



The Advisor PACT Monthly Session™

April 28, 2015

Hosted by Mark Little



Today's Questions

- ✓ Where does “Ideal Client Acquisition” end & “Ideal Client Service” begin within The Three Meeting Process™? Are the first few meetings designed to acquire a client?
- ✓ I usually ask a potential client for \$1,000 to complete their financial plan, then use a simple financial plan to identify investment and insurance revenue opportunities. Does this seem like good client acquisition process?
- ✓ When I meet people casually and introduce myself as a “financial advisor,” they smile, nod politely, then run from the room like they’re escaping from a burning building. Why do people seem to dislike financial advisors and what should I do about it?



Question

Where does “Ideal Client Acquisition” end & “Ideal Client Service” begin within The Three Meeting Process™?

Are the first few meetings designed to acquire a client?

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

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™

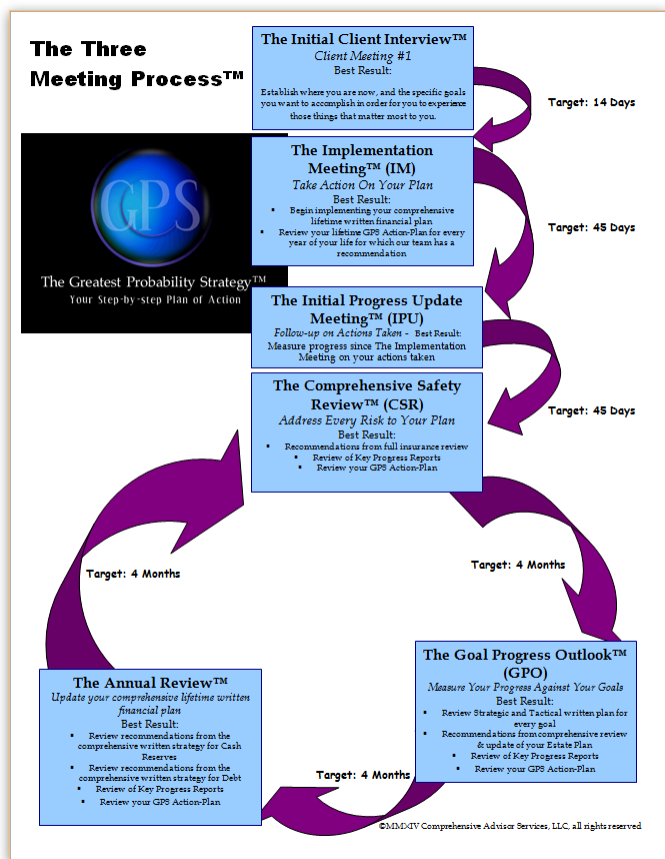
Update your comprehensive lifetime written financial plan
Best Result:
• Review recommendations from the comprehensive written strategy for Cash Reserves
• Review recommendations from the comprehensive written strategy for Debt
• Review of Key Progress Reports
• Review your GPS Action-Plan

Target: 4 Months

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One Time Meetings

Annually Recurring Meetings



One Time Meetings

Annually Recurring Meetings

The Three Meeting Process™ begins **after** your client agrees to join your Ideal Client Community



Question

I usually ask a potential client for \$1,000 to complete their financial plan, then use a simple financial plan to identify investment and insurance revenue opportunities.

Does this seem like good client acquisition process?



Question

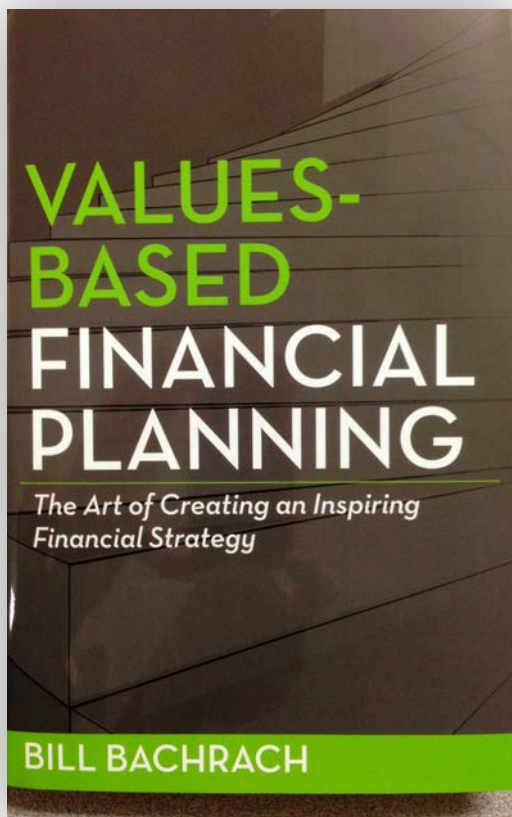
- ✓ No, a small fee with a vague outcome is not a compelling offer
- ✓ The issue of what you should charge was discussed in Episode #5 of The Advisor P.A.C.T. Monthly Session™
 1. Not accepting Non-ideal Clients will accelerate your results
 2. No more than 2 clearly defined, starkly contrasted service offerings
 - ✓ **Option A:** My team and I will provide oversight by coordinating all your personal financial affairs, make course-corrections to keep you on-track & will help you make smart choices about your money along the way: \$50,000 per year
 - ✓ **Option B:** A comprehensive written lifetime financial strategy: \$10,000 one-time fee & you go implement the strategy (no future entanglements)
 3. You decide which is the most appropriate option (if any) and add clients by invitation only



Question

When I meet people casually and introduce myself as a “financial advisor,” they smile, nod politely, then run from the room like they’re escaping from a burning building.

Why do people seem to dislike financial advisors and what should I do about it?



Traditional Model

1. Set Goals
2. Create Financial Plan

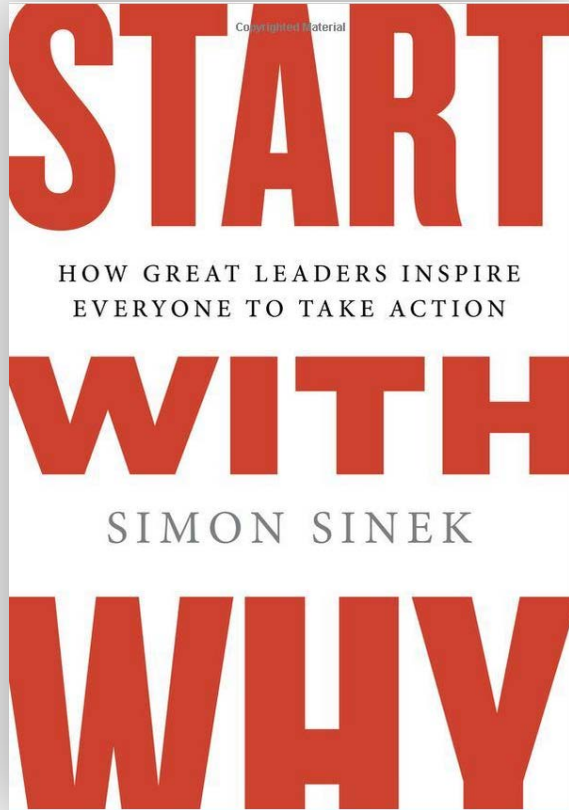
Values-Based Financial Planning™

1. Values (the 'why')
2. Set Goals
3. Create Financial Plan

Premise

*"When your values are clear,
your decisions are easy"*

-Roy Disney

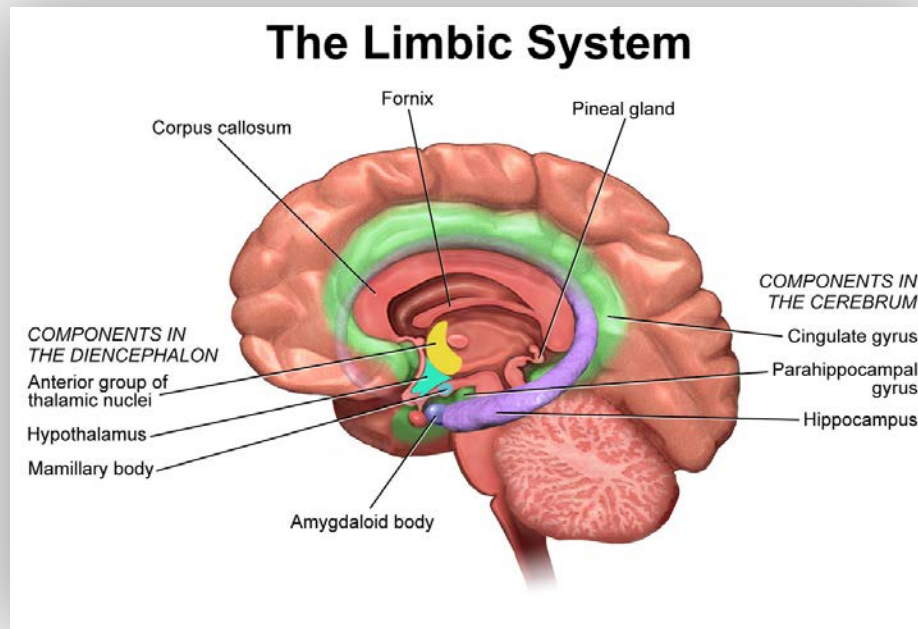
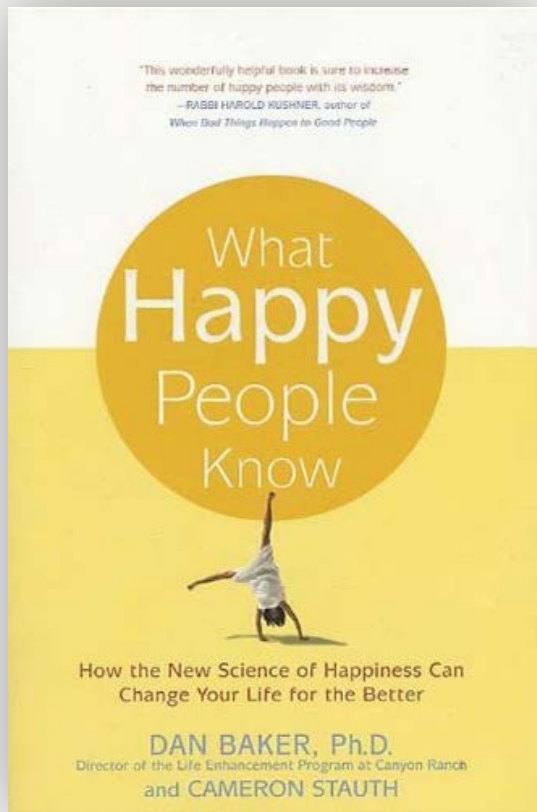


Traditional Model

1. **What**
2. **How**
3. **Why**

Inspiring Leaders

1. **Why**
2. **How**
3. **What**





- ✓ People do things for their **own** reasons, not yours
- ✓ People are motivated by their **own** aspirations, not yours
- ✓ If people are inspired by you, they're inspired by **“why”** you're doing this, not “what” or “how” you're doing it



Conduct your own little research study

- ✓ The data is clear, affluent people don't trust the financial services industry and don't like financial advisors.
- ✓ Why do you think that is?
- ✓ I think so too... that's why last year I transformed our business model to address issues just like that



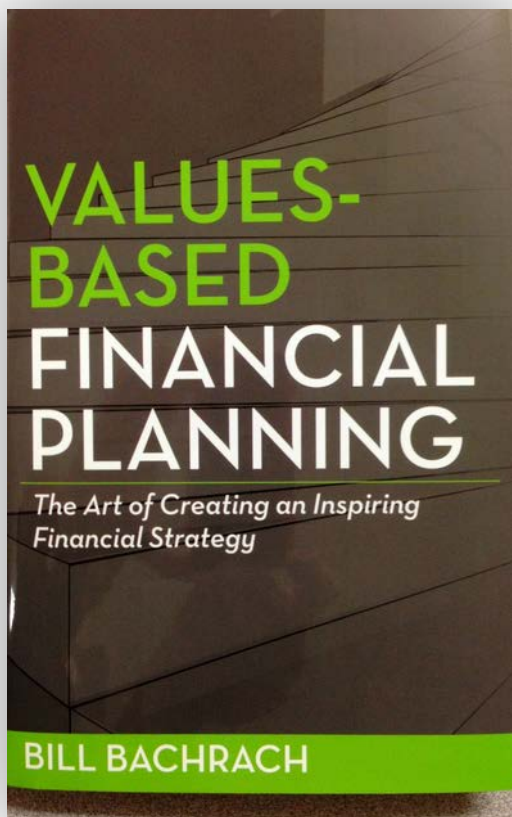
Traditional Advisor



1. **What**
2. **How**
3. **Why**

Inspiring Advisor

1. **Why**
2. **How**
3. **What**



Complete your own Financial Road Map[®]

Connect your own goals with the **values** that
matter most to you

Establish your own “**why**”



ACTION ITEM

Block Time On Your Calendar

Establish your “**why**”
Articulate your why first
What you do is the proof of **what** you believe