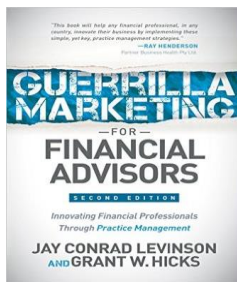




ADVISOR
PRACTICE
MANAGEMENT



Advisor Practice Management Checklist - 2016

Practice management checklist for financial advisor use only

Based on the book "Guerrilla Marketing For Financial Advisors" 2nd Edition

Chapter 1: Do you have an ideal client profile?

Yes ___ No ___ would like to work on ___

What is your ideal client profile? What is the minimum revenue upfront and annually from an ideal client? What is the total annual fee to your ideal clients?

Upfront \$_____ ongoing \$_____

How many ideal clients can you manage in a calendar year?

Total number of ideal clients _____

Chapter 2: What is your message to the world? Do you have a case study (or studies) in writing to share with your ideal clients, centers of influence and the rest of the world?

Yes ___ No ___ would like to work on ___

Is it on your website, your marketing materials and social media?

Yes ___ No ___ would like to work on ___

How many case studies in writing do you have to share with your ideal clients, centers of influence and the rest of the world? _____

Chapter 3: Do you have a one or two page marketing plan to grow your practice? Is it easy to follow and easier to implement?

How many hours do you work ON your business?

_____ hours per week

When is it scheduled each week

_____?

What is the approximate total number of hours per year? _____



Chapter 4: Do you have a unique value proposition in writing? Is it a process? Do you update and enhance it annually?

Yes ____ No ____ would like to work on ____

Chapter 5: Do you want to clone your ideal clients? Do you have a process to clone your ideal or top clients? Do you have a process to attract ideal win-win clients to your practice, have them know what you do, have them contact you and be ready to do business with you—all before you have even met them?

Yes ____ No ____ would like to work on ____

Chapter 6: Do you have a process for attracting ideal clients? Is it growing by 15% or more per year?

Yes ____ No ____ would like to work on ____

Chapter 7: Do you want to clone your ideal clients? Do you want ideal feedback from ideal clients?

Yes ____ No ____ would like to work on ____

Chapter 8: Do you have enough centers of influence to work with today? Do you have a process to work with them to help your clients?

Yes ____ No ____ would like to work on ____

Chapter 9: Do you have a process when you meet with a new ideal prospect or client? Do you have a process to build trust in the first five minutes?

Yes ____ No ____ would like to work on ____

Chapter 10: Do you have a written client feedback system to see what your client's value the most about your services? Do you complete this annually and discuss it with your top clients and staff?

Yes ____ No ____ would like to work on ____

Chapter 11: Do you have a referral process for attracting ideal clients?

Do you use it every day in your practice?

Yes ____ No ____ would like to work on ____

Chapter 12: How can you increase your productivity and spend more time with ideal clients and prospects by implementing processes with workflows, your CRM or checklists? Are there any technology pieces missing from your productivity list?

Yes ____ No ____ would like to work on ____

Chapter 13: Are you using technology to leverage your business? Do you outsource this to a financial industry technology expert?

Yes ____ No ____ would like to work on ____

How can you leverage technology to find yourself with more hours per year in your practice?

What financial planning, tax or estate planning, insurance planning software do you use?

Chapter 14: Do you have a process to communicate to your ideal clients more than 10 times per year?

Yes ____ No ____ would like to work on ____

Which contact management system do you use to manage your clients?

Do you have a computer disaster recovery plan?

Yes ____ No ____ would like to work on ____

Do you use your offices for a majority of your meetings? (70% or more)

Yes ____ No ____ would like to work on ____

Chapter 15: Is your practice fee ready for the future?

Yes ____ No ____ would like to work on ____

Do you have a process, clearly defined that you can articulate with 100% confidence? Do you practice articulating it with anyone?

Yes ____ No ____ would like to work on ____

What is your annual fee for advice for your ideal client?

\$_____.

Is it growing by 15% per year?

Yes ____ No ____ would like to work on _____

Are you affected by CRM2? Are you prepared for CRM2 or the new industry changes regarding legislation?

Yes ____ No ____ would like to work on _____

In the last year, have you made changes in your value proposition scripts or processes to prepare for the change?

Yes ____ No ____ would like to work on _____

Do you have a CRM2 or discussing fees script?

Yes ____ No ____ would like to work on _____

Chapter 16: Do you have a detailed and clearly defined process for ideal client progress update meetings? Do your clients see tremendous value in your processes? Do you consistently use agendas?

Yes ____ No ____ would like to work on _____

Chapter 17: Do you have a client experience process? Can you give it to me in writing?

Yes ____ No ____ would like to work on _____

Chapter 18: What has to happen in your personal and business life in order for you to feel successful? What is your ideal capacity, income and lifestyle?

Chapter 19: Have you ever benchmarked your business against top performing practices? Have you used benchmarking as a tool or guide to help improve your practice?

Yes ____ No ____ would like to work on _____



Chapter 20: Where do you want to be in three years?

Ideal lifestyle goals _____ weeks off _____ income _____

ideal clients _____ Ideal client revenue per client \$ _____

Total recurring revenue / year \$ _____ value of business \$ _____

Number of weeks off per year # _____

Are you working towards your ideal business model?

Yes ____ No ____ would like to work on _____

Are you enjoying it?

Yes ____ No ____ would like to work on _____

Chapter 21: Are you part of a dynamic mastermind study group?

Yes ____ No ____ would like to work on _____

Chapter 22: Have you segmented your ideal clients in a win-win strategy?

Yes ____ No ____ would like to work on _____

Do you segment your clients annually?

Yes ____ No ____ would like to work on _____

Do you have a plan to manage non-ideal clients?

Yes ____ No ____ would like to work on _____

Chapter 23: Does your staff have clearly defined job descriptions?

Yes ____ No ____ would like to work on _____

Are your staff aware of your practice goals?

Yes ____ No ____ would like to work on _____

Does your staff benefit in the growth of the business?

Yes ____ No ____ would like to work on _____



Chapter 24: What is one area you can outsource today? How can you find 10, 50 or 100 hours more by outsourcing?

Chapter 25: If you are looking at acquiring a practice, do you have the tools and resources you need to help you with the transaction?

Yes ____ No ____ would like to work on ____

Do you have a written valuation of your business today? (if applicable)

Yes ____ No ____ would like to work on ____

Chapter 26: Do you have a letter that would be sent out to your clients if you died today?

Yes ____ No ____ would like to work on ____

Do you have a succession planning process that is updated annually?

Yes ____ No ____ would like to work on ____

Chapter 27: Advisors who create an ideal client/ideal capacity also create an ideal lifestyle. Where do you start? More importantly when?

When is it scheduled (on a regular basis) to work on your business?

Additional practice management questions

What is your why? Why do you do what you do?

Have you ever done a written valuation on your business using more than one valuation method? (if applicable)

Yes ____ No ____ would like to work on ____

Client relationship

Do you have a written client feedback system to see what your client's value the most about your services? Do you complete this annually and discuss with your top clients and staff?

Yes ____ No ____ would like to work on ____

Do you have a written value proposition that states why you and your cost of advice?

Yes ____ No ____ would like to work on ____

Does it...state clearly your differentiation?

Yes ____ No ____ would like to work on ____

...include an investment philosophy for different client segments? (if applicable)

Yes ____ Partial ____ No ____ would like to work on ____

...include a financial planning or investment management written process?

Yes ____ Partial ____ No ____ would like to work on ____

...include a client communication commitment in writing?

Yes ____ Partial ____ No ____ would like to work on ____

Do you or your company have a value proposition process with a unique name and profile that you take clients through on a regular basis to help them achieve their goals and keep on track? For example "The Island Lifestyle Wealth Management process."

Yes ____ No ____ would like to work on ____

Do you know your revenue metrics of the key profit drivers of your business? For example the revenue from your top ____ clients make up what percent of overall revenue ____?

Yes ____ No ____ would like to work on ____

Do you have a client service matrix and client workflow schedule?

Yes ____ No ____ would like to work on ____

Do you have a written process for progress update meetings with clients?

Yes ____ No ____ would like to work on ____

Do you use mind maps in planning and annual progress updates with clients?

Yes ____ No ____ would like to work on ____

Business Planning

Do you have a documented business plan that you refer to on a regular basis? Do you have a clear business model to reach your ideal capacity?

Yes ____ No ____ would like to work on ____

Practice management research shows that while there are several best practices, it is like renovating a home. Plan to do one room at a time with an overall theme for the whole house. What is the one room (or business challenge) that you would renovate first in your business that is holding you back from accomplishing more?

If tackled, how much more revenue could you earn? _____



Business Model

Are you following a business model and have a written roadmap to get there?

Yes ____ No ____ would like to work on ____

Do you have someone coaching / consulting / training you to get there?

Yes ____ No ____ would like to find someone ____

Do you have a clear firm differentiator? (Key competitive edge or unfair advantage over your competitors)

Yes ____ No ____ would like to work on ____

Are you comfortable with your current business model path for the next 5 years?

____ Yes, I am 100% confident

____ Yes, but it will need minor adjustments

____ I want to work on this

____ I need clarity on my business model

This questionnaire is for you and your practice. I highly encourage you to review and complete this with someone (coach, associate, friend, mentor or manager) who will help to hold you accountable. Note: All information gathered will be held confidentially by you- For discussion purposes only

Go for it and grow your practice, Grant Hicks

Enthusiastically yours, Grant Hicks, CIM, National Director Practice Management

www.advisorpracticemanagement.com

909-17th Ave SW, 4th Floor

Calgary, Alberta T2T 0A4

Tel 587 390 3148

Cell 403 970 8895

Email grant@ghicks.com *"Execution trumps knowledge every day of the week"*—**Tony Robbins**

Key Revenue Drivers USA* • The Value of Practice Management by Business Health

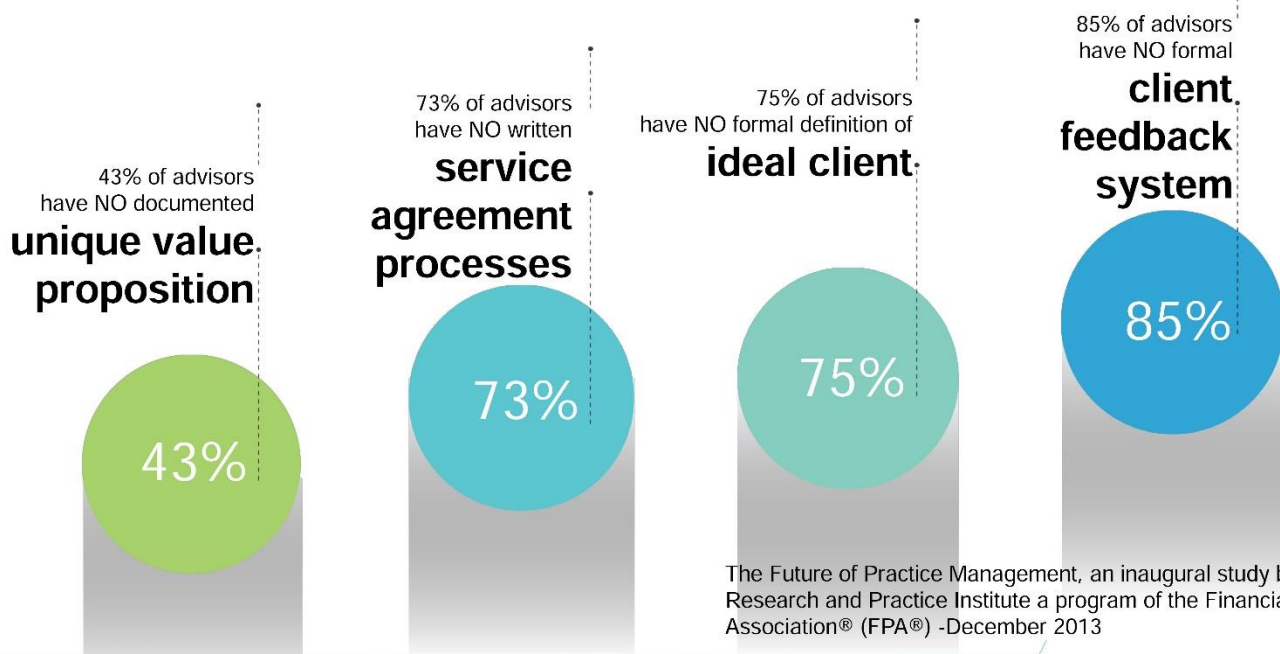
One of the benefits we get, as a result of working in a number of different countries, is that we can observe how leading practices around the world are running their businesses. We thought you might be interested in the Key Value Drivers. *Derived from the Business Health Data Warehouse 2014.

| KEY VALUE DRIVER | % of USA PRACTICES | REVENUE PER PRINCIPAL |
|---|--------------------|-----------------------|
| Client Management Systems | | |
| <i>Paper based files</i> | 24% | \$373,362 |
| <i>CMS software</i> | 73% | \$546,706 |
| Use Your Offices | | |
| <i>Less than 50% of meetings on-site</i> | 37% | \$449,444 |
| <i>More than 90% of meetings on-site</i> | 27% | \$542,605 |
| Client Segmentation | | |
| <i>No</i> | 38% | \$420,279 |
| <i>Yes</i> | 62% | \$558,518 |
| Formally Ask For Feedback | | |
| <i>No</i> | 72% | \$471,546 |
| <i>Yes – Written Internal</i> | 13% | \$525,595 |
| <i>Yes – Written External</i> | 2% | \$714,695 |
| A Class Client Contacts | | |
| <i>Less than 5 per year</i> | 12% | \$368,168 |
| <i>5-10 per year</i> | 50% | \$447,443 |
| <i>More than 10 per year</i> | 38% | \$619,235 |
| Documented Business Plan | | |
| <i>No Need</i> | 3% | \$363,021 |
| <i>Don't Know How</i> | 19% | \$396,436 |
| <i>Yes</i> | 56% | \$532,468 |
| Succession Planning | | |
| <i>No written plan</i> | 85% | \$483,548 |
| <i>Written Plan</i> | 12% | \$634,158 |
| <i>Effective</i> <i>(written plan, reviewed regularly, successor identified, funding in place)</i> | 3% | \$785,270 |
| Coach/Advisor | | |
| <i>No</i> | 68% | \$473,666 |
| <i>Meet 1x per Year</i> | 6% | \$452,392 |
| <i>Meet 2x per year</i> | 26% | \$595,479 |
| Position Descriptions | | |
| <i>Less than 50% of staff</i> | 41% | \$461,507 |
| <i>More than 50% of staff</i> | 49% | \$605,725 |
| Aware of Practice Goals | | |
| <i>Less than 50% of staff</i> | 32% | \$391,827 |
| <i>More than 50% of staff</i> | 68% | \$550,872 |

Practice management challenges Process, Process, Process



ADVISOR
PRACTICE
MANAGEMENT



www.advisorpracticemanagement.com

1

Top 10 challenges for advisory firms



ADVISOR
PRACTICE
MANAGEMENT



From the Book "Practice Made More Perfect", Mark C. Tibergien & Rebecca Pomeroy
Bloomberg Press 2011

www.advisorpracticemanagement.com

2