



# The Advisor PACT Monthly Session™

September 15, 2015

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

This online meeting system technology uses lots of memory & system resources, so please...

- ✓ Close your **email** program
- ✓ Close all **browsers**
- ✓ Close **all programs** on your computer other than this GoToWebinar system

*Consider taking this attitude starting right now:*

Something discussed today will be a significant positive **game-changer** for my business  
I want to focus so I don't miss it



# Question

I've heard you describe my minimum fee as PMARR, could you clarify what that term means?

**Your **mission** in The Advisor P.A.C.T. Monthly Program™:**

To deliver Truly Comprehensive Financial Services™ to my community of Ideal Clients through a skilled team of Subject Matter Experts

**Optional (but most common) goal:**

Serve a finite number of clients who each compensate me more than my **PMARR**.

Every word in the acronym **PMARR** is important

**P**redictable

**M**inimum

**A**nnual

**R**ecurring

**R**evenue

**But at what compensation  
level should you set your  
PMARR?**

## How to Calculate Your **PMARR** in 2 Easy Steps

1. Establish the **3 numbers** you require annually
2. Establish the amount of **time** you wish to work

# How to Calculate Your **PMARR** in 2 Easy Steps

Establish the **3 numbers** you require annually

1. The amount of money I need to  
**run my business**  
(pay my team, office lease, pay my taxes, etc)
2. The amount of money I need to  
**fund my future goals**  
(how much do I need to set aside this year in order to be on-track to my own financial goals?)
3. The amount of money I need to  
**live a great life** now



# How to Calculate Your **PMARR** in 2 Easy Steps

Establish the **3 numbers** you require annually

## **Hypothetical:**

1. Money I need to **run my business**  
= \$681,453 next 12 months (incl all taxes)
2. Money I need to **fund my future goals**  
= \$918,435 next 12 months
3. Money I need to **live a great life** now  
= \$780,112 next 12 months (net after tax)

Total I need over the next 12 months: **\$2,380,000**

# How to Calculate Your **PMARR** in 2 Easy Steps

Establish the amount of **time** you wish to work

1. Establish the number of days off you will take-**off** over the next 12 months  
(non-business days which you will take in order to recharge, refresh, & reinvigorate yourself)
2. For now accept that you will invest 20 hours per client per year serving an Ideal Client

# How to Calculate Your **PMARR** in 2 Easy Steps

Establish the amount of **time** you wish to work

## **Hypothetical:**

365 Days per year

- 104 Weekend Days  
(office will be closed Sat & Sun)
- 9 Holidays  
(office will be closed Christmas, New years, etc)
- 40 Recharge Days  
(I want to take off 8 weeks a year to be with my family)
- = **212 Productive “High Payoff” days I’ll be working**

# How to Calculate Your **PMARR** in 2 Easy Steps

Establish the amount of **time** you wish to work

## **Hypothetical:**

**=** 212 Productive “High Payoff” **days** I’ll be working  
**1,696** productive **hours** per year

of which 20% will be administrative time  
(administrivia)  
**=** **339** hours per year

**=** & 80% of your hours serving your Ideal Clients  
**1,357** hours per year

**÷** 20 hours invested per Ideal Client this year  
**=** **68** Ideal Clients (**Your Ideal Client Goal**)

# How to Calculate Your **PMARR** in 2 Easy Steps

1. Establish the **3 numbers** you require annually  
I need over the next 12 months: **\$2,380,000**
2. Establish the amount of **time** you wish to work  
**1,357** hours per year = **68** Ideal Clients

**\$2,380,000 ÷ 68 Ideal Clients**

**= \$35,000 PMARR per client**

## **Your **mission** in The Advisor P.A.C.T. Monthly Program™:**

To deliver Truly Comprehensive Financial Services™ to my community of Ideal Clients through a skilled team of Subject Matter Experts

### **Optional (but most common) goal:**

Serve a finite number of clients who each compensate me more than my PMARR.

**Hypothetical:** Once I've acquired 68 Ideal Clients, each compensating me a minimum of \$35,000 per year, I will then no longer accept new clients



# Question

I am a member of a CEO Roundtable through the chamber of commerce. on November 11th I'll be hosting. It is a group of 12 different owners of non competing business owners.

At this meeting i can ask the other member for their advice on any subject I wish.

As I'll be sending out and email with the topic, how would you recommend I proceed to help me in my Ideal Client Acquisition quest?

# Marketing 101 Asks...

How many people, who meet  
your Ideal Client Profile,  
know **who you are**  
(know your name)  
& know **what you do**  
(the value you provide)?



# What would you recommend for me to get “on the radar” of everyone in this community who meets my Ideal Client Profile?

1. Here's my Ideal Client Profile  
(the profile of the clients we serve best...  
& we **only** serve Ideal Clients)
2. We have a financial services monopoly  
No other firm in our community does what we  
do...  
Here's exactly what we do...

# Question on the Table

My goal is that **every person** in this community, who meets my Ideal Client Profile, knows 2 things about me

1. Knows my name  
(aware of my business)
2. Knows what we do  
(the unique value we provide)

How do you recommend I get onto the radar screen of **every Potential Ideal Client** in this community?

# Allow Them To Speak

Invest 5 minutes explaining

✓ **What** you do

(Why You Are a Financial Services **Monopoly**)

✓ **The Value** You Provide

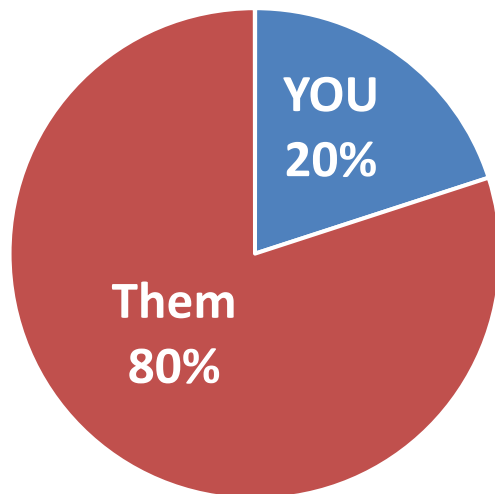
(What radically **differentiates** you)

Invest the remaining time allowing them to speak (asking you questions and giving you advice)



# Limit Your Speaking

Speaking Time



Recently we transformed our business model to address The Four Advisor Blind Spots™ of the financial services industry, and to fill these gaps our clients described to us

We serve a small community of Ideal Clients providing oversight for all of their personal financial affairs. We establish the strategy & oversee the tactics.

- ✓ **Protection:** Our role is to protect our client's assets overseeing all the financial people and the financial assets in our client's life
- ✓ **Attention:** Our role is to pay close attention so that whenever our client's financial strategy drifts off-course, we proactively make the course-corrections required to remain on-track to the goals
- ✓ **Coordination:** Our role is to coordinate all the financial people and the financial recommendations in our client's life so everything is well-aligned with the overarching strategy
- ✓ **Transparency:** Our role is to ensure that the costs for all the financial people and financial products are fully disclosed, and that I spot every potential conflicts as they arise.



# The Value of This Exercise

- ✓ Most often, the value of this exercise is **not** the recommendations received for what to do to “become known”
- ✓ The value of this exercise is this group of individuals **now knowing** who you are & what you do (and **your follow up** on that)

# Email in Advance

Many thanks for agreeing to serve on my “advisory board” for an hour next week (confirm day, date, time & venue).  
My firm serves a small community of individuals families organizing & coordinating all their financial affairs.

We offer unique financial services, there is no other firm in our community that provides these services.

We have established a profile of the client we serve best, and we only serve clients who meet that profile (we refer everyone else to other firms in the area).

I’ll invest 5 minutes describing what we do and the profile of the client we serve best.

Then I’ll ask you to advise me how best to ensure that every person in our community, who meets our Ideal Client Profile, knows our name and knows we exist.

Warm regards, and I’ll look forward to seeing you next week.