

BEST QUESTIONS MENU

This list is a combination of researching and reading about the anatomy of a great question combined with compiling responses from advisors around the world when asked the question "What's your favorite or best question to ask in a first meeting?"

After reviewing hundreds of questions, a consistent theme emerged. The questions fall into four categories:

- 1) Diagnosing Today's Money Problems
- 2) Clarifying Values, Vision, and Purpose
- 3) Understanding Money History
- 4) Setting Clear Expectations

Diagnosing Today's Money Problems

- What brings you in today?
- What's on your mind?
- What was the catalyst that led you to reach out?
- If you could wave a magic wand and change one thing about your financial life, what would it be?
- What is the one thing that we can help you with that would make everything we did together worth it?
- When you are sitting around the kitchen table talking about money, what do those conversations sound like?
- On a scale from 1 to 10, how happy are you with your finances? What would you like to improve?

Clarifying Values, Vision and Purpose

- Why is money important to you? (If you ask this question, it's crucial to ask follow-up questions to get past the surface-level responses you're bound to receive)
- Let's say you wake up tomorrow morning with \$10 million in your bank account...what do you do with it? How do you feel? ("Invest it" is NOT an acceptable answer!)
- If you found out today that you just received \$20 million but only have 10 years to live, what would the next 10 years of your life look like? What would you do and what would you stop doing?
- Imagine you are financially secure enough to take care of your needs both now and in the future. How would you live your life? What would you do? (Kinder Question #1)
- You've just visited the doctor who has delivered you the news that you only have 5-10 years left to live. What will you do with the remaining 5-10 years? What will you change and how will you do it? (Kinder Question #2)
- This time your doctor shocks you with the news that you only have one day left to live. Notice the feelings that arise when you hear that news. What dreams will be unfulfilled? What do you wish you would have finished or done? (Kinder Question #3)
- What is your desired future state?
- Let's say it's five years from now. It's October 3rd, 20__ and you haven't accomplished (insert goal/vision). What would you say are the one or two things that prevented you from getting there?
- What's something that you do currently that you get so immersed you completely lose track of time?

Understanding Money History

- What's a money decision you've made in the last 30 days where you felt a lot of emotion (excitement, fear, joy, relief, etc.)?
- Help me understand your financial life up to this point...
- What is your first memory of money?

- Beginning in childhood, what financial events have most shaped your life?
- When you think about difficult financial times in the past, how well do you think you've bounced back?
- What was money like in your family growing up?
- How would you describe your relationship with money and how does it make you feel?
- What was your best experience with money? What was your worst?

Setting Clear Expectations

- What is most important to you in a relationship with a financial advisor?
- Have you ever worked with a financial advisor or planner in the past? What was that experience like? What did you like? What did you wish he/she would have done better?
- What role do you want me to play in your lives?
- How often do you want to hear from us? How often do you want to get together?