



TOTAL CLIENT MODEL
WIN AFFLUENT CLIENTS FOR LIFE

FRAMING THE SOLUTIONS
CONNECTING ON WHAT
MATTERS MOST

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John Bowen: Framing the solution, connecting on what matters most to the client. Not to you, to what matters most for them. Let me walk you through this. This is so powerful, and this is one when we talked about in the very opening, that the most successful advisors from a net income perspective are consistently making a million or more a year. Well, one of the things they're doing very well is mastering framing. So, they're able to communicate with their clients extremely well, and particularly when they're presenting things to inspire them to action. This is what we really are going to be talking about here. So, for the best results, you need to connect with your affluent clients on what's truly important to them. And we identified that through the four questions going through the high net worth personality, the four questions, and the total client profile.

And I want you to consider the advantage you've gained, because now you're attuned. You get the client. You understand who they are. Where they are, where they want to go, what the gap, and how they're wired, if you would. And the psychographics. And this high net worth personality is where you now start to position your recommendations. Now I want you to go back, and this is a really important paragraph. I want you to think about how you typically explain asset allocation to your clients. And I got to tell you, before working with Russ, I did it this way too. And as you become more sophisticated and master this framing or moving toward mastering framing, so that you're at excellence, it becomes really powerful. So, you likely developed some kind of concise explanation for asset allocation such as the systemic process of designing an optimal portfolio mix in accords with specific risk and return parameters.

Or you may be a little more creative creating an investment portfolio by diversifying into select asset classes, so the portfolio is situated on the efficient frontier. I got to tell you honestly, I've used both of those, and it's such a mistake. Let me show you why. While each of these explanations are technically correct, here's the real issue. Do they inspire your clients? Do they inspire them to action? The answer is no. At best, it probably confuses them. So, where do we go from here? So hopefully your answer is no. So, let's take one type family stewards. They're not interested in the efficient frontier. They don't care about Markowitz's work that he won the Nobel prize there. They're interested in what? Well the very nature of family stewards, their interest in their family. Phobics, they're not concerned with risk reward parameters.

Instead, they want someone else to take care of all this. So, here's some examples I'm going through, asset allocation, estate planning, related, let me just do a few of these, and you can read through. But for a family steward as you talk about investments, "I know your top priority is to take care of your family. Let me tell you about asset allocation." And then you could say "The one I'm recommending, the best approach we know for managing your investments so that you can be comfortable knowing you've done the best job you can for your family." Wow. How's that compare with the efficient frontier? Not even close. "Okay, what about estate planning? Since

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taking care of your family is so important to you. I think we should look at this state point in light of some of the new ways available to protect your family." What are they going to say? They're not going to say, "I don't know." They're going to say, "How would we do that?"

We want to inspire people to action or independence. Remember, they're all about accumulating wealth so they can live independently. "I'd like you to consider asset allocation because your goal," you know we're playing back with AR, "Your goal is to be financially independent and flexible. I think the asset allocation approach would be a good approach to explore. Asset allocation allows you to directly relate your goals to the way your portfolio is invested or retirement planning. You want more than to do what you want to do when you want to do it. I think you're just at that point of being independent, but let's review your retirement plan to make sure."

And with phobics on asset allocation, remember they don't want to know. "I know you don't like to get into technical discussions about your investments, so let's keep it short. Many of the best people in the industry have spent a lot of time figuring out the very best way to invest. It's asset allocation. If you give me the go ahead, I'll look into exactly what you have using this approach, and then we can talk again." And so, on all the way down. I mean, these are great for you to really get the framing. See, it's not about changing the nature of the service and products you provide. Instead, it's about explaining them in ways that are meaningful for the client. This is what's so important, connecting on what matters most. So how do we do that? How do we make it happen? Well, join me in the next video where we make it real. I'll see you there.