ADVISOR PACT™

PROTECTION ATTENTION COORDINATION TRANSPARENCY

The Monthly Session

Monthly Live Advice Session

July 19, 2022

With Host Mark McKenna Little

The Advisor PACT™ Monthly Program

Summary

- ✓ **Resolve**: Deliver Truly Comprehensive Financial Services™ at the highest level
- ✓ **Execute**: Fill Administrative Manager + 5 Subject Matter Expert vacancies within 30 days
- ✓ **Leadership**: Hold everyone accountable to your standards.

Question

- ✓ In listening to Bill speak about service, when he says “I’ll do everything for you” does this mean I’m paying for tax preparation or wills & trusts to be created as a part of my client fee?
- ✓ I have 6 current clients who are Potential Ideal Clients. How do you explain to them that Truly Comprehensive Financial Services™ is worth the higher fee?
- ✓ I heard you mention several times that if revenue generation is my business objective, I need to be investing MORE than half my hours each week face-to-face or on-the-phone with potential clients. I don’t have that much time, what do you recommend?

Question

- ✓ In listening to Bill speak about service, when he says “I’ll do everything for you” does this mean I’m paying for tax preparation or wills & trusts to be created as a part of my client fee?

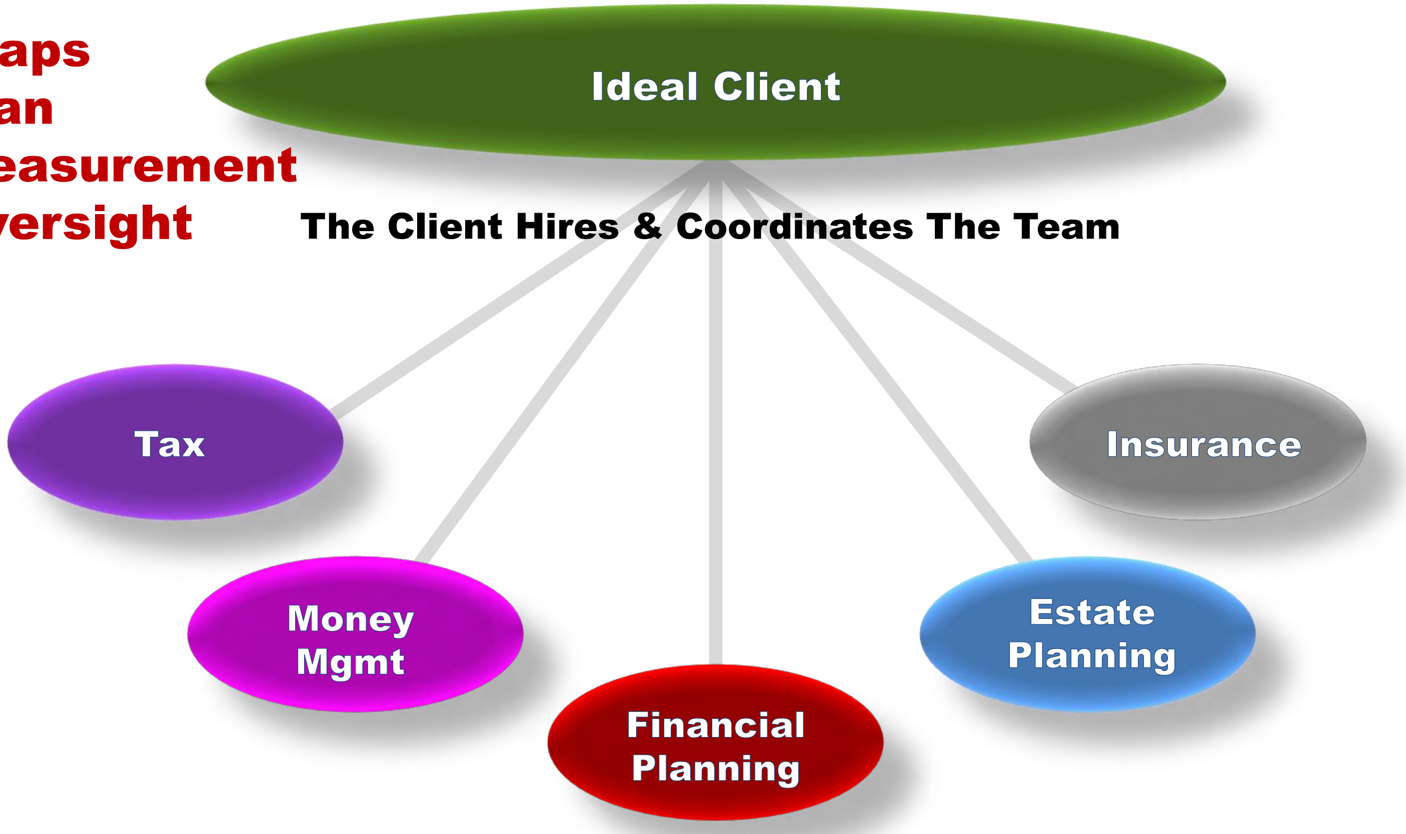
YOU Get To Draw Those Lines

- ✓ Your promise is NOT to do everything for your Ideal Client.
- ✓ Your promise is to make sure everything gets done.
- ✓ So, you promise to pay for NONE of the actual implementation work, except those additional services you decide to throw-in on top.
- ✓ IMPORTANT that you draw clear bright lines

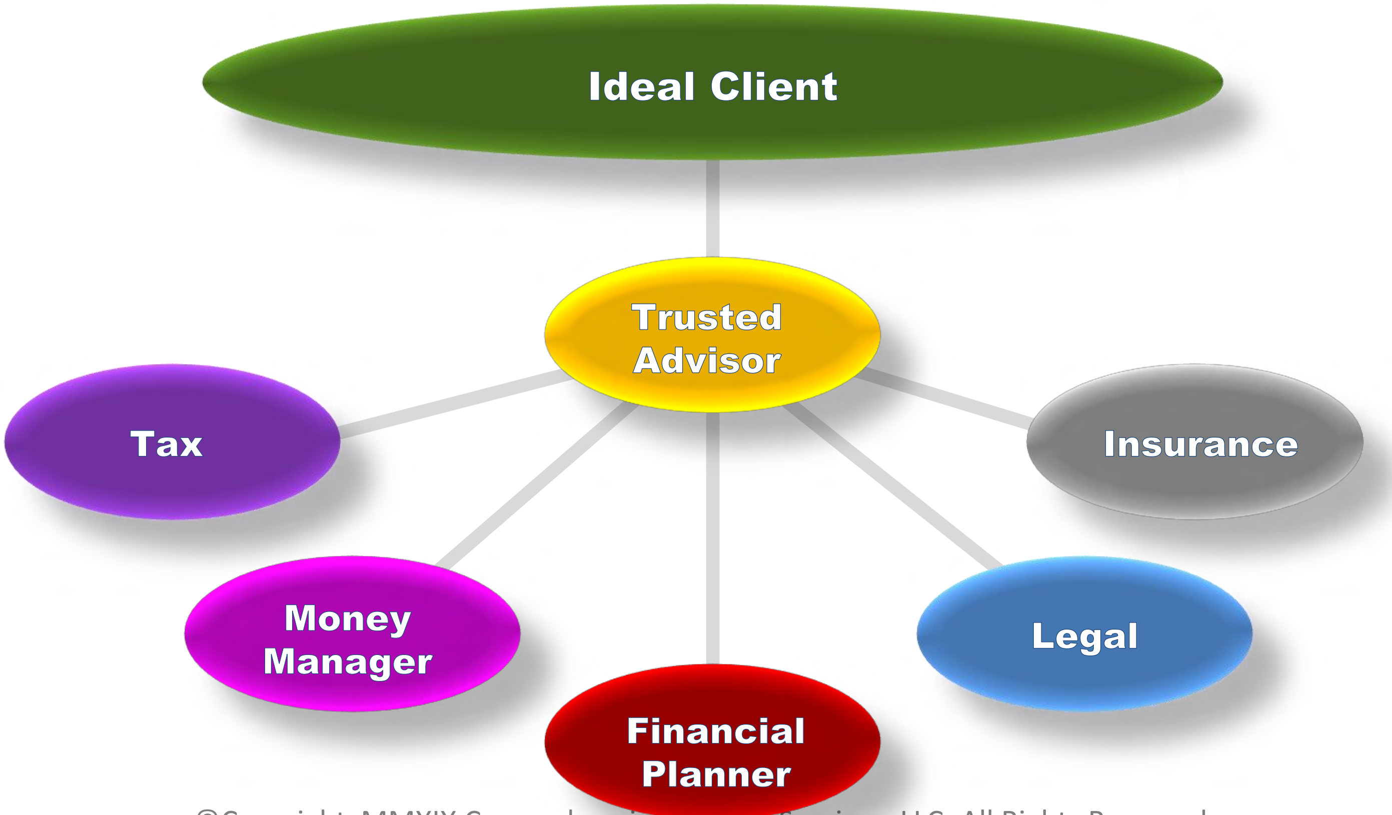
The Traditional Financial Services Business Model

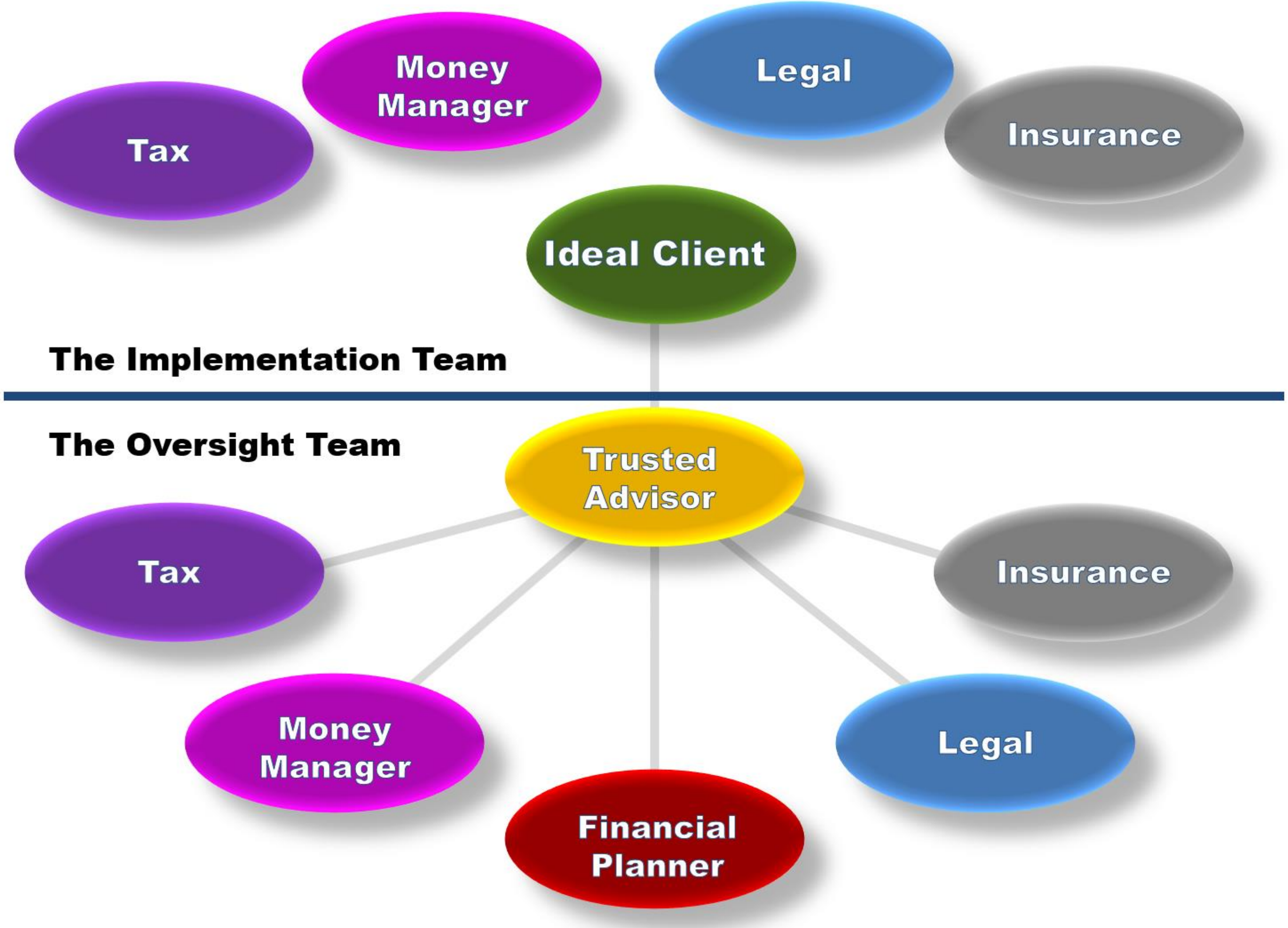
Usual Gaps

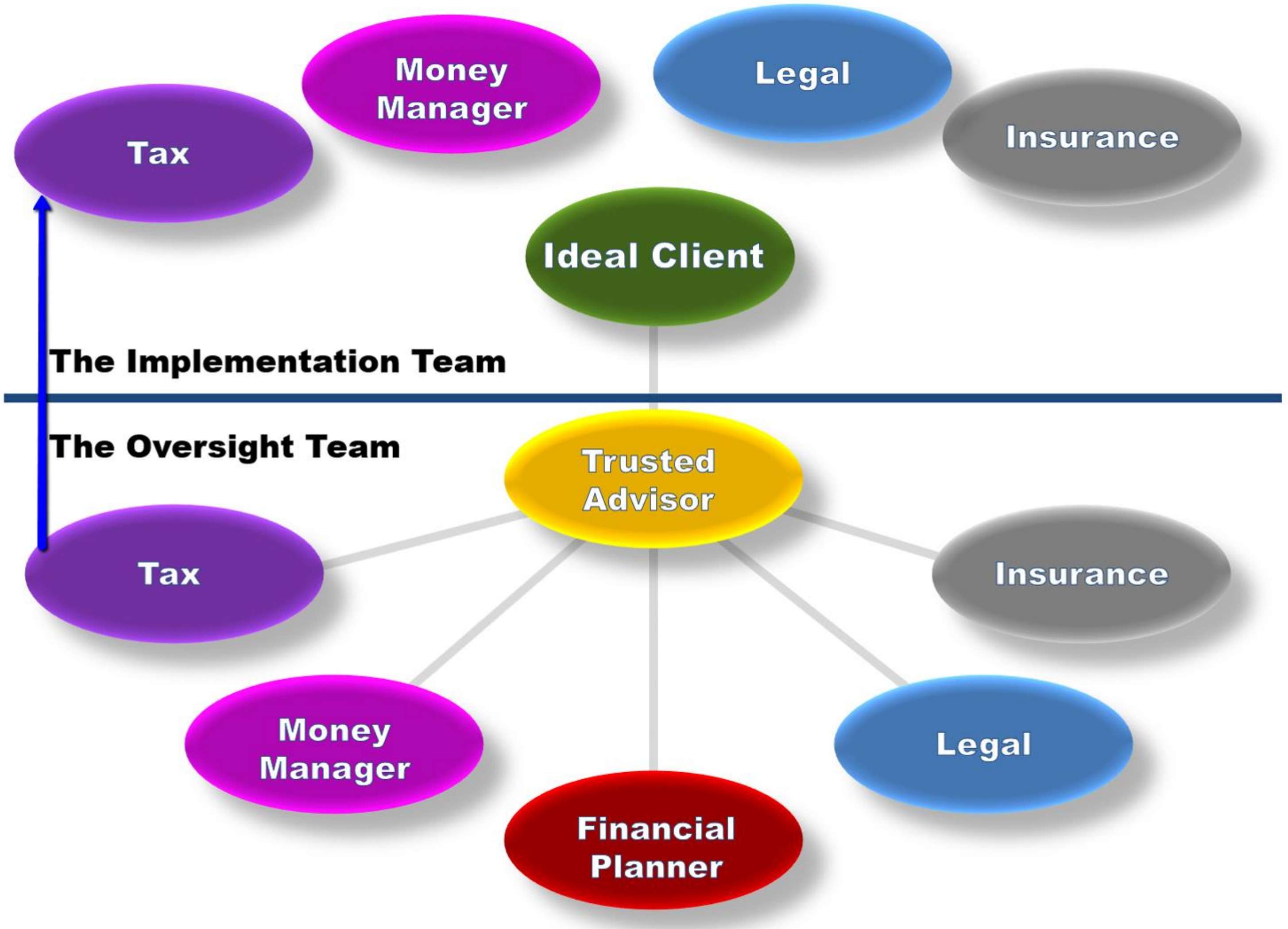
- ✓ No Plan
- ✓ No Measurement
- ✓ No Oversight



Our Different Deliverables Team Structure




Money Manager
Legal
Tax
Insurance
Ideal Client
The Implementation Team
The Oversight Team
Trusted Advisor
Tax
Insurance
Money Manager
Legal
Financial Planner


Money Manager
Legal
Tax
Insurance
Ideal Client
The Implementation Team
The Oversight Team
Trusted Advisor
Tax
Insurance
Money Manager
Legal
Financial Planner

EXAMPLE Services I provide on top

- ✓ **Investment Management** is included (management fees + up to 20 buy/sell transaction fees per year)

- ✓ **Basic Tax Preparation** is included (limited to 1040, Sched A, Sched B, Sched D, there will be a fee for any additional schedules)

YOU Get To Draw Those Lines

- ✓ So, you promise to pay for NONE of the actual implementation work, except those additional services you decide to throw-in on top.
- ✓ IMPORTANT that you draw clear bright lines so that every Ideal Client is crystal clear where your services begin & end.

YOU Get To Draw Those Lines

- ✓ EX: "I'll hold everyone accountable & make sure everything gets done in your financial strategy. Our fee will cover the gaps in your current plan…
  - ✓ Creating & updating your comprehensive written lifetime financial strategy annually.
  - ✓ Investment management fees
  - ✓ Basic Tax Preparation
  - ✓ Ensuring everyone on your financial team is alerted when your objectives are updated.
  - ✓ You'll pay your existing financial team for any additional work.

Question

- ✓ I have 6 current clients who are Potential Ideal Clients. How do you explain to them that Truly Comprehensive Financial Services™ is worth the higher fee?

WARNING

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Moving from The Old World to The New World

Serving Our Clients At a Higher Level

Mark McKenna Little

The Old World

- ✓ We meet regularly with you to update on your progress
- ✓ Our Certified Financial Planner updates your strategy annually
- ✓ We provide investment selection & on-going investment management
- ✓ We establish a list of Action Items & Recommendations required for you to remain on-track to all your goals

We are significantly upgrading your level of service

(with no additional client fees)

The Old World

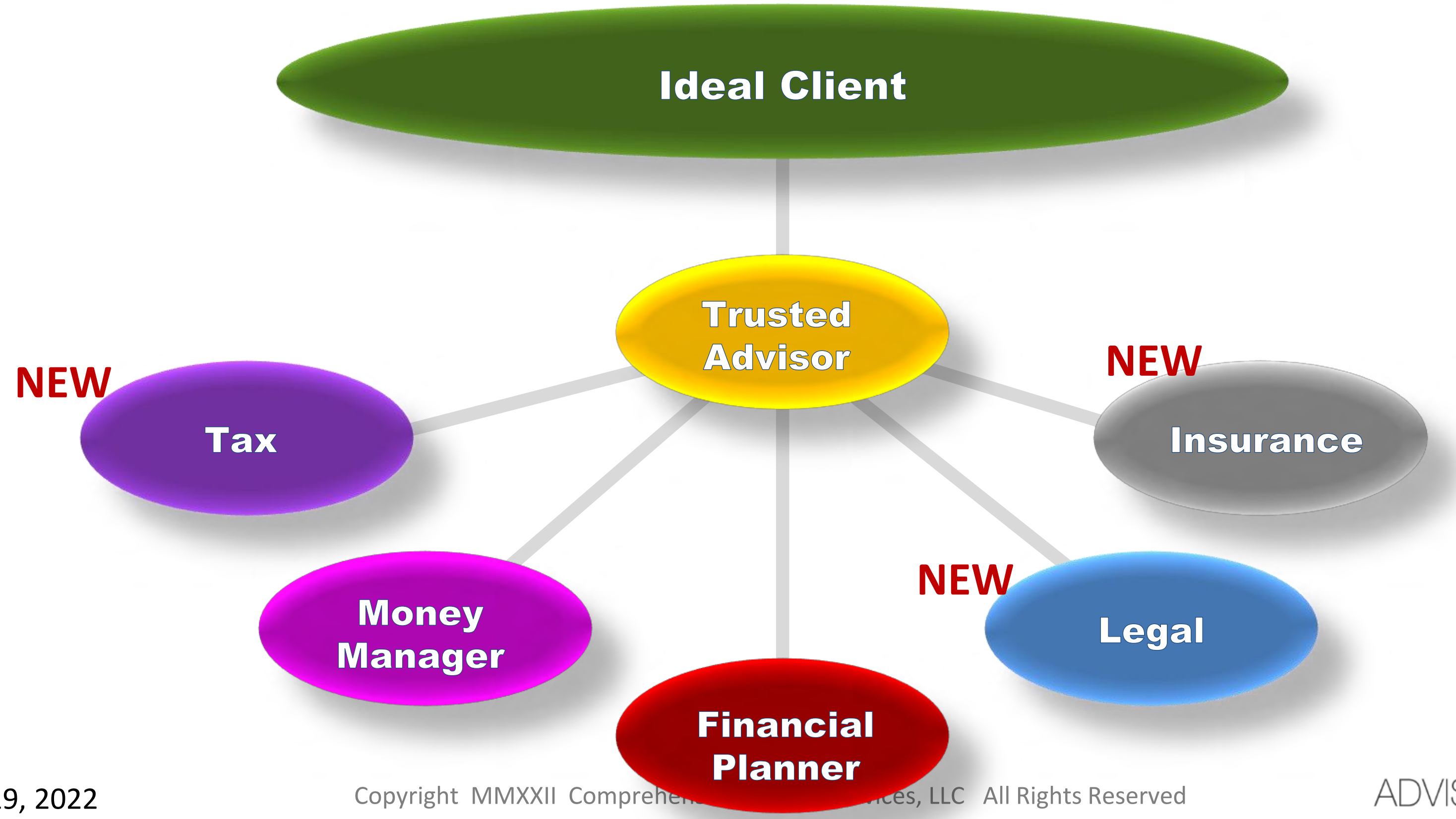
- ✓ We meet regularly with you to update on your progress
- ✓ Our Certified Financial Planner updates your strategy annually
- ✓ We provide investment selection & on-going investment management
- ✓ We establish a list of Action Items & Recommendations required for you to remain on-track to all your goals

The New World

- ✓ We continue to meet regularly with you to update on your progress
- ✓ Our Certified Financial Planner continues to update your strategy & investments annually
- ✓ We will have 3 additional skilled planners (specialists) overseeing your strategies & tactics
- ✓ IMPROVEMENT: I agree to be responsible for making sure everything on your list Gets Done!

Truly Comprehensive Financial Services™

Our Deliverables Team Structure



ADVISOR PACT

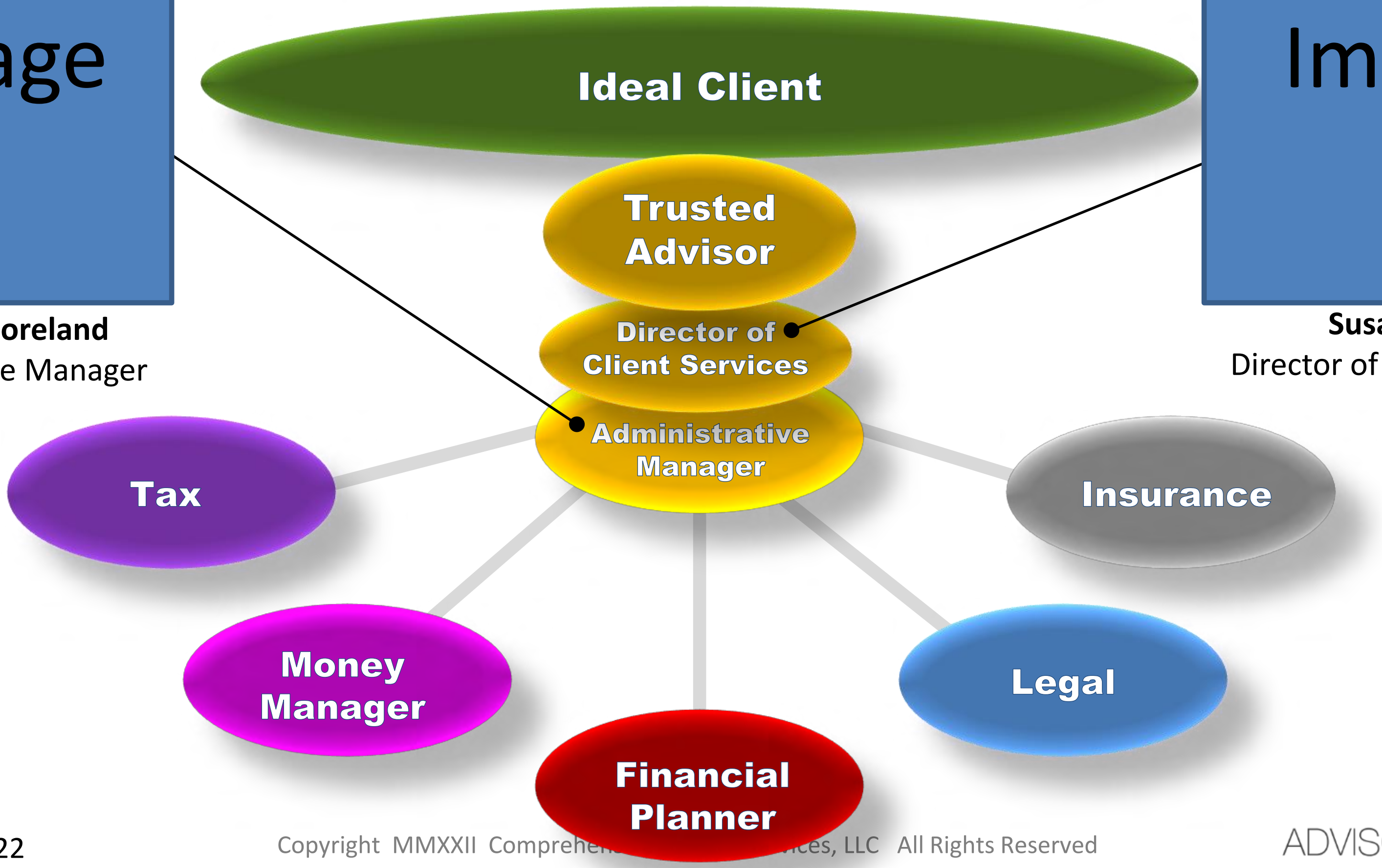
Our Deliverables Team Structure

Image

William Moreland
Administrative Manager

Image

Susan Wills
Director of Client Services



July 19, 2022

ADVISOR PACT

What I need from you

To allow for our
upgraded services & team
structure
I need you to OK a new
agreement with our firm

My

ADVISOR | PACT™

Pledge

To You

ADVISOR | PACT™

My pledge to you…

Protection
Attention
Coordination
Transparency

1

Protection

2 Attention

3

Coordination

4 Transparency

My ADVISOR PACT Pledge

PROTECTION

ATTENTION

COORDINATION

TRANSPARENCY

July 19, 2022

ADVISOR PACT

The 3 Bottom-line Client Outcomes

1. Remain On-track To Goals

2. Proactive on all financial issues

3. Make better financial decisions
   … in all areas of personal finance

The 3 Bottom-line Client Outcomes

What's it worth to you to always know…

1

…You're On-track To Goals

- ✓ We'll Establish and maintain a plan in every area of your financial life
- ✓ We'll Measure progress benchmarked against your goals
- ✓ You'll be on-track in all areas of finance (or we'll have the course-correction required in writing)
- ✓ We'll meet at least once every 4 months to confirm that you're on-track

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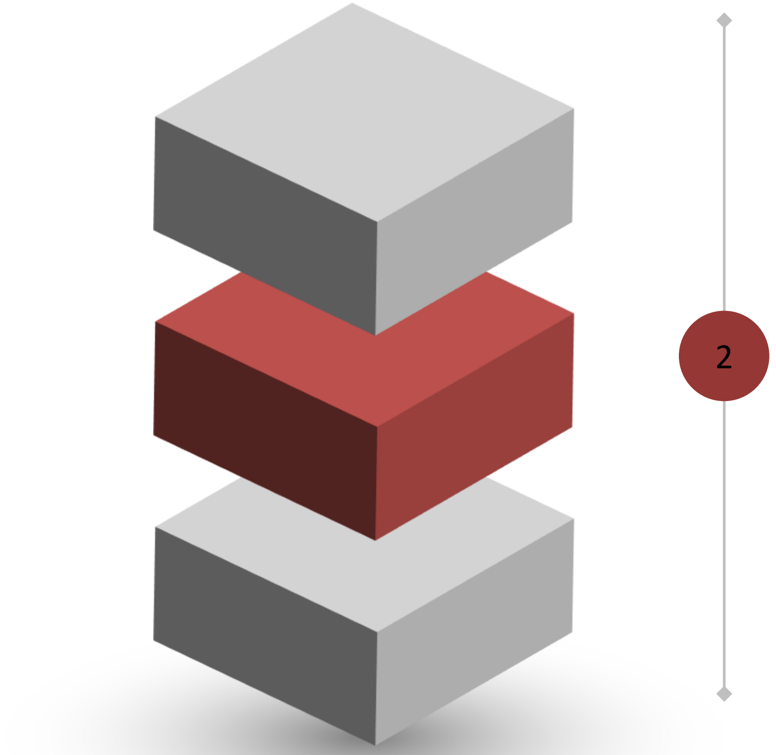
The 3 Bottom-line Client Outcomes

What's it worth to you to always be so…



Proactive on financial issues

- ✓ You'll never miss any financial opportunity?
- ✓ You'll never have any financial surprises?

- ✓ Tax Planning
- ✓ Estate Planning
- ✓ Insurance Planning
- ✓ Financial Planning

The 3 Bottom-line Client Outcomes

What's it worth to you to always know…

3

You're making better financial decisions…

…In all areas of finance along the way?

- ✓ All Major purchases
- ✓ Tax strategies & tactics
- ✓ Estate Planning strategies & tactics
- ✓ Cash management strategies & tactics
- ✓ Financial asset & Investment strategies & tactics
- ✓ Insurance (risk management) strategies & tactics
- ✓ Travel (foreign currencies)
- ✓ Etc, Etc, Etc…

- ✓ Every major financial decision is studied by our team

ADVISOR | PACT™

The Only Game in Town

Protection
Attention
Coordination
Transparency

Question

- ✓ I heard you mention several times that if revenue generation is the business objective, I need to be investing MORE than half my hours each week face-to-face or on-the-phone with potential clients. I don't have that much time, what do you recommend?

So, I called this Financial Advisor & I asked him to list all his weekly activities

Of the 168 hours in the week, this Financial Advisor could not account for 41 of them

So, I asked this Financial Advisor to track the hours carefully for a week

Meet Toggl. Three products; One mission

We build work tools to elevate productivity and eliminate stress.

toggl track

Effortless time tracking and reporting

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"Toggl Track is really good for me, because at the end of the day, I can say how much time I spent on each area of my life."

— Serena Williams, Professional Tennis Icon

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Plan, track, and deliver work on time without burnout.

Start planning for free

Or explore Toggl Plan

toggl hire

Modern candidate screening and skills

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/