

Workbook

The Only Game In Town

**10 Game Changing
Strategies
For Financial Advisors**

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10 Game Changing Strategies For Financial Advisors

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Workbook Instructions

- ✓ **Print out this workbook right now.** NOTE: To save printer ink, instruct your printer only to print out **pages 2-34** of this workbook (Omit the workbook cover).
- ✓ Keep your workbook handy when you're listening to or working on these courses.
- ✓ Make all your notes in this workbook (feel free to use the blank pages on the back too).
- ✓ To ensure you've mastered the essentials in each section, complete all the questions and exercises before moving on to the next session.

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Are You Crazy or is the World Crazy?

1. Explain the result of crafting your business in alignment with The 6 Fundamental Laws™, rather than the way the financial services industry traditionally teaches.

2. Describe your current level of openness to new perspectives about what your clients want from you.

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6 Fundamental Laws for Becoming Indispensable

1. Describe the only way to positively impress anybody.

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2. Describe why "the client experience" is the only way your client ever knows which standards you actually live up to.

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3. Explain why it's the "client's standards" that determine "the client experience" that you need to live up to.

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4. Why is it that the more successful and affluent the client, the higher their standards are for "the client experience?"

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5. Explain how your “client experience” determines who wants to be your client.

6. Explain why a client will switch Financial Advisors if another advisor’s “client experience” seems to demonstrate better standards than yours?

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Designing Your Ideal Business Around What Clients Already Want

1. Explain what you REALLY want from your business compared to what you're getting from it now. What's the gap between the two?

2. Describe the business activities you love doing the most (and note how many hours you've invested doing those activities over the last month).

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3. Describe the business activities you most dislike doing (and note how many hours you've invested doing those activities over the last month).

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4. Do you have a business or a job? (Make the case either way.) Which would you prefer?

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2. Of the 3 types of referrals, why are "*client referrals*" the most valuable?

3. Explain why the *lack* of a continual stream of client referrals is a sign of dysfunction.

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4. Why do you think many clients prefer reports measuring values and amounts instead of reports displaying percentages?

A rectangular box containing 12 horizontal lines for writing.

5. With reports you provide, how easy is it for your client to quickly assess bottom line impacts for them?

A rectangular box containing 12 horizontal lines for writing.

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6. How often are there errors in your reports? Why are even the smallest errors in reports a 'major disaster'?

7. Why do clients like reports that tell them exactly what they need to do, step-by-step, to remain (or get) on-track?

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The Critical Path To Getting More Done

1. Are your priorities clear and written down? What are most Financial Advisor's two priorities?

2. Do you know what your critical tasks are to get your business where you want it to be?

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3. How much time do you invest each week directly *servicing clients* face-to-face or on-the-phone?

What does this tell you about your priorities?

4. How much time do you invest each week directly *speaking with potential clients* face-to-face or on-the-phone?

What does this tell you about your priorities?

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5. How much time each week do you spend doing everything else? What does this tell you about your priorities?

6. How much time do you invest figuring out what you should be doing ***right now***, moment-to-moment throughout your day?

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7. What more could you do each day to “create time” for more important tasks by dumping, delegating, or deferring less important action items?

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Clients Prefer Relationships Over Technology

1. How are you maximizing the available **technology** to free you up for more important activities?

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2. How are you maximizing the *people* available to free you up for more important activities?

3. Explain why clients are suspicious of the “one man band” business model and prefer a “team of experts” model instead.

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4. In what way does each of your clients measure progress and whether or not they're on-track?
(Do you provide an overarching strategy or plan for this?)

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5. In what ways can you describe your "client experience" being as well-choreographed as a "Disney experience," like Disney World?

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7. What do you believe the impact would be on your business if your meetings were just as well-choreographed as a "Disney experience?"

The Ladder Won't Climb Itself

1. List the **7 golden threads** which have run throughout this essential course tying it all together.

