

3-Step “Initial Financial Planning” Process (\$2,500)



Step 1: Intro Call

30 Minutes

“Are we a good fit for each other?”

Purpose:

- Determine if there is a fit between our expertise and their needs
- Answer questions and provide value
- Review our services and compensation

Step 2: Intro Meeting

60 Minutes

“Can we help you? Can you help us? Are we getting along?”

Purpose:

- Review financial documents and expand on the Intro Call
- Answer questions and provide value
- Confirm a relationship makes sense

Step 3: Initial Financial Plan

120 Minutes

“Review your custom plan.”

Purpose:

- Answer the clients’ immediate questions and the questions they didn’t know to ask
- Present the Initial Financial Plan under the assumption they have committed to an ongoing relationship
- Invoice the client for \$2,500 and confirm the ongoing relationship



Key Conversation Scripts



Step 1: Intro Call

Setting Expectations (Beginning)

- We're going to have a lot of fun today! We're going to spend the next 15-30 minutes getting to know each other, and my commitment to you is that you will leave this call better than you were before it.
- We're going to find out three things: 1) Can we benefit you? 2) Can you benefit us? 3) Do we get along? If the relationship makes sense, I will offer our services and give you the ability to schedule the next meeting. Alternatively, I can send you a link to our calendar.
- I have many questions for you. But, before I begin asking questions, can you please tell me more about you and your family, what prompted you to schedule the meeting, and what you're hoping we can do for you?

Transition to Next Stage (End/Close)

- I'm excited about the opportunity to work with your family, and I believe we can help you with [INSERT WHERE I CAN ADD VALUE].
- We want to be on your team, and I'd like to offer our services. If it's okay with you, I'd like to spend the next few minutes discussing the next steps and what an ongoing relationship looks like.
- I have my calendar pulled up. If you'd like, we can look at it together and schedule the next meeting, or I can send you a link to schedule.

If a link to my calendar is desired...

- Can I please confirm your email address? I want to make sure the email you used to schedule isn't your dedicated SPAM email.
- I will send you a summary email of our conversation today, which will include the link to schedule. I'm going to hit send today, which means you'll have the email by the close of business. Please give us a call if you don't receive it.
- If you decide not to move forward, please shoot me a quick note so I know not to follow up. Is it okay if I follow up in a week or so if you're not scheduled?

If NOT a Fit...

- Unfortunately, we can't offer our services to you at this time due to [INSERT REASON]. If you'd like, I'd be happy to provide resources that can assist you in your search, or we can refer you to a specific firm/advisor.



Key Conversation Scripts



Step 2: Intro Meeting

Setting Expectations (Beginning)

- Thank you for providing the documents in advance and for completing our fact finder. We've had a chance to look through everything, and we're excited to expand on the conversation from our last meeting. Do you have any questions for us?
- We're going to spend the next 45-60 minutes expanding on the conversation from our last meeting. We're going to learn more about you and your goals and ask specific questions that will help us build your initial financial plan.
- There is no fee for this meeting. Assuming we're all still feeling good about the relationship, at the end of the meeting, I will ask if you'd like to schedule the Initial Financial Planning Meeting (Step 3). We can either schedule immediately together or I can send you a summary email with a link to schedule

Transition to Next Stage (End/Close)

- Mr. and Mrs. Jones, we're excited to get to work for you and to prepare your Initial Financial Plan. Would you like to schedule the next meeting?

If "Yes"...

- Great! Your One-Time Financial Planning Agreement will arrive via DocuSign in advance of the next meeting. You can sign it immediately, or if you have questions, we can address them next time. We will send the invoice for \$2,500 after we've presented your Initial Plan.
- As we prepare your Initial Financial Plan, we may have questions along the way. Please expect a few questions via email. Please upload or provide any of the information we identified during the meeting today.

If "no, not quite ready"...

- Thank you for a great meeting and for allowing us the opportunity to learn more about you and to interview to be your financial planners. We'll send you a summary email with a link to schedule the next meeting. Please let us know if you decide NOT to move forward. Is it okay if we follow up with you in a week or so if we haven't heard from you?



Key Conversation Scripts



Step 3: Initial Financial Plan

Setting Expectations (Beginning)

- I'm excited to present your Initial Financial Plan. Before we begin, do you have any questions that developed between meetings or any questions about the financial planning agreement?
- We're going to spend the next 90 minutes or so going through your Initial Plan, and after the appointment, we'll send you the invoice for today's meeting via AdvicePay. You'll be able to pay the fee via bank draft or credit card, and there is no convenience fee if you decide to use a credit card.
- I'm going to present your plan at a 30,000-foot level, and my goal is to answer your immediate questions and some questions you didn't know to ask. At the end of the plan presentation, we're going to ask two things:
 - 1) Was this everything you hoped it would be?
 - 2) Would you like to implement this alone or become an ongoing client?

Transition to Next Stage (End/Close)

- Was this everything you hoped it would be?
- That's awesome! I'm glad it was valuable and that we were able to [INSERT OUTCOME TO HIGHLIGHT].
 - Would you like to implement this alone or become an ongoing client?

If "Yes"...

- Perfect! If it's okay with you, let's spend the next 30 minutes or so discussing the ongoing relationship as well as the next steps for implementing your financial plan.
- We've been through quite a bit today. If you're up for it, we can use our remaining time to discuss our investment strategy and philosophy and the logistics of transferring assets. Alternatively, we can schedule another meeting to specifically talk about this stuff.

If "No" or they need to think about it...

- Mr. and Mrs. Jones, we completely understand that this is a big decision. We will send you a summary email with details of your Initial Financial Plan and hope that this is everything you hoped it would be. Please let us know if you have any questions or if we should hop on a quick call as you make your decision.

