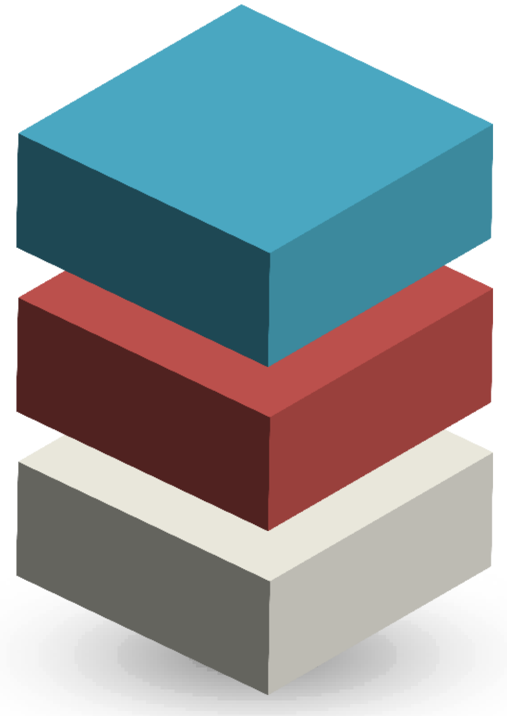
C — COORDINATION

T — TRANSPARENCY

The 3 Bottom-line Client Outcomes

Remain On-track To Goals

Always on-track to your goals



Proactive on financial issues

Never miss **Opportunities**
No **Surprises**

Make better financial decisions

Make **smart choices** about your money in all areas along the way

This service model is a **High Payoff** Activity

(The payoff is unsolicited client referrals)

Never Forget

- ✓ Client referrals are the best and most direct method of measuring client satisfaction
- ✓ Just because a client isn't firing you, doesn't mean they're satisfied (or even happy) with you
- ✓ Set a higher bar. Simple client retention is a low bar for client satisfaction (risky)

Focus The Team Goal

- ✓ Our goal as a team is to consistently exceed our Ideal Clients’ expectations
- ✓ Lagging indicator: An increasing annual client referral rate
- ✓ Leading indicator: I expect every SME to provide 3-5 Action Items or recommendations prior to every Dry-Run Prep Meeting™

Contact Us

Here are your best options to gain a timely response from our team.

For Current Clients Only:

Click Here to Leave a Voice Message for Mark if you require his advice and he will provide a voice response (delivered to your inbox).
Often preferable over email, especially if the question (or answer) requires detailed explanation.

For Anyone (clients or non-clients)**:**

Click Here to Book a 1-On-1 Meeting with Mark at $8.33/minute (book 20, 40 or 60 minutes).
Ideal for financial advisors who want advice on a particular issue without joining a monthly coaching program.

For all other inquiries, questions and support requests, please use the form below:

Email is our primary communication method, however **we *may* try to contact you by phone** if the

News

Hol... y Closure - February 21, 2022
...ov 21, 2021

Holiday Closure - January 17, 2022
Oct 17, 2021

More news…

Get the advice you're paying for in The Advisor P.A.C.T. Monthly Program™.

"Contact Us" with ***every*** issue you're struggling with

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

Explain your biggest problem or obstacle and I'll give you my advice based on what I've done in your situation

Mark McKenna Little

Mark McKenna Little | Founder/Creator | The Mark of Mastery™ For Financial Advisors
www.TheMarkOfMastery.com
https://themarkofmastery.com/

ADVISOR PACT