



THE HUMAN SIDE OF ADVICE

DISCOVERY MEETING RECAP EMAIL

Over the past several years having conversations with advisors about how they apply the human side of advice into their practice, there was one tactic that emerged over and over again.

The discovery meeting recap email.

But, it didn't just emerge. The advisors who did this raved about it.

Specifically how effective it's been at converting prospective clients into clients quicker and more consistently.

One advisor, who is in charge of business development for a billion-dollar RIA firm, said that any time they fail to convert a prospect into a client, the very first thing they check is to ensure they sent the recap email.

That's how powerful it is.

A few things to know in order to maximize the effectiveness of this email:

1. There are two different ways to approach this email.

Option One: You send a follow-up email and attach a PDF document with the recap.

Option Two: You put the recap in the email and don't use a PDF document.

2. You'll find the following items below:
 - Email Script: A script of what to say in the email
 - Conversation Recap: A template for structuring the recap
3. Since everybody's process and style will be a little bit different, the script and the template are meant to be a starting point from which you can tweak to your liking. Add something you like, take out what you don't, inject your own voice.
4. Always send within two days of the meeting.
5. In the Conversation Recap, you want to focus on using as many of their words and phrases as possible. For example, don't put "Financial Independence at 60." Instead, put "Do what you want, when you want at 60."

DISCOVERY MEETING EMAIL SCRIPT

Hey _____,

I enjoyed our conversation yesterday and appreciate you finding the time to make it happen.

It's one of the most important conversations you can have in order to truly align your money with what's most important in your life.

I wanted to follow up with two things for you:

1) Conversation Recap

Attached below is a recap of our conversation for you to keep. Here's what it includes:

- Your Purpose and Values

- Life Goals & Financial Goals
- What You Want From An Advisor
- Recommended Action Items

2) What Comes Next

Unless you tell me otherwise, I'll only follow up with you once. And, it's not because I don't want to work together. In fact, we wouldn't be here if I didn't think you were a perfect fit for our firm.

It's because over the years we've learned a really important lesson. The results you reap are directly correlated with your readiness. We have the process, knowledge and team to deliver the results, but that doesn't matter if you aren't ready to commit.

Our focus is on delivering the best possible result for your family (based on what we talked about yesterday), and that means we're not going to try and convince you to move forward. We'll let you tell us when you're ready.

That being said, one of the big mistakes we see people make is waiting too long. In fact, in all my years of doing this, there's one phrase that I've never heard from any client EVER: "I really wish I would have waited a little longer to do this."

And, if you're waiting for the "perfect time," that's never going to happen.

Here's the best and easiest way to assess whether you're ready:

1. On a scale of 1-10 (1 = "Not at all" and 10 = "I should have done this yesterday"), how ready are you to start?

If you said "7", that number isn't allowed, so first decide if you're a "6" or an "8."

2. If you're an 8-10, you're ready. Reply to this email or give us a call to let us know you're ready to move forward and we'll walk you through what comes next in the process.

3. If you're a 1-6, then now isn't the best time. And, that's totally fine! We completely respect that decision, and we'll be here, ready and willing to help when you get to an "8"! In the meantime, we'll go ahead and add you to our weekly client newsletter where you can get to know more about us and our money beliefs. And, if or when the time feels right, simply reply to one of these emails.

Once again, I really appreciate you making the time for our conversation yesterday. And I hope we get to have many more like it in the future!

CONVERSATION RECAP: THOMAS AND MADDIE BAKER

April 28, 2022

Statement of Financial Purpose:

"The purpose of money in our lives is to allow us to spend intentional, quality time making memories with friends and family while supporting a lifestyle that allows us to freely learn, grow, and give."

Baker Family Values

- Intentional, Quality Family Time
- Time Freedom
- Learning & Growing (Thomas)
- Changing lives for Christ (Mattie)
- Gathering and making memories with friends and family

Baker Family Goals

- Pay off "bad debt" as soon as possible
- Be able to do what you want, when you want before turning 60
- Go on more than one family vacation per year
- 3 investment properties by 2022 and 9 properties by 2025
- Dream House on 5-10 Acres in Goodlettsville area in 2024

What You're Looking For From An Advisor

- Someone to help you get organized and create a plan
- Someone to help you know how much to save and in what types of accounts
- Someone to give you advice on how to invest for different goals

Your Action Items

- Update credit card statements and upload into portal
- Confirm status of the two outstanding life insurance policies

What To Focus On Right Away

- Compile a complete net worth picture
- Discuss various savings options for each goal
- Run a financial independence projection to evaluate current trajectory
- Evaluate insurance needs and coverages
- Discuss multiple savings options for the kids
- Analyze current investment allocation for potential