



**CAPTURING THE POTENTIAL**  
**YOUR WEALTH MANAGEMENT ROAD MAP**

**MODULE ONE:**  
**THE POWER OF WEALTH MANAGEMENT**  
**OVERVIEW**

# VIDEO TRANSCRIPTION

**John J. Bowen:** One of the most important things about wealth management is to have a clear vision of what it is, and in this short video I'm going to walk you through what we see, and particularly in each of the module, module one, what you're going to experience.

So, as you begin ... We're in the overview right now. In the tool side, each module—all six—will have tools, and the idea here in the tools is ... In some places there's going to be a lot of tools and others there'll be a smaller number. Small number here in the affluent. We have two tools: the high net worth personality, the [SIFE] diagnostic quiz. This is for you, not for a client. It's really to help you see what's going on and how you put it together, that type of thing.

The second is a quiz to reinforce your knowledge. I'm going to go through a separate module on the nine high net worth personalities. So, this is really powerful. We're going to get to know the affluent both from a demographic, which is what most of us do, but we really want to understand the psychographics as well, and that will become clear as we go through.

Also, in every module there'll be a team exercise and meeting and I'll walk you through that.

We'll define the affluent market, our definition. There are multiple layers of affluent because ... Our definition of affluent is a million and above, but you can go way above a million dollars of investible assets, and we'll share how we think of it and how we use some of the extremely wealthy to influence how you're positioning in this to differentiate yourself. That's been extraordinarily successful.

The demographics ... We'll go over what we call the nine high net worth personalities. This is some foundation research that my partner Russ Alan Prince did in the early '90s, and we met over this. I paid him a lot of money for the research at the time when I was a financial advisor. This has been really one of the secret "a-ha"s of advisors in how they segment their business and really how they communicate very effectively. So much of what we do is mastering framing, it's helping you to create the systems and see the frames around so that you can systematically deliver it. And those of you who want to build larger practices, working with other partners, teammates, can scale up. So, you got to have those frames to be able to do that. That'll become clear as we go through all the modules.

Five key financial concerns of the affluent. This is some of the foundation research that Russ did and then we've done over and over. We're going to go over the big five. You're going to like this. This is one of those that you need to memorize. I'm going to give you a few in a row that ... Very few things you need to memorize. I think the five key ... The six Cs are good to know. You can look at everything you do, are you doing ... What we're finding is so important to not only acquire the clients, but to keep them.

# VIDEO TRANSCRIPTION

And then we'll go to the four major business models to see where you are right now.

And then one of the most important tools we've had is this framing that you use at the end of the discovery meetings to tell them what you do, what wealth management is. It's also really effective with centers of influence, accountants, and attorneys and so on. I'll walk you through this. It's just how you present it. It's immensely powerful.

Then we'll go back and really track our progress, both individually and as a team, so that we ... Again, it's all about execution, and that's how it comes together, and that's how we're able to make a big difference in all of this.

So please join me in the next section of module one where we're going to go over the team exercise and meeting and how we can make that most effective. I'll see you there.