

Build Your Business
by Building Your Brand ... 13

Using Debt to
Find Your Best Client ... 19

'Windows is
Shutting Down' ... 20

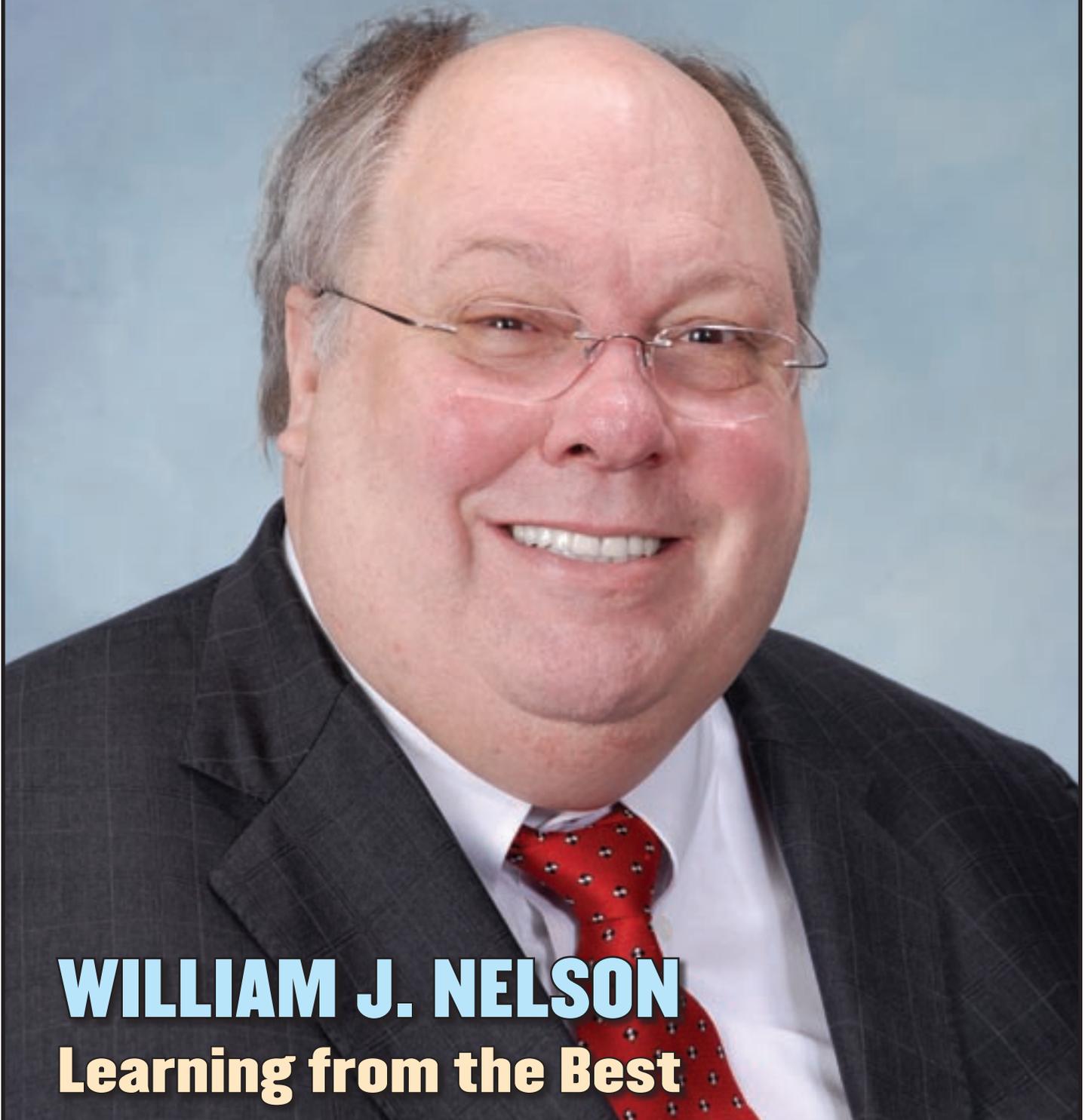
the **Register**



Vol. 10 No. 12 • December 2009

Official IARFC Publication

www.IARFC.org



WILLIAM J. NELSON
Learning from the Best

Serving Financial Advisors Worldwide

**SIGN UP NOW
CABINS GO QUICKLY**

CE @ Sea™ Alaska Cruise

Vancouver, June 20-27, 2010

Alaska. Drink in the splendor of Alaskan wilderness from your veranda on our Alaska cruise. Catch sight of a humpback whale, wolf pups frolicking in the snow or bears fishing for salmon. Observe the snow-capped peaks and watch the majestic glaciers as they "calve" new floating glaciers. From the breathtaking sights of Hubbard Glacier to the pioneering spirit of Juneau, and the totem poles of Ketchikan, this Alaska cruise is as rustic and romantic as one could ever imagine.

Mercury. The Celebrity Mercury is as impressive, in visual appeal, and the vast array of world-class amenities and services offered to all of its pampered guests. The Mercury provides an excellent seminar room – for idea exchange and forming lasting professional relationships. Professional Networking during the CE sessions.

7-Night Alaskan Cruise Itinerary

Day	Port/City	Activity	Description	
June 20	Vancouver, BC		Depart 5:00 pm	
June 21	Inside Passage	Cruising	CE @ Sea™	9:00am – 4:00 pm
June 22	Icy Strait Point	Tendered	Arrive 3:00 pm	Depart 10:00 pm
June 23	Hubbard Glacier	Cruising	Arrive 10:30 am	Depart 2:30 pm
June 24	Juneau	Docked	Arrive 7:30 am	Depart 8:30 pm
June 25	Ketchikan	Docked	Arrive 2:30 pm	Depart 8:30 pm
June 26	Inside Passage	Cruising	CE @ Sea™	9:00am – 4:00 pm
June 27	Vancouver, BC		Arrive 7:00 am	

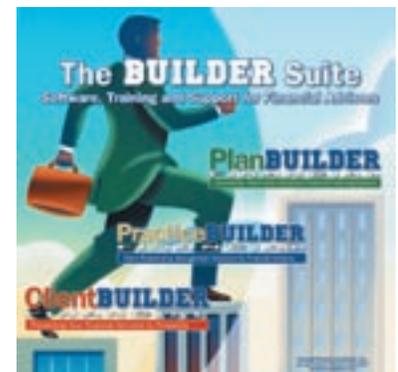
SPONSORS

AdvisorWorld.com
Your Gateway to the Trusted Advisor



THE BRAND ARTIST®
MAKE YOUR MARK • CHANGE THE WORLD

THE
COVENANT
Redefining Performance™



Featured Speakers:

Mark Patterson: Creating Your Unique Brand – How to differentiate yourself from the competition, win new clients, and own your niche in the market.

Norm Trainor: Personal Effectiveness – What are the steps you are taking to catapult your level of success, based on the coaching techniques that have a proven record of magnifying your results, profits and reducing stress.

Ed Morrow: Closing Fee-Based Plans – How to present financial planning to small local companies, large corporations and individuals, and why the basic elements are the same for each market.

Galen Weston: Internet for the Financial Advisor – Ever wondered how to create a web presence that attracts your targeted client? Learn how to utilize the internet to generate thousands of prospects with combined assets of over \$3 Billion a year. Our partnership combined with a proven formula creates life-long clients for hundreds of advisors across America each year. Learn how you can apply this formula for your own internet presence.

Steve Bailey: Maximizing IARFC Benefits – What are the services and products that can increase your effectiveness and profitability that are offered by the IARFC to highly qualified advisors, and how to access them.

Easy online registration & for more information: <http://cruisealaska.com/iarfc>

Cruise rates are in U.S. dollars, per guest, based on double occupancy. Government taxes, fees and air transportation are additional.

My registration indicates that I have read the cruise/conference policies and fully understand my name will appear in CE@Sea publicity and conference listings, the charges involved, and if requested above, I am authorizing the amount indicated to be charged to my credit card. I agree to the terms and conditions of the CE@Sea Cruise/Conference refund policy.



Financial Planning Building
2507 North Verity Parkway
P.O. Box 42506
Middletown, OH 45042-0506
800 532 9060 • Fax 513 424 5752
www.IARFC.org

BOARD OF DIRECTORS

Edwin P. Morrow, Chairman & CEO
CLU, ChFC, CFP®, RFC®
edm@iarfc.org

H. Stephen Bailey, President
LUTCF, CEBA, CEP, CSA, RFC®
steve@hbfinancial.com

Lester W. Anderson, V.P.
MBA, RFC®
ande1024@bellsouth.net

Wilma G. Anderson
RFC®
wilma@theltcoach.com

Jeffrey Chiew
DBA, CLU, ChFC, CFP®, RFC®
jeffreychiew@yahoo.com

Ingram Jeffrey Eshun
Ph.D., RFC®
jeff.eshun@dscfreedom.com

Edward J. Ledford, V.P.
CLU, RFC®
eledford@gmail.com

Inshan Meahjohn
BA Hons Mgt, MABE, RFC®
imeahjohn@altuscompany.com

Michael W. Moeller
MA, CFP®, CFS, ChFC, RFC®
mike@moellerfinancial.com

William L. Moore
Pharm D., CLU, ChFC, FIC, RFC®
wmoore@kbigroup.com

William J. Nelson
RFC®
billn@nelsonlearninginstitute.com

Rosilyn H. Overton
MS, Ph.D., CFP®, RFC®
roverton@nyfinancial.com

Jeffrey H. Rattiner
CPA, CFP®, MBA, RFC®
jeff@jrfinancialgroup.com

Ruben Ruiz, Treasurer
ChFC, CLU, MSFS, CSA, RFC®
r Ruiz@moneyconcepts.com

• IN THIS ISSUE •

- 2 Register Letters**
New IARFC Members — Referrer of the Month
- 3 Register Interview — William J. Nelson**
Learning from the Best
- 7 Spotlight on IARFC Benefits**
Changes to the Financial Planning Process™ Course
by Amy Primeau
- 8 From the Chairman's Desk**
- 10 New College Funding**
by Lynn O'Shaughnessy
- 12 Accepting Gifts, Kickbacks and Bribes**
by Neal Foushee
- 13 Build Your Business by Building Your Brand**
by Mark Patterson
- 14 Believing is Seeing**
by Ed Morrow
- 16 Efficient Technology**
Cleaning Up Your Computer
by David Lawrence
- 18 Keys to Marketing on the Internet**
by Christopher Hill
- 19 Using Debt to Find Your Best Client**
by Wilma Anderson
- 20 'Windows is Shutting Down...'**
by Barry Ferguson
- 22 Cato Comments — About Your Image**
Stars are Made, Not Born
- 24 Think Right — Advice from Kinder Brothers International**
Visualize Desired Outcomes
by Bill Moore
- 25 A Future Built on Market Focus Rather than Product Focus**
Estate Planning Helps Your Business Prosper
by Jonathan Neal
- 27 Business Mirrors Life**
Today's Kids have No Problem with Cash Flow
by Hesh Reinfeld
- 28 IARFC Staff and International Coordinators**

The Register is published monthly by the International Association of Registered Financial Consultants ©2009, 2507 North Verity Parkway, Middletown, Ohio 45042-0506. It includes articles and advice on technical subjects, economic events, regulatory actions and practice management. The IARFC makes no claim as to accuracy and does not guarantee or endorse any product or service that may be advertised or featured. Articles, comments and letters are welcomed by e-mail to: Wendy M. Kennedy, Editorial Coordinator, Editor@IARFC.org SSN 1556-4045 Periodicals Postage Paid at Mansfield, Ohio.

POSTMASTER: Send address changes to: P.O. Box 42506, Middletown, Ohio 45042-0506

H.R. 2584 information

Dear Members:

The AICPA and IARFC have considered the broad impact of tax planning method patents on taxpayers, professional tax advisers, and the public interest. This also applies to financial planners who wish to extend strategic planning advice to their clients.

Tax Patent Background

The patentability of tax strategies remains a growing concern among tax practitioners and taxpayers. In 1998, the U.S. Federal Circuit Court of Appeals, in *State Street Bank & Trust v. Signature Financial Group, Inc.*, held that business methods could be patented. Since then, over 82 patents for tax strategies have been granted and over 137 patent applications for tax planning methods are now pending.

Patents for tax planning methods have already been granted in a variety of areas, including the use of financial products, charitable giving, estate and gift tax, pension plans, tax-deferred exchanges, and deferred compensation. One patent granted is for the process of computing and disclosing the federal income tax consequences involved in the conversion from a standard Individual Retirement Account — IRA — to a Roth IRA. We expect many more tax planning method patents to be issued, directly targeting average taxpayers in a host of areas including: (1) income tax minimization; (2) alternative minimum tax (AMT) minimization; and (3) income tax itemized deduction maximization.

Our Position

It is our conviction that patents for tax planning methods undermine the integrity, fairness, and administration of the tax system and are contrary to sound public policy, and are causing the following problems:

- Limit the ability of taxpayers to utilize fully interpretations of tax law intended by Congress;

- May cause some taxpayers to pay more tax than Congress intended and may cause other taxpayers to pay more tax than others similarly situated;
- Complicate the provision of tax advice by professionals;
- Hinder compliance by taxpayers;
- Could mislead taxpayers into believing that a patented strategy is valid under the tax law
- Preclude tax professionals from challenging the validity of tax strategy patents.

Recent Legislative Action

In the last congress, the House of Representatives included a ban on tax strategy patents in the major patent Reform Bill that passed 220-175, but without Senate action. This year, Representatives Rick Boucher and Bob Goodlatte have re-introduced freestanding legislation, H.R. 2584, to address the continuing problems posed by tax strategy patents. In the Senate, in the prior congress, Senators Max Baucus and Charles Grassley introduced legislation that garnered 30 co-sponsors, including then-Senator Barack Obama.

Your Position

If you believe that planning techniques should be patentable, and thus no longer available freely to practitioners, then you would be **against HR 2584**.

If you believe that patenting tax techniques restricts right to all tax payers and reduces the capacity of their advisors (such as yourself) then you are **for HR2584**.

You can contact your U.S Congressional members and express your position — pro or con.

For more information, see <http://tax.aicpa.org/Resources/Tax+Patents>.

NEW IARFC MEMBERS

Jason B. Ball, RFC®, OR
Anna M. Barnes, RFC®, IN
Ward R. Brickner, RFC®, NY
Douglas D. Brown, RFC®, AZ
Morris Lee Coffey, RFC®, NM
Michael W. Diaz, RFC®, NY
Michael S. Donnelly, RFC®, NY
Mark A. Fissel, RFC®, OH
William J. Fussell, RFC®, OR
Stuart W. Gaines, RFC®, AL
Joshua W. Goulding, RFA®, MD
Kylisa D. Harris, RFC®, VA
Ryan Alan Lax, RFC®, RI
Joseph P. Lucia, RFC®, NY
Todd H. Martin, RFC®, GA
Brent E. Moors, RFC®, UT
Barry Page, RFC®, MS
Michael Palazzolo, RFC®, NY
Joel T. Redmond, RFC®, NY
Taylor J. Riechel, RFC®, CA
K. Marie Rupert, RFC®, IN
Jay L. Triemstra, RFC®, IN
Lucas A. Van Zandt, RFC®, CT
Richard J. Walk, RFC®, MD
Nacole McMahon Williams, RFC®, NC

New International Members

China	201
Hong Kong	13
Macau	39
Taiwan	3

Members Who Recommended New Members



**Referrer of the Month
Lew Nason, RFC®**

Lawrence Halperin, RFC®
Jesse Mackey, RFC®
Susan Mitcheltree, RFC®
Jim Moss, RFC®
Lew Nason, RFC®
Jeff Rattiner, RFC®
Richard Weinhaus, RFC®

Learning from the Best



If you want to learn how to increase dramatically your client service level, and consequently how to increase your income you would want to learn from the top producer, wouldn't you? Of course, you'd want to make this determination based on someone whose goals matched yours:

- Help Clients Reduce Their Risk
- Help Clients Reduce Their Taxes
- Help Clients Increase Their Net Income

One of the key factors is the term "Net." Most advisors and organizations focus on the gross rates — gross earnings, gross appreciation, gross income. But the really significant factors are the *net rates*, aren't they?

Bill Nelson, RFC® of Dayton, Ohio, has for many years, focused on "Planning from the Net Perspective". In addition to his personal financial planning, his career includes the education of other professionals in planning techniques and personally holding hundreds of consumer seminars. Bill has helped clients purchase **a lot of life insurance** — insurance to preserve their estates and also to increase their net income. Bill tells clients, "It's what you **keep** that counts!"

What's a lot of life insurance?

In one 15-month period, Bill personally placed one billion dollars of life insurance — which is probably the highest amount by a single practitioner — and more than that of many life insurance companies. This production did not consist of a few sales to multi-millionaires. It represented 150 contracts, with an average annual premium of \$30,000 each. Long ago Bill realized that major purchases of life insurance were possible only when the following elements were in place:

- **Emotional Involvement.** This requires exposing consumers to the terrible tax losses they will incur with their current financial structure.
- **Financial Education.** A lot of client education is required for clients to identify the problems and the importance of finding the solutions.
- **Problem Exposure.** Illustration by a trained and qualified professional advisor that clarifies why an expert is required to

evaluate their personal situation and develop possible solutions.

- **Comprehensive Fact Finding.** Exhaustively gathering and organizing all the data, documents and attitudes — in order to generate the optimum solution.
- **Plan Development.** Arranging written documentation to summarize the recommendations and provide an implementation schedule.
- **Activating the Solutions.** Transferring capital from less effective forms of property into a properly structured vehicle for carefully selected products.

Nelson served on the Board of Directors for the IARFC from 2000 to 2006 and is the association's all-time greatest new member recruiter. Therefore, we asked Bill to do four things:

1. Permit us to publish a profile of his legendary history as a creative advisor, personal producer and trainer of multi-million dollar producers.
2. Return as a member of the IARFC Board.
3. Coordinate his Learning Institute for Financial Executives with the IARFC's Financial Planning Process® curriculum.
4. Provide articles for IARFC members about his techniques that have propelled advisors into the production stratosphere.

Despite his superlative sales record, readers of the Register should not look at Bill Nelson as "just a top life insurance producer." He believes very strongly in the comprehensive planning process and in educating clients toward permanent, productive relationships. But, before learning how he is transferring this knowledge and skills to other financial advisors, we should take a look at Bill's early career...

He was raised in Enon, Ohio and attended rural public schools, followed by enrollment at Wright State University, majoring in accounting and finance. During high school his part-time jobs included working in a family grocery store: stocking shelves, cutting meat and working the cash register. He also bailed hay and did farm work in the summers. While in college, Bill earned most of the cost of his education by working full time in a large bakery, logging 40 to 60 hours every week, while going to school full time.

Bill married Phyllis Wright whom he had begun dating in high school. She motivated him to switch from Wright State to Eastern Kentucky University where she was enrolled as a home economics major. Phyllis has been a very important part of Bill's career, his business and his outside activities. For more than ten years, Bill and Phyllis have led marriage encounter workshops and retreats, providing counsel to over 700 couples, many of whom have maintained a close relationship with them.

Phyllis graduated magna cum laude from Eastern, and worked in related fields after graduation, acquiring corporate experience that was later valuable in Bill's business management and his training programs. Phyllis acts as Managing Partner of the Learning Institute. She has served Nelson Financial as HR director, in-house accountant, and administrative staff trainer.

A Pattern of Success

During enrollment at Eastern, Bill worked full time at UPS and also sold Cutco kitchen knives part time. Then he was assigned a draft number of 36, virtually assuring his departure for Viet Nam. So he interrupted his class studies and volunteered for active duty in the Army, hoping to be assigned finance duties that

CONTINUED ON PAGE 4



Bill with one of his heroes, Wally Cato. Bill considers Wally one of the best communicators he has ever met.

Entering Management

Bill was then recruited by Employee Benefits Insurance Company of Lawton, Oklahoma — to sell and serve as Regional Director for Illinois, Indiana, Kentucky and Ohio. Soon his recruiting and personal sales were bringing in over \$1 million of premium and the future looked economically bright — but without any intellectual challenge.

After several years, Bill started representing Ohio State Life as a manager and producer — instantly leading the company in sales. He developed a unique presentation that helped him and his agents lead the country. But that company was acquired by the Farmers Insurance Group and he was then hampered by their premium rate structure, which was 30% higher than competitors. Gradually he phased his production

over to Travelers and Occidental — again becoming a company leader.

He then moved to Farmers and Traders Life as a regional manager, providing mortgage insurance coverage — which generated much larger policy size. He was soon promoted to supervise agents in Ohio and Michigan. Recognizing the same clients needed disability and health insurance, he also started representing Illinois Mutual. Very soon Bill was the national production leader for **both companies.**

His personal and managerial success attracted the attention of Guarantee Mutual, who enticed him to leave Farmers and Traders and create a full life operation specializing in mortgage acceleration plans and employee benefits. Swiftly he climbed to the number one production position, due in part to a better product portfolio, including a very competitive universal life.

Wanting to increase the advisory scope of his practice,

he and Phyllis formed Nelson Financial Group, representing multiple companies and soon they were appointing and training agents in Kentucky, Michigan and Ohio. Their principle market was Postal Employees with sales on a payroll deduction basis in eight states. But a change in the government organization closed that area very abruptly.

Transition to Planning

In 1992, he started using the education program of Successful Money Management Systems (SMMS), founded by Jack Root. He became the largest producer/user of SMMS and accepted responsibility to help Jack train new purchasers of the system. His insurance production was placed with Guarantee Mutual and Northwestern National and Bill became qualified to sell mutual funds and then variable insurance contracts. Northwestern renamed itself ReliaStar Life in 1997, and was eventually acquired by ING in 2004. While at Northwestern/ReliaStar Bill became the first agent to personally write over \$1 million of life premium. As the company personal production leader, he gradually increased this to \$5 million of new premium per year.

At Bill's urging, ReliaStar purchased SMMS from the Root family, because Bill and those he had trained were the production leaders of the company. ReliaStar took the SMMS program inside their own agency force and discontinued offering services to non-related

CONTINUED ON PAGE 5



Attending the Learning Institute for Financial Executives has turned my financial planning practice around. Bill Nelson has tremendous knowledge in marketing and products. He shows how to find the money when meeting with clients and prospects with the unique money management tools that

he has developed over the years. Using Bill Nelson's methods and concepts, I'm able to show a prospect how they can put lazy dollars to work to reduce future taxes. One of the biggest benefits from LIFE school is the continued weekly training sessions that Bill conducts, which reinforce the principles I learned during LIFE school and allow me to continue to develop as a financial planner.

*Jim A. Holmes
Springfield, MO*

agents. More and more organizations acquired the Successful Money Management and Financial Strategies for Successful Retirement packages, plus other competing seminar systems. The cost to fill the classrooms became more expensive, because it seemed everybody was offering seminars, lunch and dinner events.

Bill customized his approach, consisting of a free introductory seminar named **Wealth Advantage**, followed by three workshop sessions with a small education fee. The clients filled out their fact finders and Bill and his organization prepared basic financial plans from the data submitted after the course completion. Others at ReliaStar started using SMMS and the customized aspects of Nelson Financial.

During his early years as a life agent Bill's production made him eligible to be a member of MDRT, but he did not join for many years because he believed most of the local NALU leaders were emphasizing the sale of endowment policies with high premiums and low death benefits — as opposed to lower premium/higher death benefit products. Bill had personally seen the benefits of full coverage as he handled death claims of average Americans attending his workshops.

The VUL Academy

Bill began to emphasize the need for his workshop clients to **Plan from the Net Perspective**. It did not matter what the gross returns were — only the net cash that would be available when the consumer really needed the funds — for survivor benefits, education, disability or retirement. This became his mantra, and the attendees responded with both purchases and referrals.

He became convinced that a max-funded Variable Whole Life contract could be used to address most of the client needs. The premiums were paid by a transfer of capital from less productive areas — as opposed to cash flow from current earnings or budget alterations.

This helped his sales and client acquisition flourish — attracting further attention from ReliaStar. Bill was the number one producer in their 5,000 member sales force, in both equities and life sales, and 14 of the top 20 reps were all using his techniques. So, Bill was asked by ReliaStar President Bob Salipante, "How can we extend your techniques and your results to our other

producers?" Bill's answer was to offer the **VUL Academy** — just for ReliaStar producers.

Bill partnered with Ed Morrow on the development and the delivery of this intensive five-day training program — endorsed and sponsored by ReliaStar. Courses were held at Sinclair College in Dayton — where Bill was also conducting his well-attended SMMS/Wealth Advantage consumer courses.

Financial Planning Consultants (Ed's company) handled all the administration, manuals, audio visuals and planning topics. Attendees learned the techniques other than insurance to help clients. They acquired the letters, agendas, presentations and checklists to do a truly superior job of financial planning.

Phyllis Nelson lectured on office operations and administration. She was very effective at helping personal producers realize their need for well-trained administrative assistants who focused as "Client Service Specialists." Many attendees brought staff members to the Academy for special training by Phyllis.

Bill lectured on the insurance needs analysis and how to use VUL in a creative way to accumulate funds on a tax-deferred basis and then make withdrawals tax-free as return of premium and "wash loans." ReliaStar had a product with a low ongoing administrative charge and a wash loan provision where the loan interest rate matched the earnings credited, with excellent investment choices.

Bill added the concept of placing the new contact into an Irrevocable Life Insurance Trust (ILIT) for income and estate tax savings and asset protection. He incorporated Ed's suggestions for naming a Trust Protector and a Trust Financial Advisor for each ILIT. His recommended legal documents incorporated unique flexible contribution and withdrawal provisions, adding significantly to their effectiveness.

ReliaStar was asked to track the results of all attendees of the VUL Academy. Some, of course, would not change from their old,



Going through Bill Nelson's program was the single best business decision I have made in my 15 year career. He showed me how to transition to a fee based practice and my revenue increased by \$150,000.00 that year.

*Pat McCann
State College, PA*



Attending Life School and meeting Bill Nelson has had such a positive effect on my practice. As a federal employee benefits specialist, the tools and strategies I learned in Life School have helped to differentiate me from my competitors. LifeSchool provides the opportunity to learn from one of the icons in the financial services business, and the network he works within is top-notch.

*Ann Vanderslice, RFC®
Lakewood, CO*

unsuccessful habits. They just could not embrace the cutting edge planning concepts taught by Ed or the highly effective insurance and estate planning techniques offered by Bill. They also refused to embrace the administrative suggestions of Phyllis. Nevertheless, the average **production increase** (counting those who were mired in their old ways) was still 171% — nearly three times the prior level of VUL Sales.

However, as you might expect, ReliaStar soon decided to take the entire program "in-house" and turn the concepts of Bill, Phyllis and Ed over to their training director, who had never been a successful salesperson. As predicted, the home office course was a failure.

The Learning Institute

For a while, Bill concentrated on holding more local seminars and expanding his workshop locations to other communities. His production continued to increase, but there was a corresponding increase in personal and administrative overhead as he opened a large office in Cincinnati.

Bill really loved training and education, so he formed a new venture, the Learning Institute for Financial Executives — LIFE. His initial partner was Bill Good who had many stockbroker clients who had no idea how to sell life insurance. But to those brokers, the tax favored planning techniques of Nelson Financial Group were a welcome opportunity. Many attendees jumped into major production levels. Furthermore, as Bill polished all his planning and communication concepts his personal production continued to increase.

From January 1999 until April 2001 he focused primarily on personal production — and he placed the amazing amount of \$1 billion of coverage consisting of 150 policies and new annual premium of almost \$5 million. This is probably the greatest amount of life insurance ever written on individuals — not some group or corporate benefit program.

In 2003 Bill gave a presentation on his planning techniques to MDRT, featuring Planning from the Net Perspective. The large room was packed with persons standing in the back, furiously scribbling notes, and afterwards the crowd refused to leave and had to be removed by the session marshals.

However, in 2004, Bill suffered a health set back and his physicians counseled him to reduce stress and simplify his life, “Do what you love to do best — train others how to serve their clients more effectively.” But he delayed acting on this advice until 2007 then he had no choice but to comply.

Bill now collaborates with Ed Slott, CPA on the use of Slott’s tax-oriented principles relating to IRA plans — and with Harry Dent on his futuristic oriented demographic approach to long-term investments. Bill has lectured at some of Ed Slott’s Elite Advisor Sessions and they exchange techniques and client service tools.

He has worked closely with Rodney Johnson, President of the Harry Dent Foundation. The economic information gained helps advisors realize long term trends that will impact the future of their practice, the economy and their client’s spending needs.

Significant Results

The Learning Institute has now trained about 300 financial advisors, stock brokers

and life agents. The increased new VUL premium of the graduates is substantial. For many VUL production exceeds \$200,000 and some have surpassed \$1,000,000 of new premium. Bill has been able to verify this, since most use the superior VUL policy Bill designed for ReliaStar/ING. Average results are not a good guide, as with the VUL Academy, because some refuse to shake-off bad habits, and others have been distressed by the turmoil of broker/dealer mergers and reorganizations.

The primary course for the learning Institute consists of an introductory five day session held in Dayton, Ohio, costing \$1,295 with a large discount for IARFC members. This is followed up with a newsletter and web-based reinforcement sessions by Bill and Phyllis. There are also four 2-day courses that are very well attended, plus an annual Financial Executive Forum. The next will be held in Tampa, January 13-16, 2010.

Many of the participants use the copyrighted Retirement Unlimited (RUL) booklets that Bill designed, published by Emerald Publications, now part of StoneRiver. These RUL concepts were originally offered as visual presentations, but have been converted to a set of very colorful workbooks that are very motivating. Because some of the research and techniques are complicated, the written delivery solves compliance problems and the material has all been FINRA approved.

Current Direction

We asked Bill, “Where are you going now?” His reply was much what you might expect.

I miss personal production every day. I loved the interface with clients. It was tough to sell my practices, but it was essential, for both Phyllis and me. I enjoy turning my energy to training other advisors. Our industry has taken



In my 28 years as a Financial Advisor, Mr. Bill Nelson is the only successful person that I have known who will share his vast storehouse of advanced retirement distribution and estate planning knowledge of how to put the client first and help individuals and families reach financial independence and protect their assets for future generations. Bill Nelson has selflessly shared with me his entire process of advanced estate planning and retirement distribution method that has helped me become the success I am today.

*George W. Walker
Clayton, MO*



I never heard of the term “tax allocation” until I took Bill Nelson’s Life School two years ago. Today, it is the cornerstone of my financial planning practice. The very first day I attended Life School I knew it would be a career changing event. Bill is a genius at taking theory and converting it into the real world of application. I have also sharpened my sales abilities greatly by studying with Bill and the results in the field have been gratifying. There’s an old expression “Remember who dug the well.” I thank Bill every day for digging my well and reigniting my career.

*Jerry Iacangelo, RFC®
Redbank, NJ*

some hard knocks, and deservedly so. But, if we don’t help average Americans, then who will? Not the banks, broker/dealers, insurance companies and certainly not the government. The spokesperson, the instigator, and the deliverer of financial independence is a qualified professional. I am honored to train them, and to help the IARFC in its support role.

In future issues of the Register we will feature some of the motivational stories, the planning techniques and the practice management suggestions of Bill Nelson. However, IARFC members are encouraged to contact Bill and Phyllis for further information. ☐

Contact: 937 431 0188
www.NelsonLearningInstitute.com
billn@NelsonLearningInstitute.com



Create your own IARFC website NOW!



- Get a professional and attractive online presence
- Attract new clients and service existing clients better
- Packaged with consultative Internet marketing expertise
- It's always working, even when you're not!

Only \$39.95/month

(regularly \$44.95)

\$149 set-up fee

iarfcwebsites.com

1-800-593-9228

smarsh[®]

Powered by Smarsh Financial
Visions Website Services

Spotlight on IARFC Benefits:

Changes to the Financial Planning Process™ Courses

Amy Primeau, Domestic Membership Chair



In the July issue of the Register, I wrote about the brainstorming session we held in May to discuss the Financial Planning Process course. We took suggestions from the brainstorming session, as well as comments from prospects and redesigned the course.

Previously, this course was an intensive four day session. The attendees seemed to suffer from information overload. All felt the course was beneficial, but it was too much information to absorb in such a short time frame. To combat this, the course is now available in six modules:

- FPP 101 – Client Acquisition
- FPP 102 – Marketing Plan Development
- FPP 103 – The Client Engagement
- FPP 201 – Information Gathering
- FPP 202 – Plan Development
- FPP 203 – Problem Identification and Development of Recommendations

Each module is a two day session. You can choose from a Friday – Saturday schedule so that you don't lose selling time during the week, or take the Wednesday-Thursday schedule to keep your weekends free.

Each session will be held at our home office, in Middletown, Ohio. For those of you who do not know, Middletown is located between Dayton and Cincinnati. You have your choice of airports to fly through, and hotel rates are lower than other areas. While this involves a lot of travel for most people, you can take the six modules in any order at any time. The \$100 registration fee is good for one year, which should be enough time for most people to complete all six modules.

To address the needs of more people, we have also made the course available as a self-study method. You may purchase the books and exams and complete them on your own time. We have introduced a web-based exam system, eliminating the need to go to a testing center. Of course, you can even mix it up – and do some of

the modules in the classroom and some as self-study.

When a student completes all 100 level courses, they are eligible for the RFA[®] designation. Once all 100 and 200 level courses are successfully completed, they become an RFC[®]. This allows the students to enjoy the member benefits of the IARFC while still working toward the RFC[®].

While the primary purpose of the course is to increase membership, it remains open to all RFC[®]s as well. I know many of our members wanted to come to just one part of the course, which was difficult to do in the four day version. Perhaps you are already writing plans, but could use help prospecting. You could sign up for FPP 101 – Client Acquisition. Or maybe it's the reverse for you; you do a great job prospecting but haven't been able to make the leap to developing plans. Then you would want to sign up for FPP 202 – Plan Development.

You can also purchase the books. If you are already an RFC[®], you do not need to take the exams. Purchasing the books is a good way to get the information without the travel. We are still developing some of the texts, but have many available now for purchase, including:

- Client Acquisition
- Successful Prospecting
- Client Engagement
- Advisor's Marketing Plan
- Gathering Information
- Plan Builder User's Guide
- Virtual Financial Assistant User's Guide

You may purchase any or all of the books. They are a great resource for all members—whether you have been in the business 40 years or are just starting out. It is also a great way to get some CE! Several members have already taken advantage of this – you should too! ☐

IARFC Member Services:

Amy@IARFC.org or call 800 532 9060 x34

CALENDAR OF EVENTS

Critical Illness Insurance Conference

January 6-8, 2010, Taipei

Critical Illness Insurance Conference

January 6-8, 2010, Bangkok

RFC FPP 101 Course

January 15-16, 2010, Middletown

RFC FPP 101 Course

January 20-21, 2010, Middletown

RFC FPP 102 Course

January 29-30, 2010, Middletown

RFC FPP 102 Course

February 3-4, 2010, Middletown

RFC FPP 103 Course

February 12-13, 2010, Middletown

RFC FPP 103 Course

February 24-25, 2010, Middletown

RFC FPP 201 Course

March 5-6, 2010, Middletown

RFC FPP 201 Course

March 10-11, 2010, Middletown

RFC FPP 202 Course

March 19-20, 2010, Middletown

RFC FPP 202 Course

March 24-25, 2010, Middletown

RFC FPP 203 Course

April 9-10, 2010, Middletown

RFC FPP 203 Course

April 14-15, 2010, Middletown

RFC FPP 101 Course

April 23-24, 2010, Middletown

RFC FPP 101 Course

April 28-29, 2010, Middletown

RFC FPP 102 Course

May 7-8, 2010, Middletown

RFC FPP 102 Course

May 12-13, 2010, Middletown

RFC FPP 103 Course

May 21-22, 2010, Middletown

RFC FPP 103 Course

May 26-27, 2010, Middletown

MDRT Annual Conference

June 13-17, 2010, Vancouver, BC

CE@Sea IARFC Alaska Cruise

June 20-27, 2009

RFC Sessions at WCLIC

August 5-8, 2010, Chongqing, China

From the Chairman's Desk...

Most readers of the *Register* were not on board the *Freedom of the Seas* the mammoth Royal Caribbean cruise vessel. That is unfortunate for several reasons:

- Everyone had a lot of fun in the Bahamas, the Virgin Islands and the island of St. Maarten.
- Professionals met professionals and formed lasting relationships with peers.
- The presenters delivered great ideas and very practical tools that have accelerated their practice.
- Since this included CE events, there was a nice income tax benefit.

Next year the CE@Sea™ will be on a very exclusive vessel, the *Celebrity Mercury* departing from Vancouver, British Columbia. The dates are June 20-27 and there are pre-cruise side trips by train through gorgeous country to Whistler and by luxury coach to the City of Victoria on Vancouver Island — visiting the beautiful gardens and lunching at the Empress Hotel.

Our CE@Sea™ 2010 follows the MDRT, which will be held in Vancouver on June 13-17 — so we expect many financial advisors to attend both events. We will be collaborating with several other organizations — which will increase the participation and enrich the presentations.

What Did You Miss This Year?

The first presentation was *Critical Illness and Your Investments* by Wilma Anderson. She shared why Critical Illness is the fastest growing insurance. Critical Illness coverage is distinctly separate from Long Term Care coverage. The benefit payment, paid on a tax-free basis, is simple and definable. Wilma explained the differences between the primary carriers — in terms of policy features, financial strength and underwriting.

Art Farr talked about *Vision* and how he uses these concepts with both advisors and clients. In 2000, the job of financial planners was No. 1 according to Jobs Rated Almanac — and this attracted many persons who were simply attracted by money they could make — and not by the services, they could render. The average age of a financial planner in the U.S. is the mid-50s and the average age for leaving the profession is the late 50s. The accounting profession is also aging and senior practitioners are leaving it as well.

Art described his journey from the farm into the field of insurance and then into financial planning. His comments about the incredible growth of his church were stimulating, as well as the vision of his broker/dealer — NEXT Financial. He also explained the difference between Vision and Mission and the incredible power to your career by having a clear vision of the future you seek.

Ed Morrow shared very specific ideas of how to increase the frequency of your client communications and how to use the visual aspect of Certificates to attract trust, confidence and more referrals.

Steve Bailey reviewed how his firm was attracting new clients in Charlotte — a city that has been devastated by action at Wachovia and Bank of America. He uses the IARFC Stimulus Client Briefing Sessions. They have brought in millions of dollar of plan rollovers from early retirees — and a few displaced executives.

Jeff Eshun and Jackie Bailey shared what is working for them in Canada. For more details on their successes, please see Wilma Anderson's article.

Randy Redley who has offices in Texas and Michigan presented on Suitability — Ethical Behavior. He reviewed several cases where the position taken by regulators was not in concert with what we feel would be promoting ethical behavior.

Ed Morrow



Bill Lawrence presented a unique perspective on the current economic crisis in Australia – which has had remarkable stability due to its major industry being the production of raw materials.

Next Year

2010 CE@Sea™ will have two days of high quality presentations as the Celebrity Mercury transits to and from Alaska via the Inside Passage. Topics will include.

- **Mark Patterson: Creating Your Unique Brand** – How to differentiate yourself from the competition, win new clients, and own your niche in the market.
- **Norm Trainor: Personal Effectiveness** – What are the steps you are taking to catapult your level of success, based on the coaching techniques that have a proven record of magnifying results, profits and reducing stress.
- **Ed Morrow: Closing Fee-Based Plans** – How to present financial planning to small local companies, large corporations and individuals, and why the basic elements are the same for each market.
- **Galen Weston: Internet for the Financial Advisor** – Ever wonder how to create a web presence that attracts your targeted client? Learn how to utilize the internet to generate thousands of prospects with combined assets of over \$3 Billion a year. Our partnership combined with a proven formula creates life-long clients for hundreds of advisors across America each year. Learn how can apply this formula for your own internet presence.
- **Steve Bailey: Maximizing IARFC Benefits** – What are the services and products that can increase your effectiveness and profitability that are offered by the IARFC to highly qualified advisors, and how can you access them? ☐



We are very excited to work with IARFC who has once again found a service with comprehensive benefits for their advisors. IARFC recognizes the importance of educating you to take your business to the next level.

What is Copytalk?

- You talk. We type.
(A mobile documentation service.)

What tools do I need?

- Cell phone or any phone, and an email address.

What do I use it for?

- Follow-up and case notes from client interactions, draft correspondence and follow-up letters, track expenses, create action lists for yourself or for your assistant, and more!

What's in it for me?

- Value. Peace of mind. Liberation. Recapture time spent on administrative drudgery, streamline tasks, increase productivity and enhance relationship-building skills.
- Shrink Administrative task time.
- Gain time to spend where YOU need to be.
- Better communication nurtures relationships that yield horizontal and vertical business growth opportunities.
- Comprehensive notes retained: exposure reduced.
- Compliance and suitability documentation: satisfied.

A simple process:

- Speak your notes, and they arrive in your email box in less than 4 business hours!
- Transcription is done by human transcriptionists in controlled facilities in the USA – the most reliable voice-recognition system available.
- Security, Confidentiality, and Privacy are built into our special systems.
- 24-hour-a-day access. Unlimited Dictation.

Cost:

- Less than a cup of coffee per day.
No Contracts.

Seasonal Promotion:

- IARFC members can subscribe for only \$5 for their first 30 days of Copytalk! Thereafter, the rate is \$49.95 per month (\$30 off the regular \$79.95 rate.)

<http://www.copytalk.com/IARFC>

Point of contact:

- Nancy Jenkins, Director, Growth and Development
Email: nancy.jenkins@copytalk.com
Phone: 1-866-267-9825 X160

New College Funding



You advise your clients on their retirement options, their asset allocation and answer their investment concerns. But I'd argue that most advisors are dropping the ball when it comes to one of the biggest expenses their clients will ever face: college.

What a minute, you're probably thinking, "I've told my clients about the pros and cons of custodial accounts, Coverdells and 529 plans." Here's my response to that: Big deal. Anybody can dish out that kind of information.

A Different Perspective

If you truly want to be helpful, you need to be able to share **late-stage college strategies** with your clients who have teenagers.

If you can provide answers to these bewildered parents, you will differentiate yourself from all the other advisers out here. Retirement experts are a dime a dozen. Advisors who can provide solid college strategies are rare!

One of the most valuable things you can do is help families, regardless of their net worth, understand that every school has a financial fingerprint. Only when you know how to find this financial fingerprint can you empower parents to find schools that will give them a price break.

To get you started, I'm going to share with you some of things that you should know about cutting college costs.

What Does College Cost?

Don't believe the sticker price. Colleges are priced like cars — the sticker price is meaningless. According to the College Board, the average private school is discounting their tuition by 33.5% and the price break averages 15% for public universities.

Most colleges give discounts to affluent families. Rich families don't need to pay full price at many schools. In fact, during this most recent recession, well-off families have been even more desirable than usual. A college is more likely to give an affluent teen a discount so he or she doesn't jump to a competing school.

During a recent 10-year period, according to the National Association of Student Financial Aid Administrators, tuition discounts awarded to affluent students jumped 508% versus just 110% for families requiring need-based aid.

Regardless of whether your clients are wealthy or not, you have to know which schools will reward which type of students, which is why identifying the financial fingerprint is critical.

Some elite schools, for instance, won't grant discounts to affluent students while others do. For instance, Georgetown University won't help a rich student no matter how brilliant he or she is. But, across town at George Washington University, the average tuition discount for affluent students is about \$18,000 a year.

The Whole Aid Package

Financial aid varies dramatically. For those who are seeking need-based aid, some schools are incredibly generous and others are downright miserly. Columbia University, for instance, meets 100% of the need of its middle or lower-income student and it does so without tucking loans into the financial aid package. In contrast, New York University meets 72% of the typical student's need and a sizable chunk of that "help" comes in the form of loans.

On the other hand, Columbia University reserves its cash exclusively for low and middle-income students, but NYU provides merit awards to some wealthy students. And the list goes on and on.

You can identify a school's financial fingerprint online. It's not hard to size up whether a school is generous or not. Here are two tools that I regularly use:

College Navigator. This is a dull-looking website, but it contains incredible tools that tap into a vast college database that the U.S. Department of Education maintains. This federal website gives a snapshot of any school's generosity by sharing the percentage of students who receive aid, including merit awards.

On the College Navigator's home page you can type in the name of any institution and obtain a huge amount of information about a school.

To illustrate what College Navigator can do, I'll use as an example Ohio State University, which is the nation's largest public university. After I typed Ohio State into the College Navigator search engine, the software instantly produced 11 categories of information.

I clicked on "Financial Aid" first and discovered that 95% of Ohio State's 40,212 undergraduates receive some type of financial aid. Eighty-seven percent received grants — money that doesn't have to be repaid — and the average grant is \$6,898. I also discovered that 76% of Ohio State undergrads borrow money for college and the average yearly total is \$4,805.

Also on the site, you can find costs of Ohio State, the academic profile of its admitted students, the numbers of students in each of the school's academic majors and much more. The software also provided me with Ohio State's graduation rates. Forty-two percent of Ohio State students who started in 2002 graduated in four years and 73% earned a degree in six years. When calculating costs, you need to consider the prospects of graduating in the traditional four years!

Another cool feature of College Navigator is that you can type in your own variables when searching for schools. For instance, I directed the software to find four-year public and private schools within 250 miles of Chicago. The software quickly produced a list of 304 schools with links to all of them.

Common Data Set. This is an invaluable document that every four-year accredited school produces each year that contains a treasure trove of information about a school. The Common Data Set was dreamed up as a way to satisfy collegiate publishers, who have a voracious appetite for higher-ed statistics. Rather than answering different surveys from US News & World Report, Princeton Review and others, all accredited colleges and universities from Harvard to UCLA simply fill out these standardized forms.

When evaluating a school, you'll want to pay close attention to the Financial Aid section of the institution's Common Data Set. You can determine whether or not a school gives "non-need based aid" to affluent students and how generous they are with their need-based packages.

Minimizing Family Costs

Capture the discount. To ensure that a school will offer a student its best deal,

CONTINUED ON PAGE 11

**CONTINUED FROM PAGE 10
NEW COLLEGE FUNDING**

academic matchmaking is required. It's best to narrow the search to schools where a student's grades and SAT/ACT scores place him or her in the top 25% to 30% of the previous year's class. You can find these stats in the Common Data Set, on CollegeBoard.com or the college guides published by *Fiske* or the *Princeton Review*.

Don't worry about lousy test scores.

It's a reality that some kids perform poorly on standardized tests. No worry. More than 820 colleges and universities have test-optional policies. You can find the list of schools at FairTest.org. You'll also want to understand the cynical policies of colleges that are no longer requiring test scores. See my article in *The New York Times*, "Admissions — The Other Side of Test Optional," which appeared on July 26, 2009.

Keep reading. You obviously can't learn everything you need to know about late-stage college funding in one article. You can find out much more by visiting my college blogs: To learn more, you can also sign up for my **free college newsletter** for financial advisors by e-mailing me. ☐



Lynn O'Shaughnessy

Lynn O'Shaughnessy writes about college strategies for TheCollegeSolutionBlog.com and CBSMoneyWatch.com. She is the author of *The College Solution*, an Amazon.com bestseller. Lynn is a veteran financial journalist, who has written about college issues for such national publications as *The New York Times*, *Business Week*, and *Money Magazine*. Lynn began writing about college to help teenagers and their parents find the best schools at the lowest prices possible. The college process doesn't have to be as complicated as it seems and her goal is to demystify it.

**Contact: 619 461 0241
TheCollegeSolution@gmail.com
Blogs: CBSMoneyWatch.com
TheCollegeSolutionBlog.com**



The **BUILDER** Suite

Software, Training and Support for Financial Advisors

Make Your Sales Soar!

**Receive a \$250 Visa Gift Card
for your Holiday shopping or gifting**

The **BUILDER** Suite

Powerful tools that allow you to develop financial plans, get referrals, retain clients, maintain Top of Mind Awareness.

Builder Suite will provide significant contribution to your bottom line. You need to use tools that provide the best service to your clients and free up your time to close the sale.

Enjoy a \$250 VISA Gift Card for your Holiday shopping or a gift with each purchase of a Builder Suite program:

PracticeBUILDER

Client Relationship Management Solutions of Financial Advisors. Make easier more consistent touches and build relationships that will provide you more referrals.

PlanBUILDER

Interactive, Real-time, Personal Financial Planning system. Provide the charts and graphs for higher quality plans.

ClientBUILDER

Presenting your financial services to prospects. The PowerPoint to use with new clients when discussing what you can do for the clients and how your fee schedule works.

You've been looking to Builder Suite to help! Now is the time to make the move. We are here to help, by increasing the personal level of service that secures your position as your clients' most trusted financial advisor. An easy-to-use, industry-specific software solution, Builder Suite ties together the diverse pieces of your business — people, process, and systems. As a result, your entire office can do business faster, and build and maintain strong client relationships that drive more business.

\$250 Visa Gift Card

Purchase one or all of Builder Suite solutions and receive a \$250 Visa Gift Card for each purchase. Contact Charlotte Isbell at: 800.666.1656 ext. 13 or e-mail sales@financialsoftware.com.

The \$250 Visa Gift Card with purchase of Builder Suite Software and Client Builder Presentation offer is not available in conjunction with any other discounts, software renewals and/or purchases prior to the \$250 Visa Gift Card promotion starting November 16, 2009.

Offer Expires: December 31, 2009

**800.666.1656 x13
sales@financialsoftware.com
www.financialsoftware.com**



Accepting Gifts, Kickbacks and Bribes

In any given week on the evening news, we are likely to hear accusations of a senior political figure or top corporate executive accepting bribes or kickbacks. The accused often hide their face from the cameras hoping to avoid public humiliation and ridicule for committing such a shameful act of greed. We often think of white-collar crime as some elite form of criminal behavior that is privilege only to top ranking leaders. However, accepting kickbacks, bribes, and gifts is observable throughout the corporate ladder. The opportunity to commit such acts of white-collar crime are not strictly segregated to top officials, but are offered to all ranks of the work force.

After working for a large banking corporation, I am amazed at the availability and opportunity to commit white-collar crime. I worked in a trust department, and in doing this I built strong professional relationships with some clients. Sometimes these clients would offer gifts. However, under bank policy an employee cannot accept a gift of more than a \$50 value from a client. I admit it is hard to turn these gifts away.

Once, an elderly client of mine died and her children offered me my pick of any piece of antique furniture in the house while they were settling the estate. I declined the offer, but that does not mean that I did not think about accepting that beautiful mahogany secretary! I thought about how accepting this gift would look to a third party outside the bank or a business colleague. I also thought about the possibility that the client could use this gift against me at some point if our relationship turned sour. It was hard, but at the end of the day, I know I made the best decision, even though I had the perfect spot in my house for the desk!

Gifts are not the only thing that I have had to turn down. I had a contractor once offer

me a kickback for accepting his contract on a construction project. The contractor went on to tell me that this was the standard in the construction business and that "everybody does it." He offered me five percent of the contract price, which would have been a nice little bonus. I actually lost sleep at night thinking about this dilemma. Deciding that the money was not worth losing my job and breaching my morals, I turned down the offer and felt confident with my decision.

The contractor's kickback was an interesting ethical dilemma for me because my company had just chosen an outside applicant over me for a possible job promotion. I felt betrayed. My loyalty to the company was not at its highest point. Therefore, this quandary was a trying ethical test. In the end, I found that my morals were up to par even though my devotion to my company was not. When I told the contractor that I did not want his money he understood, and I think he walked away with something about which to think.

Even if I felt certain I could have gotten away with accepting the money, why did I choose not to accept these gifts or kickbacks? I chose not to accept these offers because I thought about what these offers symbolized before I said, "Yes." They are wrong. They are wrong in that they are white-color crimes, and against the law. Maybe I thought about the consequences of humiliation on the evening news or maybe I thought about what my mother would think. Whatever the case, I believe that our work decisions stem from our personal beliefs and values. I am not a perfect citizen, but I do know the meaning of integrity. I do the right thing even when no one is looking and my longstanding values influence my decisions to turn down lucrative offers.

Our personal values reflect choices in our everyday lives and we do not leave

them on the doorstep at our workplace. When we come home at night, we do not take off our morals and hang them along with our neckties. Therefore, every business decision should exemplify our genuine principles. These ethical dilemmas are not limited only to high-ranking business professionals. Ethical predicaments are constants throughout our careers, but with reliance on integrity, these ethical dilemmas could become obsolete. 



Neal Foushee, RFC®

Neal Foushee, RFC® is an Investment Advisor Representative for JK Harris Advisors, LLC, a SEC Registered Investment Adviser located in Goose Creek, South Carolina. He began his career serving in the United States Air Force and then ventured into the estate and trust settlement field. He has worked for small and large companies serving clients in a fiduciary capacity. He is currently finishing his MBA at the Citadel Graduate College.

Contact: 843 209 0706
nealfoushee@juno.com

Build Your Business by Building Your Brand



One of the best ways to build your business is to build your brand. As advisors look for ways to attract and connect with new clients, they often overlook the most important element – their brand. Even if you are very successful in filling the room with prospects, it does little if the impression you make is a carbon copy of the presentation they saw last week, or the week before from another vanilla advisor. In an industry where connecting with people to gain their confidence and trust is critical, it is amazing that most advisors do not understand the attracting, connecting, trust-building power of branding.

When you understand the true power of branding and put it to work for you, you move into a different league. You plant a flag in a niche. You stand for something and stand out from your commoditized competitors. Beyond the benefits of differentiation, a carefully crafted strategic brand magically attracts your target clients because it connects with them – it speaks to their hearts and minds. Beyond product knowledge,

beyond glib presentation skills, a strategic brand clearly defines who you are, what you deliver, and how you deliver it. It is a total experience that connects emotionally and philosophically with the client and forms the foundation of that long-term relationship which both you and the client want.

Branding is all about relationship. It starts with the first time they see you or hear your message. People have their radar up, scanning each contact for warning signs and watching for signals that tell them you're no different from all the others. In fact, that's actually what they expect as they sit through their many dinner seminars. Some call them plate lickers, just there for the chicken and rice, but are there really that many plate lickers, or are many of them sincere people who are actively searching for a true advisor connection. Look at it from their perspective, how would you make the decision if you were on the other side of the podium? How would you choose if you were worried about your future and confused about where the industry was going? Wouldn't you shop around?

Wouldn't you want more than a slight twist of the same basic presentation just delivered by a different person? Products are confusing and strategies aren't one-size-fits-all. What I believe every one of those prospects in the chairs in front of you is looking for is... the right fit. The problem is that they don't feel the connection.

When you become a brand you make their choice easier. You carefully carve out your niche in the market and everything you say or do is run through that strategic filter. You take a position, stand for something, project a persona and separate from the crowd. You become the product. Your essence is what they are buying and they can only get that from you. The old adage is true; people buy from people they like. Branding moves you from knowledgeable professional to wise and trusted friend.

This doesn't happen overnight – the radar is always up – it happens when you are true to your brand and live up to the promise they have come to expect.

Likeability transforms into trust and friendship as you continue to deliver your Brand Promise.

I wish I could tell you that branding yourself is an easy process, but it's not. It takes a lot of effort and a serious, ongoing commitment. What I can tell you is that if you don't brand yourself you'll be stuck in the lemming line with all the others throwing away good money marketing vanilla. Everyone wants trusted relationships with true advisors to help them face the challenges and opportunities of 21st century life, yourself included. People are desperately seeking relationships with intelligent, confident, professionals but they need to feel that deep emotional connection based on values, worldview and a host of other things on their conscious and subliminal lists. Your job is not to appeal to everyone, but to define your authenticity strategically and clearly and powerfully present who you are and what you deliver. Strategic authenticity is an amazing thing. It frees you to be you and attracts clients who want what you have to offer. It's what branding is all about.

Branding is a long-term process of Discovering, Packaging, Marketing and Living your Unique Creativity. It takes you and



THE BRAND ARTIST®
MAKE YOUR MARK • CHANGE THE WORLD



Mark Patterson

Mark Patterson is a nationally recognized 'Level 10' creative with more than 25 years experience working with Fortune 500 companies and entrepreneurs building brands and creating products. He is a fine artist, award winning graphic designer and published author and speaker. Founder and president of The Brand Artist, Inc. and creator of The Brand Artist Journey™, Mark refers to The Brand Artist as his calling rather than his business. He is on a mission to build an army of brand savvy, empowered individuals and businesses who want to make their mark and change the world.

Contact: 317 536 5440
mpatterson@thebrandartist.com
www.thebrandartist.com

Believing is Seeing

You may have heard an old anecdote that I heard from a friend. At the time, he was addressing managers about leadership but I think it might apply for us today in a slightly different way. The story went something like this:

In the far north of Alaska, in the most foreboding part of the tundra, an old Eskimo arrives with a very tired team of sled dogs. He comes in to the way station and asks for help feeding and bedding the dogs. It is a task he cannot complete because of a handicap – he is completely blind. Several younger men rise to meet the need and help the old man tend to his huskies. But one asks the question in all their minds, “How can you have come all this way without being able to see the path?”

See the Path

The old man replies that his sight is not important — “What’s important is that the dogs believe I can see the path!”

This may not be a perfect metaphor for financial professionals in these difficult times, but I think there is some truth to be held up to the light and examined. If you are that trusted advisor, or you ever expect to achieve that lofty position, then your team must believe that you “see the path.”

Like the old Eskimo, it is indeed impossible for us. There are not any accurate crystal balls that will help us see where the trembling markets will end up or even when they will twist and turn. Yet we must convince our clients and prospects that we see the path. The answer to the challenge is surely to communicate more. All of your clients and prospects are “tuned in” right now. Client surveys all indicate substantial unrest due to market turmoil, deficits, international instability, and the possibility of more terrorist attacks or even war. You cannot change this consumer unrest, but you can improve how your clients think of you by increasing and improving your communication with them.

It is not a time for selling; it is time for calm; it is a time for reassurance. Communicate positively where you can. Send every client and prospect a **Year End Planning Memo!** It does not matter if all of the details are perfectly applicable to them. That’s not the issue, or the purpose. You are trying to reach out and touch them in a favorable

format. What you are gaining is their appreciation... earning their loyalty, qualifying for referrals. You will be convincing them that you see the path!

Send mailings and e-mails on other subjects where you can. By all means remind your team that we, all of us, still have much for which to be thankful. Be sure that whatever you send or e-mail includes a **Response Mechanism**. Your recipient must have an easy way to communicate back to you and indicate their interest. And make the **Reply Method** easy. Don’t require clients to figure out how to respond. If you are using postal mail, include a Business Reply Envelope. Always provide an option for fax and e-mail response.

Many financial advisors have maximized the value of client communications with a six-step process.

1. **Postal Mail** a simple, caring cover letter on your printed stationery, along with a multi-page memo, the response form and a #9 Business Reply Mail envelope.
2. **Call every Response Immediately.** This can be done by a staff person who simply probes for more information or client concerns — and schedules an appointment for your phone call or a physical meeting.
3. **Send an E-mail Repeat.** Yes, these persons have already gotten the postal mailing, but many will ignore it or simply procrastinate. Your e-mail can have the memo as an attachment, or link to your website it is posted.
4. **Staff Calls Your Entire List.** If you or a staff member hasn’t the time, then have a university student or someone temporarily unemployed make the calls. Their script is only two sentences.

“Hi, this is Joe Smith — and Tom Jones, financial advisor with the Jones Financial Group, has asked me to call you about the Year End Planning Memo that was recently sent to you. Are there some issues about which you would like more information — by mail, by phone or in person?”

5. **You Call Everyone.** Obviously, you should first call those who have asked for more information. And the key here

is for you to have the notes from your staff person’s conversation. But your clients, prospects and the advisors on your list really like to hear from you. Actually, you should mostly listen. The more you probe and listen, the smarter they will think you are.

6. **Arrange Physical Meetings.** You’ll want to schedule some of these people to come in to your office immediately. Others you may invite to a group briefing session — to which you invite them as well as their friends, business associates and family members.

If you can target your message it will be even better. A year-end planning memo for business owners will surely get a better response when delivered to the right clients. A message about Roth conversions in 2010 delivered to those who can leverage a business loss or those making more than \$100,000 will naturally have more impact.

With a Little Communication Your Team will Believe

Think of it this way: Like the Eskimo, you may be blind about the future of the markets. Yet while there is much you cannot see, your other senses are now sharper! With a little extra communication, your team will believe — and so will your clients! 



Ed Morrow, CLU, ChFC, CFP®, RFC®

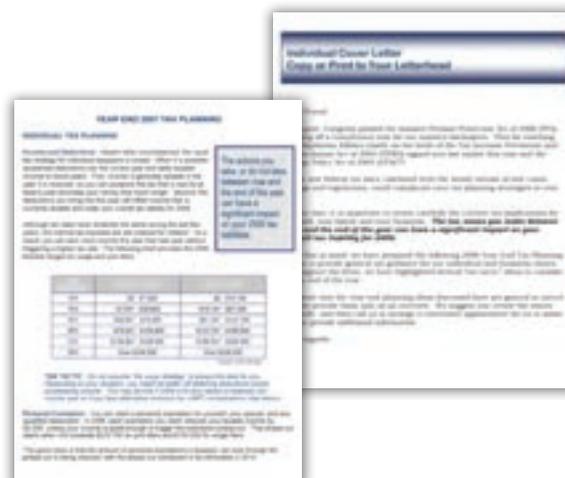
Ed Morrow is the chairman and chief executive of the IARFC.

**Contact: 800 532 9060 ext. 14
edm@iarfc.org
www.iarfc.org**

Ready-to-Use Year-End Tax Planning Memo

Are You Communicating With Your Clients?

- ✓ Communication is critical — to cement relationships with clients, to build professional trust and confidence with prospects.
- ✓ To achieve the level of communication desired you must employ a variety of materials, and you must have a frequent flow of relevant articles.
- ✓ You could research, write and fact check an article like this — but wouldn't your time be more effective on a face to face basis?
- ✓ All your clients and prospects have questions about the ever-changing economic and tax environment.
- ✓ Who will they call?



Retain Clients and Stimulate More Business

Receive five Microsoft Word documents ready-to-use: the 2009 Year-End Tax Planning Memo for Individuals and the 2009 Year-End Tax Planning Memo for Business, cover letters that you may use to accompany each memo and step-by-step instructions. You may edit and personalize these documents as you like — send by mail or e-mail.

20% IARFC Member Discount

Regular Price **\$175**
IARFC Member Price **\$140**

Please print.

Name _____

Firm _____

Address (Please no P.O. Boxes) _____

City _____ State _____ Zip _____

Card No. _____ Expiration _____

Phone _____ Fax _____

Email _____

Website Address (optional) _____

Your Signature _____ Date _____

<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard
<input type="checkbox"/> AmEx	<input type="checkbox"/> Discover
<input type="checkbox"/> Check written to: Financial Planning Consultants, Inc.	

FAX TO: 513 424 5752

MAIL TO: FPC, Box 0430, Middletown, OH 45042-0506

Financial Planning Consultants — providing innovative software, training, practice management and marketing services to the financial professionals since 1969

Efficient Technology

Cleaning Up Your Computer

Year-end is often a good time to work on cleaning up things. Your office clutter is one issue, clutter on your computer quite another. We all do it. We add programs, applets, files, free program demos and other items that often deposit electronic clutter on our computers without realizing it. This clutter can be nothing more than a nuisance or, it could lead to some serious problems, such as unwanted files or malware, Trojan viruses, or other potentially harmful content. Less harmful, but just as worrisome is the addition of line items to the computer's systems registry. While this could mean nothing, what it also could mean is a slow-down in performance (at the very least) as your computer is asked to wade through all this unnecessary programming code to find for what it is looking. Often the result is sluggish performance.

Practically everything you do in Windows is recorded somewhere in the Registry. The paths to the last dozen or so images or documents you opened are there too, as are the details of the programs you most recently installed or uninstalled.

Here is the problem: If you pry open the Registry, you will probably find it as cluttered as your office. That's because Windows doesn't efficiently clean up after itself as it goes about its daily business. It constantly creates new entries, but seldom — if ever — removes them after they're no longer needed.

Compounding that problem are applications that are too inept to uninstall all of the Registry entries they create; far too often, program upgrades and installers leave unneeded pointers in the Registry. So the Registry becomes bloated with unnecessary entries, slowing down your system.

But, before working on the registry, you may want to look at the amount of fragmentation you have on your hard drive(s). To do this in Windows XP (or Vista), click on

Start > Programs > Accessories > System Tools > Disk Defragmenter

This little program included in Windows can help determine if your computer slowdown is the result of fragmentation or something

else. If fragmentation is less than 10%, chances are a system slowdown is not caused by fragmented files. Therefore, it may be necessary to look at what is currently running on your computer and to analyze the registry.

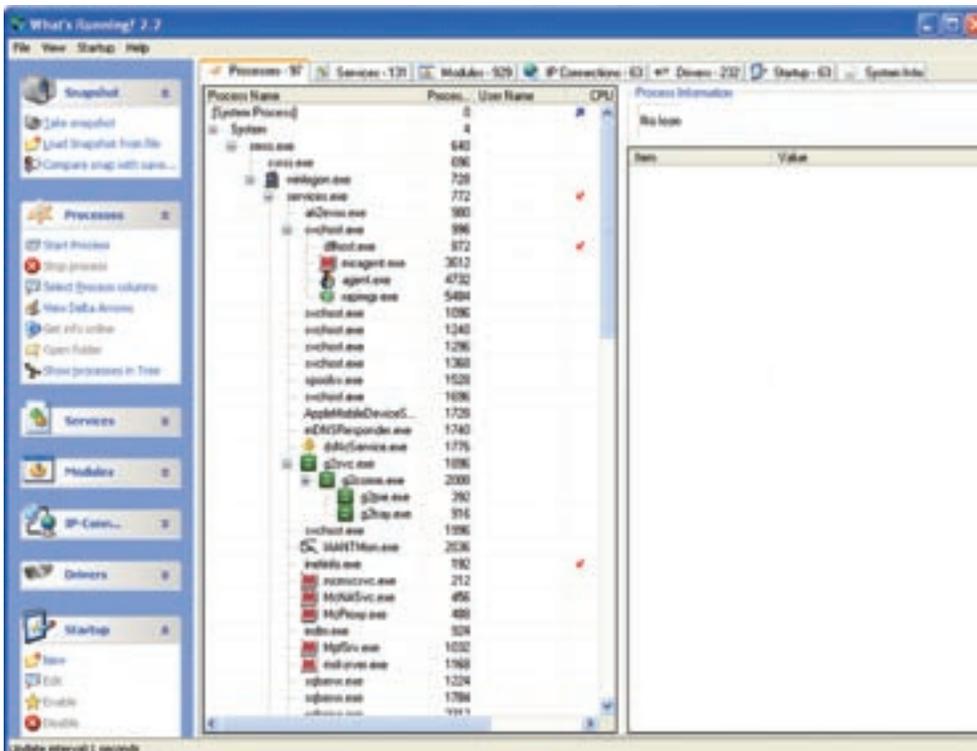
To look at what is running, there is a nifty little program called "What's Running" (www.whatsrunning.net). "What's Running" is a free program that can analyze what is actually running, in the way of software and/or applets, on your computer at the moment. This little program may open your eyes to how much clutter there is on your computer and it offers a way to clean up much of this clutter. As an example, a recent look at what's running on my computer revealed this screen shot showing 96 processes running, 131 services, 920 modules, 68 IP Connections, 232 Drivers and 63 Startup items.

And while this is a frighteningly large list, it is not uncommon for most computers. Without substantial hard drive space, virtual memory and physical memory on a computer, this would bog down a computer's performance. Care should be taken when stopping programs or eliminating entries in this utility as it could seriously impact the computer's software, if not done correctly.

There are many registry clean-up programs available. Not all of them are comprehensive in the way they attack problems in the registry and some of them could actually do more harm than good. But, there are three of note that should be brought to your attention.

Jv16 PowerTools (www.macecraft.com) can:

- Automatically clean your Windows registry of obsolete and unneeded data
- Automatically fix many types of registry errors, such as broken file references
- Easily uninstall leftover traces of software you thought you had uninstalled ages ago
- Detect and remove unneeded history data and MRU (most recently used) lists that can contain sensitive information about you



CONTINUED ON PAGE 17

- Locate and delete unneeded files, including temp files and duplicate files
- And over 27 more tools!

PowerTools has a 30-day free trial and costs \$29.95 to buy. Clearly, this is the most feature rich of the three software programs reviewed here.

Registry First Aid
(www.rosecitysoftware.com)

Registry First Aid scans the Windows registry for orphan file/folder references, finds those files or folders on your drives that may have been moved from their initial locations, and then corrects your registry entries to match the located files or folders. In addition, if your registry has links to files of deleted applications, Registry First Aid will find these invalid entries and remove them from your registry. The cost is \$27.95 and comes with a free trial.

Auslogics Registry Defrag
(www.auslogics.com)

Keeping the registry as compact as possible means better computer performance. Auslogics Registry Defrag is a useful and essential tool to keep your registry defragmented. As a result, the Registry becomes compact and small, greatly improving your computer performance. At \$19.95, it is the least expensive of the three, but appears not to have as many features as the other two.

Apart from system slowdowns, poor computer performance or outright locked up computers, having a bloated registry could mean a serious security risk. With potential personally identifiable information on your computer's registry, it is an easy target for hackers wishing to swipe such information. Innocent looking email, for instance, could contain a virus in an attachment that, if opened, could record all data in your system registry and send it to the hacker. Firewalls, virus software and other protections cannot prevent a hacker from accessing data that was 'literally' handed to them by you (via opening such email attachments).

As an example, I recently received an email, supposedly from the Internal Revenue Service, suggesting that I had underreported my income for 2008. The email went on to say that I needed to open the file attached to the email in order to fill out a form explaining what happened. What tips most people off in cases like this is the email that

is used. This particular email was sent to my webmaster email address. Further, the Internal Revenue Service would never send me (or you) such an email. They communicate by printed letters. Knowing this, you should never open an attachment such as this, even out of curiosity.

Another step that can be taken is to clean your internet browser of temporary files, history, cookies, etc. To do this there is a fourth program you may wish to consider.

CCleaner (www.ccleaner.com) is a **freeware** system optimization, privacy and cleaning tool. It removes unused files from your system — allowing Windows to run faster and freeing up valuable hard disk space. It also cleans traces of your online activities such as your Internet history. Additionally it contains a full-featured registry cleaner. But the best part is that it's fast (normally taking less than a second to run) and contains NO Spyware or Adware!

And, if you regularly (once a month or so) clean your registry and your browser of such personal information, you will have taken appropriate and efficient steps to protect your data and yourself. ☐



David L. Lawrence, RFC®, AIF®

David L. Lawrence, RFC®, AIF® is a practice efficiency consultant and is President of David Lawrence and Associates (DLA), a practice-consulting firm based in San Diego, CA. DLA publishes a monthly subscription newsletter, "The Efficient Practice", which focuses on operational efficiency and hosts The Efficient Practice Advisor Network.

Contact: 877 296 6876
dlawrence@efficientpractice.com
www.efficientpractice.com

Receive Real-Time Alerts from Ed Morrow

Ed Morrow, CEO of the IARFC and Sales & Marketing expert on ProducersWEB.com, invites you to become his Fan!

As a Fan, you will be the first to know when Ed publishes a new article or BLOG on ProducersWEB.com.

Visit Ed's Expert page today and sign up as a Fan!

ProducersWEB.com/EdMorrow



PRODUCERSWEB.com



Keys to Marketing on the Internet

Having a presence on the Internet for families today is something that I firmly believe simply cannot be overlooked. It needs to be a part of every Financial Advisor's overall business plan.

FACT: By far, the most common things families are searching for on the Internet when it comes to financial advice is information, advice, and the ability to access the most credible and qualified financial professionals...quickly and easily. So where should you focus your marketing efforts?

FACT: Those age **50+ are the fastest growing segment of the U.S.** Here are just a few statistics regarding this surge:

- **Every 7 seconds** someone turns 50 years old
- **In the next 25 years**, the 65+ market is expected to increase 100%
- **Fifteen years from today**, 50% of U.S. will be age 50+
- **75%** of the nation's wealth is currently controlled by those 50+

To prove this point even further, according to recent statistics from AARP (2009):

- **100%** of online growth among adults is from age 50+ for the past three years
- **82%** of those 50+ are online every day
- 91% of all AARP Members access the Internet every day

AARP's website increases (2008):

- Page views **increased 227%**
- Pages per visitor **increased 89%**
- Time spent per visitor **increased 428%**

AARP's Website Demographics:

- 50-59: **93%** Use the Internet
- 60-69: **88%** Use the Internet
- 70+: **75%** Use the Internet

Therefore, as you can clearly see, marketing on the Internet with a heavy emphasis on targeting those ages 50+ should be where you focus your efforts and resources going forward.

Where can you find the best places for Financial Advisors to add Internet Marketing as a "piece" of their overall investment plan? Well, you can search on your own and you will find there are many websites that offer to help Financial Professionals

market on the Internet. Just a few examples are websites such as: www.localadvisorconnection.com/advisor, www.wiseradvisor.com, and www.paladinregistry.

The IARFC has partnered with Smarsh Financial Visions to offer a professional template website. IARFC members report, "If I keep my website reasonably current and work a bit to maximize it for web searches, then it will work. It adds credibility, and that's important to my acquisition of new clients."

I hope this article helps every member. Regardless of what decision you make, my strong suggestion is that before you make any decisions, keep this list of my "TOP 25 MUST HAVES" handy for review and consider each of these important aspects. ☐



Christopher Hill, RFC®

Christopher P. Hill, RFC®, is a financial advisor in Tyson's Corner, Virginia. Chris started his career in financial services as a college intern assisting an experienced stockbroker. He was first involved in working in portfolio management and ultimately Vice President of Marketing and Sales. In 2001 he formed his own company and he has now built a team of professional specialists to provide superior customer service. Securities offered through The Investment Center, Inc.. Member FINRA/SIPC

Contact: 703 917 8501
chris@wealthandincome.com
www.wealthandincome.com

The Top 25 Internet Marketing "MUST-HAVE" Features

1. Information about what families are really searching for and need to know.
2. The ability for families to quickly and easily find what they are searching for.
3. Articles and content on each of the key aspects of financial planning.
4. A user-friendly experience that does not come across as "selling something".
5. Contains the most commonly searched financial information and services.
6. Help with important topics such as wealth, tax, and estate planning.
7. Offers a combination of financial information, education, and access to help.
8. Quick search for local financial advisors, services, and immediate needs.
9. Cutting-edge technology tools and resources for easy navigation.
10. Strong industry feedback and reputation is largely positive.
11. Families view the site as professional, easy-to-use, and educational.
12. A strong sense of the family's best interest being the primary focus.
13. Steady and growing traffic, consistent top rankings in the search engines.
14. An industry-leading team of technology experts behind the scenes.
15. Creates an experience so families will visit again and/or refer a friend.
16. A way to differentiate yourself from others as more credible and qualified.
17. Instant access for families who need your phone and other contact information.
18. The ability to research your business details through helpful technology.
19. Accessibility to families for each of the various services you provide.
20. Easy access to obituary search, sending flowers, your location, or your website.
21. Can easily find your exact location, distance, map, and driving directions.
22. A turn-key and simple way to join, with minimal technology and training.
23. A very low-cost model so it becomes a small piece of your growth plan.
24. A low-commitment model to avoid being locked into a long-term commitment.
25. Different and unique ways for you to get new referrals and new business.

Using Debt to Find Your Best Client



Have you ever considered using personal debt as a strategy to attract the next new clients to your practice? Strange idea? Not at all. In fact, it may be time to sit down and think about the possibilities of creating a totally unique marketing strategy for 2010 and beyond.

I recently interviewed Jeff Eshun, the CEO of DCS Freedom in Toronto, Canada about his revolutionary approach for attracting the most loyal client base an Advisor could want. The firm's approach might surprise you with its clarity. When a new client comes into their offices, the focus starts with a program for Debt Elimination first. "A client's life has to work for them", Jeff says, "and quite often a client will be focused on what they **owe** versus what they **have**." This firm takes the time to show their clients how to eliminate debt and create wealth simultaneously. Does this program work? You bet.

When a client can see their debt being reduced each month and their cash flow increasing each month, the client begins to see that financial success is possible. Imagine if you presented your new client with an option of having \$200,000 cash in front of them. They could pay off all their debt or they could keep their debt and invest the \$200,000. What would the majority choose? You're right! They'd elect to pay off the debt. But... Jeff Eshun's approach is to have them think about that decision again. Would they really want to pay off all their debt with the \$200K? Maybe they should consider what it would take to acquire that \$200,000 of cash again

if they had used it all to pay off their debts. The client stops and thinks. It's here that Jeff and his team realizes that the client 'gets it'. Now the Debt Solutions program that DCS Freedom has created makes sense to the client.

To be more successful, we as Advisors need to jump out of our comfort zone. Preparing a financial plan that highlights the best possible scenario for building wealth is what we've all been trained to present to the client. While this conventional process is necessary, a different & newer approach to wealth planning, which includes debt elimination, gives you the Advisor a unique selling proposition (USP) that your competitors can't match.

Financial data gets collected over several different appointments. Your new clients see a series of successes as their debt is being reduced and they begin to realize the possibilities. When you build a strategy *WITH* the client, that client now listens to your advice with focused intention. The possibilities are endless for a client's own personal wealth accumulation, and those same clients **KNOW** that you, as their Financial Advisor, gave them the tools. Wealth begins to mean something to them. It's **REAL**. Both you and your client are building prosperity together.

Referral Based Prospecting

Have any doubts where Jeff Eshun and his Partners at DCS Freedom get their next referrals? From satisfied clients who are on the road to making their dreams come true. They want their families and friends to have the same opportunity. No amount of advertising dollars could achieve the same results.

Financial planning for Retirement is a pre-boomer idea that has never seemed to change over these past decades. Instead, perhaps it's time to change our conversation with clients. Let's talk to them about the **Next Horizon** instead of retirement. Wealthy people do **not** conceptualize retirement, yet we keep telling the middle class that they **can!** The *Next Horizon* is about being capitalized, which gives our clients **choices** to do the things they want to do. Jeff Eshun's clients see that their dreams for wealth are very achievable, and

it all started with the Debt Solutions programs he and his Partners created to help their clients be successful.

The challenge is now yours. Think outside of the comfort zone you've had for client development and traditional financial planning. Add in the component for a Debt Solutions program to your practice. Start with a client's debt situation and show them how to conquer debt & accumulate wealth simultaneously. Then get ready for success and countless referrals from the clients you **WANT** to have in your practice forever.

For more information about this program and how it can work in your own practice, contact Jeff Eshun, the CEO of DCS Freedom in Toronto at jeff.eshun@dcsfreedom.com or 416 742 1200. 



Wilma G. Anderson, RFC®

Wilma G. Anderson, RFC® is America's leading LTC and CI sales trainer and a practicing producer in Littleton, Colorado. This article covers some of the key points vividly portrayed in her DVDs, "Mastering the One Call Close", "The Secrets of the LTC Sale", and "Mastering The Annuity Sale" For RFCs, the cost for all 3 DVDs is only \$199! Visit her websites you'll find several products that can help boost your sales, including personalized tele-coaching sessions, workshops, and sales-meeting speeches.

Contact: 720 344 0312
wilma@TheLTCcoach.com
wilma@CriticalIllnessCoach.com
www.theLTCcoach.com
www.CriticalIllnessCoach.com

'Windows is Shutting Down...'



If you work on a PC with Windows operating systems, you have no doubt seen this little message as you log off Windows and attempt to shut the machine down. The blue screen appears and the message, 'Windows is shutting down...' is presented. If you are working on a notebook PC, you patiently wait for the screen to go dark and the power to the machine to be turned off. Sometimes you wait longer than you know you should. You stare at the screen. It does not change. 'Windows is shutting down...' is still on the screen. Your patience wanes. You may even strike other keys on the keyboard. You may even try the old 'Ctrl – Alt – Delete' combination still believing that the machine is responsive to your wishes. It is not. Once you realize that the 'shutting down' part of that message is just not going to happen in your lifetime, you roll the machine over, locate the battery release button, slide it to the side, and use your other hand to disconnect the battery. Assuming the power plug was already disconnected, the machine finally goes dark and Windows has finally been shut down.

What has happened to truth and integrity in our modern world? If I was in charge of Microsoft, I would call Clint Eastwood and see if I could borrow one of his famous lines from his Dirty Harry character to add to the 'Windows is shutting down...' message. I would add, 'Do you feel lucky?' Or maybe, it should read, 'Windows will attempt to shut down...' Maybe the message should tell the user that 'if power is not terminated in 10 seconds, turn the machine upside down and manually disconnect the battery.' Maybe notebook PCs should put the battery on top to make it easier to turn them off! Better, if the process gets bothersome enough, go get a Mac. I work on both and I can tell you that the party to make the best machine is over. Apple has already cleaned

up, turned off the lights, and has been in bed for a few hours.

No, I'm not selling computers. I am just searching for truth somewhere on this planet. I'll never forget staying up late one night when I was maybe ten or eleven years old, and watching television with my older brother. The movie One Million Years B.C. starring Raquel Welch came on. We sat for better than an hour without moving. We didn't go to the refrigerator for a snack. We didn't speak. There was really nothing to say. The truth is like that. It doesn't need a disclaimer. It doesn't need an explanation. It doesn't need qualification. Is it any wonder that our modern world is full of disclaimers, disclosures, asterisks that lead to previous claim refutation, and voluminous qualification? Everything has a 'rider' or an 'extended warranty' as if the product in question may not function as advertised, promised, or assumed. The investment world is bombarded with regulation. The US will soon have some sort of health care legislation that will be some 2,000 pages of regulation. And when it comes to investments or political philosophy, everyone has an opinion. My opinions have become familiar in this publication. What I want to do this month is help readers discover the truth from the source.

Please go to the following link in your browser:

<http://www.youtube.com/watch?v=HQ79Pt2GNJo>

You will see Mr. Bernanke in action over the past few years. It is like watching Ray Charles play darts. And yes, he, is going to determine when to pull the 'stimulus' plug on the economy. After you watch the video, you may start attending church on a regular basis.

Here is another clip you can watch on 'YouTube' in which Mr. Bernanke is questioned about Federal Reserve audit prospects. At the one-minute and twenty-four second mark of the interview, he says, "I don't think the American people want Congress setting monetary policy." Here is the link:

<http://www.youtube.com/watch?v=fvM3NP0rZjQ>

I have to say, that I agree in that I don't want our Congress setting any policy about anything. This is an inept, ignorant, inadequate, intellectually immature body ill-suited for implementation of impervious egalitarian economic policies.

So I now reference our Constitution, Article I, Section 8. It says: 'The Congress shall have Power... To coin Money, regulate the Value thereof, and of foreign Coin, and fix the Standard of Weights and Measures'. As if we were watching One Million Years B.C., there is nothing left to say.

While I'm on the subject of the US Constitution, from the same Section it says, 'No money shall be drawn from the treasury, but in consequence of appropriations made by law; and a regular statement and account of receipts and expenditures of all public money shall be published from time to time'. What was Mr. Bernanke's response when asked to reveal the recipients of TARP and other Treasury drawn loans? "No". Raquel Welch is now running down the beach. Nothing needs to be said.

I sincerely hope everyone can view the videos straight from the source from the links that I have supplied. Ignorance is the primary weapon of control and I refuse to surrender. For instance, the current administration in Washington claims to have saved 650,000 jobs with their TARP money. They claim to have spent some \$176 billion so far. Some would argue the jobs number to be a bit disingenuous. However, if we examine the truth, the government action has been designed to save the banks and their highly paid executives. So, if we divide the \$176 billion by 640,000, that comes out to about \$270,000 per job saved. That would be about right for a bank executive. Now you know what your tax money has been used for. Oh, by the way, congratulations are in order. The Gross National Debt of the US has now passed \$12 trillion! Yippee! It grows by a million every seventeen seconds. Yippee! To understand what this means in relative terms, consider the following. According to the Office of Management and Budget, for fiscal year 2008, the US spent 7.9% of its budget on the interest on the debt and 3% on Education and Social Services. And that was 2008! We piled on another \$2 trillion to the deficit in 2009. We spend over twice as much on debt interest as we do on education. What was I saying about 'ignorance'? Here is the link to the chart: <http://images.encarta.msn.com/xrefmedia/aencmed/targets/illus/cha/T051695A.gif>

CONTINUED ON PAGE 21

What should we all be doing at this moment in economics?

We should be getting off debt and saving our gold. Uh, I mean money. The central bank is intent on monetary debasement. They honestly believe that an economy can borrow and spend its way out of a recession. Indeed, the government has reported that the GDP for the third quarter was positive 3.5%. The recession is over. Yes, unemployment is still well over 10% (realistically), banks are still not lending, citizens are still heavily in debt, and foreclosures and defaults are pushing commercial real estate to the brink. The government continues to subsidize home purchases, just finished a car purchase subsidy program, and even pandered to social security recipients by offering them a check for \$250 Federal Reserve Notes if they didn't get too upset about not getting any more cost of living adjustments to their payout. And yes, the Fed has pledged to leave the Fed Funds rate at zero for 'some time'. I think we all know that if the 3.5% GDP growth rate were real, the Fed would be hiking rates. Why can't we all just tell the truth? I suspect the recession is still in full bore and citizens should be paring back debt, buying only necessities, and saving their money. With any spare change, they should be investing their money alongside the Fed and Goldman Sachs. They have all the money and they want to rally the Dow to the pre-Lehman failure mark of Dow 11,400. The market has lost its 'market'. Mark it down as our target.

Let me conclude this lesson on truth with a lesson on history. The last President that balanced the budget and paid off all foreign debt was our seventh President, Andrew Jackson. He understood that debt was the first step to enslavement. If you know anything about those of us with Scots/Irish blood, you know that we don't do subservience. The central bank of Jackson's time was the second Bank of the United States and Congress presented President Jackson with the bill to continue the banks charter. Jackson of course vetoed the bill. Of course, there was an assassination attempt on President Jackson's life and he confided in his Vice-President that, "The bank is trying to kill me". I would strongly encourage every truth seeker to read President Jackson's veto at the following link:



http://avalon.law.yale.edu/19th_century/ajveto01.asp

I have read it several times and I remain in awe that an individual would have the foresight to realize what a central bank does to a country and its citizens over time. One could transport Jackson's words to the floor of the Senate today and every word would ring as true and valid as they did in Jackson's time. To

stand up to the central bank of his day took guts, bravery, intellect, and absolute conviction. Our current landscape lacks all of the above. Jackson closes with this first line of his last paragraph: 'I have now done my duty to my country'. If my readers follow the included links, I too, have done my duty. TRUTH. The rest of the world is content with ignorance and lies. 'Windows is shutting down...' indeed! ☐



Barry M. Ferguson, RFC®

Barry M. Ferguson, RFC® is the President and founder of BMF Investments, Inc. an independent SEC registered Investment Advisory fee-based money management firm located in Charlotte, North Carolina. Barry has more than a decade's worth of experience in the financial services industry. He has a diverse background ranging from financial software consultant to registered representative of investment products to President of an Investment Advisory firm. His strong technology background has been beneficial in today's 'information age' market.

Contact: 704 563 2960
barry@bmfinvest.com
www.bmfinvest.com



SSN: 457-55-5462

I'm Todd Davis, CEO of LifeLock®, and yes, 457-55-5462 is my real social security number. I give it out just to prove how safe your identity is with LifeLock.

LifeLock, the leader in identity theft protection, works to help stop identity theft before it happens by proactively reducing your risk. And what we don't stop, we'll fix at our expense, up to \$1,000,000.

10% OFF

USE
PROMO CODE
LLIARFC

**CALL 800-LIFELOCK
OR VISIT LIFELOCK.COM**

 **LifeLock®**
#1 In Identity Theft Protection

Never share your social security number unnecessarily.

Cato Comments – About Your Image...

Stars are Made, Not Born

I once directed the publicity effort to save the famous Fox Theater in Atlanta. The Fox is a huge movie palace built in 1929, seats 4,678, with clouds that move on the ceiling, stars that twinkle, a huge Mighty Moller theatrical organ with 4,000 pipes, grand ballrooms, etc. I asked a popular part-time actor from a local theatrical group to visit and speak some words of encouragement to our *Save The Fox* volunteers. We were attempting, in 1963, a twenty-million dollar renovation – eventually we succeeded. Today over 750,000 people visit the Fox each year. The Fox now annually brings millions of tourist dollars into Atlanta.

But the local part-time actor began by making demands, setting conditions, telling me how everything must be. He was careful to detail what would not be acceptable, the only way he would conduct interviews with the media (If I got any to cover his appearance) and how much his charges would be. He also informed me that my ideas for this pep talk were not very meaningful, so he was going to make many changes so his talk would be more effective. Of course, I politely dismissed this genius.

The Movie Star Did Better!

The well-known MGM movie actor Van Johnson was in town at the time. I explained our volunteer campaign and asked Johnson to pay a 30-minute encouragement visit to the volunteer crews working to help clean and refurbish the Fox Theater interiors. Immediately this famous actor agreed to appear (at no cost). He promised to 'give' his sincere best efforts. Johnson did not tell me how to improve this small event, or how to better stage his arrival. In fact, he did not make one single demand or requirement.

He arrived, pulling a cart over-loaded with donuts and coffee that he had purchased personally. I got four TV crews, two newspapers, and two radio stations, to show-up and cover Van's visit. The result was hundreds of thousands of dollars worth of valuable targeted media exposure in this major market city. Johnson even stood most of the day, serving all of the donuts, and pouring all of the coffee. He spent the entire day giving interviews, signing autographs, and chatting with the volunteers until he had to leave for the dinner theater where he was headlining – and filling the house.

Johnson posed for endless pictures. Word spread and many new volunteers appeared. A festive atmosphere prevailed and made this day's restorative work more enjoyable. Everyone thought Van was a class act. Soon afterward, I followed-up with news releases and got more publicity for the Fox Theater and naturally, this included reference to the dinner theater where Van Johnson was the headline attraction.

I asked Johnson why he did so much more than I requested of him and he replied, "Wally you don't have to tell me about the value of image, media exposure, and all that. It pays! It pays! It's been a long time since 1940 when I was number one at America's movie box offices. If it were not for good publicity, I could not still be working. This event will also help draw people to my dinner theater performances while I'm here. More exposure always improves results!"

Image Building is a Process

Just as personal financial planning is an orderly process, so is that of building and polishing a professional image. Van Johnson had a good and powerful image – but he realized that it required constant polishing. He eagerly and cooperatively embraced qualified assistance.

A financial advisor cannot assume the mere acquisition of a CLU, ChFC, CFA, CFP® or RFC® designation is an image. The advisor

may be highly qualified, but is still unknown. His or her illustrious qualifications are not seen on the public's radarscope.

Many small steps help establish this public image. It is a bit like a mechanic – you must first acquire the tool, and then it must be used correctly. Then the tool must be properly maintained and used repeatedly. Repetition brings greater impact and value.

It is not enough for you to have an attractive business card – you must find ways to get them distributed. Katherine Vessenes, RFC® suggests you send lots of short, hand written notes to clients, consumers and other professional advisors, and include one or two business cards. Why send the cards? So they can give them to friends.

Bill Moore and Ed Morrow have used a variation of the business card (shown below). In fact, both of them use the backside of their business cards for their address in Chinese – so there is no room to write. Moreover, in Asia it is considered impolite to write on someone's business card.

But the small custom-printed cards (3" x 5.25") fit in a nice leather folder by Levenger and they have lots of writing room.

CONTINUED ON PAGE 23



Trust Requires Perception

You have heard the famous phrase of PR experts that "perception is reality" which implies that perception is more important than truth. Temporarily that may be true. However, right now, what the consumer is seeking is someone they **trust** and who is **competent**.

If prospects and customers do not believe you have these characteristics, then you have an image problem. Note – I did not say if you weren't trustworthy or competent. If you are an RFC reading this article, then you are both. Nevertheless, if your market doesn't hold those perceptions strongly, then you have an image problem.

Of course, you can respond like the local actor and try to control your image – or you can take the Van Johnson approach and rely on experts. It's your choice... ☐



Forrest Wallace Cato, RFMA, RFC®

Forrest Wallace Cato, RFMA, RFC® is considered an "industry thought leader" in the financial services profession because his articles, essays, interviews, op-ed pieces, reviews, biographies, critiques, and editorials, are widely printed world-wide and span over 28 years. His media advocacy services have enabled many advisors to enhance their personal image, with a corresponding increase in their local status and their income

Cato is published in Japan, Canada, Brazil, South Korea, Taiwan, Hong Kong, Thailand, Philippines, Malaysia, Singapore, Indonesia, China, Taiwan, the United Kingdom (England, Ireland, Scotland and Wales) plus Australia and New Zealand.

Contact: 770 516 9395
 forrestcato01@bellsouth.net
 CatoMakesYouFamous.com



Top Industry Secret Revealed...

***"The Big Money Is NOT In Being An Agent or Advisor...
 It's In Learning How To Effectively Market,
 Get Leads And Magnetically Attract
 The 'Right' Prospects To You."***

**When You Learn How To Do That, Your Life And Business
 Will Become Enjoyable, Simple And Prosperous!**

Get My Secrets NOW!

FREE E-book...

***"How To Attract and Sell The Ideal Prospects
 For Your Products and Services."***

Call Today... 877-297-4608

www.InsuranceProShop.com



LET OUR TEAM WORK FOR YOU

**> An integrated approach helps you
 manage and achieve your hiring goals**

When you post your jobs on the IARFC Career Center you are putting the power of our association partners to work for you. Together they represent over 2200 highly qualified financial professionals. Put our partnership to work for you.

 **IARFC Career Center**
 Pay 1 Price, Reach 5 Sites

Visit <http://careers.iarfc.org>

Think Right – Advice From Kinder Brothers International

Visualize Desired Outcomes

You can become more persuasive by imagining yourself acting in ways that are more persuasive. Mental practice creates a response that integrates those actions into your behavior. Actions lead to behaviors that soon become automatic.

You become excellent at selling when your selling techniques are mastered and become automatic. The surest and quickest way to this proficiency is frequent mental rehearsal. A few minutes of mental practice, seized any time — seized now — will make a big difference!

Research indicates mental practice is as effective as real practice. Many professional athletes find visualization to be a powerful tool to enhance their performance. The colorful Mary Lou Retton was the first American woman to win an individual Gold Medal in gymnastics. In an interview with *The Mind-Body Health Digest*, she said, “Doing mental imagery was always a constant for me. I would see myself performing in my head, and it really helped me tremendously. It gave me confidence.”

You are under the influence of what you have imagined every minute of your day.

Your results correspond to the mental picture you carry in your mind.

Turn your “imagination dial” to the most desired scene. Spell out a detailed, vivid action shot of yourself as the successful person you have always wanted to be. Rehearse that scene over and over in your mind. Let it become the real you!

Application to Financial Planning

The most critical element in the Financial Planning Process is the Client Engagement Interview. Why? Because if that goes well, you will have a new client, and that client will have the right expectations, and you will be properly compensated. It is this meeting where *Visualization* can be most important. How do you achieve this?

1. **Prepare All the Documentation.** When you are absolutely certain that you have very carefully reviewed all the papers, certificates, sample plans and agreements, this increases your confidence significantly. As you use these items, make the minor changes

so that each one fits your practice mode with absolute perfection. This is why coaches place so much stress on conditioning — knowing you are absolutely ready improves your mental attitude.

2. **Arrange the Meeting.** You do not want to be rushing around at the last minute gathering all the documents and setting the stage. If you plan to offer coffee to your guest, now is not the time to learn that you are out of coffee or creamer. By preparing the folders and all the materials well before the scheduled arrival, your attitude will be stronger. You will be more relaxed and the tension level (which is always a bit higher before the performance or event) will be under control.
3. **Stay with Your Script.** If an athlete has trained to take 17 steps before executing a move or jump, then you must do the same — every time. Your Meeting Agenda is essential — to you and the client. It helps avoid “surprises” and assures that you will not stumble as result of failing to cover an important point. Your new clients want to have confidence in you, and staying with your Agenda will help you both.
4. **Anticipate a Successful Conclusion.** In this interview the successful conclusion is a completed Engagement Agreement and securing a check or a credit card authorization for the initial fee. Be ready for it. Assume it will happen. Imagine the new client signing your Engagement Agreement. The entire interview is aimed at this final step — and in your mind’s eye, you should see the new client leaving the office, perhaps with an archive case and the folder with your papers — and you bidding them good bye, holding the Engagement Plan Fee check.
5. **Move with Casual Confidence.** You have prepared. You have rehearsed. Your materials are assembled. And you imagine a successful conclusion. So that is what will happen! You can relax, smile, and “be yourself” with these nice people who are going to become your clients, who will pay their fee, who will purchase financial products, who will place money under management with you, and who will happily give you referrals.

Are You Ready for Gold?

If you are not fully prepared for these steps, then it is no wonder that your flow of new clients is inadequate — that you are under stress. Athletes have learned to harness the adrenalin in anticipation of achieving excellence. They use that tingle to inspire a great performance. There is no panic. They are now ready to use their years of preparation and training for a great moment of success.

If you are not using what the IARFC has prepared to help you deliver a great Client Engagement meeting, then you are like an athlete who is training all by himself — without the benefit of coaching, observations and the right equipment adjusted precisely for you. You can take the entire IARFC *Financial Planning Process™* course, take selected elements, or send your trusted associate.

If your flow of new clients isn’t what you’d like it to be — then the next step is pretty obvious, isn’t it? ☐



Dr. William L. Moore, Sr., CLU, ChFC, RFC®

Kinder Brothers International teaches sales and management professionals how to experience lasting success. Both **Jack** and **Garry Kinder** are members of the IARFC and authors of books and courses on financial services.

Their associate, **Bill Moore**, is a director of the IARFC and he delivers the Professional Patterns course worldwide and is developing the Registered Financial Manager workshop.

Contact: 927 380 0747
wmoore@kbigroup.com
www.KBIGroup.com

A Future Built on Market Focus Rather than Product Focus

Estate Planning Helps Your Business Prosper

I've been getting a lot of questions lately from long time producers that deal with how they can change their business models in order to survive in our rapidly changing professional environment. The reason for this is easy enough to understand, as the financial/insurance industry is changing at such a rate, and in so many ways. Those who can understand that the old ways of doing things are gone — are the ones who will survive this turmoil.

Whatever the future may bring, one thing is for sure, those who prosper in the coming years will be those who can find a way to focus on a market segment rather than a specific product or limited product line.

The Senior Market

The only common denominator is that every producer I speak to is presently in or considering getting into the "senior market". I find this interesting primarily because of all the market an insurance/financial producer could pick the senior market is not only the most competitive but is also undergoing more change than any other segment.

However, it may be appropriate for those producers who are open minded enough to approach this market from a new or should I say more modern approach. This begins with making a strong effort to have yourself stand out from the ever-growing crowd. Walt Disney said that to be successful *you need to be first, different or better*. In this case, reality dictates you are not going to the first person in the field. In all likelihood, regardless of how smart you are or how hard you try, at least in the beginning you won't be the best. What that leaves you with is opportunity to be **different**.

Rather than simply changing your practice or increasing your marketing efforts in the senior market place, why not take different approach and the extra step via education and become an estate planner?

If you think this might be something worth looking into the best place to start is to consider what it will require on your part. In order to do this you need to understand what roles the insurance and/or financial advisor play in the estate planning process.

Although there are people who think they can serve multiple roles in this process the reality is that only two of the five can realistically be combined into one position without creating a conflict of interest. Those two are the Financial Advisor and the Insurance Professional. If any of the other three (attorney, accountant or trust administrator) try to encompass any of the other four positions there is a very real possibility of a conflict of interest. The perception of a possibility of a conflict of interest can still arise. On the other hand, there are many people who have proper training and experience to provide both the insurance and financial advice.

A lot of producers who have been working in the senior market for years using life insurance and annuities to address many of the needs of smaller net worth clients, can easily shift their focus to seniors with a higher net worth. They can easily move from the senior market into the estate planning market. In many cases producers already have the experience and a wealth of knowledge with the primary products used in estate planning, and what they lack is the acknowledgment that they have these credentials.

It seems (a least to me) that the best way to do that would be to take the time to complete at least one course specifically designed to provide a more comprehensive

view of this field while at the same time granting a designation that can be displayed.

After some research on the web, followed by many phone calls and conversations, I found a number of companies that provide courses that meet the qualifications you might want to consider. If you look into any of these you will notice that all offer programs that offer a designation after the successful completion of their course. Based on the backgrounds of the majority of insurance professionals I found four programs that appear to meet their needs. This of course is based on the assumption that those people planning to move into estate planning are entering this market already having a strong background in the basic insurance products.

Even though each of these companies offers a designation, something you might want to take into consideration is that when it comes to designations there are 86 designations listed on FINRA's site and the four listed in the table on page 25 can all be found there on that list. What I found interesting is that none of the 86 on FINRA's list is "accredited."

The four designations listed in the table are those I felt would be most viable for the

CONTINUED ON PAGE 26

Sound estate planning requires the services of five different professionals...

Estate Planning Attorney	Good estate planning requires a thorough understanding of estate law along with an understanding of the tools and techniques to construct the best possible estate plan.
Tax Professional	Both Federal and State taxes must be addressed. Each is complex and the entire process is confusing. A professional that has a command of tax law is essential.
Trust Administrator	Someone has to administer the estate and must have an understanding of how and why the estate plan was developed and the reason for special document provisions.
Financial Advisor	Should be a person who is trained in and specializes in estate financial planning. This advisor plays a critical role in gathering all the data and the formation of the long-term goals of the overall estate plan.
Insurance Professional	In many estates, insurance is the best answer to many planning issues. An insurance professional who specializes in estate planning provides the other members with critical information and plays a key role in reducing or even eliminating thousands or millions in unnecessary estate duties.

The following table was put together from information found on the FINRA website in addition to information provided to me directly by the four companies.

Acronym	BCE	CEA	CEP	CEPP
Designation	Board Certified Estate Planner	Certified Estate Advisor	Certified Estate Planner	Chartered Estate Planning Practitioner
Issuing Organization	Institute of Business & Finance	National Association of Financial & Estate Planning	National Institute of Certified Estate Planners	Estate Planning Institute
Prerequisites / Experience Required	A bachelor's Degree or at least one year financial Services work experience	Must hold a CPA, CFP, or a professional license (attorney, securities, insurance or real estate)	None	Professional license in one or more of the following: securities, insurance, accounting, legal, banking, real estate, social worker, etc.
Educational Requirements	Self-Study	Self-Study	Classroom or Self-study	Self-Study
Examination	Three exams and a case study	Online certification exam	Two exams	Three part final exam
Continuing Education Requirements	30 hours every year	None	Eight hours every two years	Eight CEPP CE credits every two years
Continuing Education Approved Credits	Depending on the state 16 to 60	Depending on the state 7 to 15	No Insurance CE Credits	No CE Credits
Investor Complaint Process	On line complaint submission process	Email complaint submission process	In writing	None
Public Disciplinary Process	None	None	None	None
Check of Professional Status	Via Online	Public info area on website via Email	Online	Request completed by email
Accredited By	None	None	None	None
Cost	\$1,165	\$495	\$1,695	\$950
Website	www.icfs.com	www.nafep.com	www.nicep.org	www.cepp-epi.com
Members	400	2,000	650	75

average producer. Of course there are others such as the AEP, the CSEP and the MCEP, but they were left off because I felt that either their prerequisites or some other facet of their programs were too limiting for the majority of producer profiles or they are advanced programs. Another is the GEPC, which isn't listed because it is not on the FINRA designation page.

As to which, if any of them, you will find right for your situation I have no idea. But I can tell you this, don't count on anyone already in this field for a lot of encouragement. Most people already practicing in this area aren't looking forward to having any new competition.

There is no question that this market can be extremely profitable. However, you should know up front that in order to be successful it will require a great deal of time and effort to prepare yourself from an educational point of view. I strongly suggest you take the time to consider seriously whether or not you want to practice estate planning and if you are prepared for the initial study and ongoing CE required. ☐



Jonathan Neal, RFC®

Jonathan Neal is the senior partner at CCG-Capital Consulting Group, LLC and has twenty-nine years of experience in the retirement planning industry. He writes both public and industry related articles on retirement planning topics and products which are frequently published in newspapers and financial magazines. He has appeared on TV and radio programs across the country. As one of the original founders of the Society Certified of Long-Term-Care Advisors he is recognized nationally as an authority on the issues within the field of long-term care.

Contact: 678 906 2850
jneal@ccgcap.com
www.ccgcap.com



Business Mirrors Life

Today's Kids Have No Problem with Cash Flow

"Grandpa what is a four letter word for someone who has all the money he ever wanted?" The question came from my six-year-old grandson as he sat on my knee doing the *Wall St. Journal's* junior crossword puzzle.

"That is simple, it's rich — R.I.C.H." I wondered what answer he'd considered. "What did you have in mind?" I asked.

"I thought that maybe they were looking for H.N.W.I!" he answered, "an acronym for *high net worth individual*!"

Was I shocked by his response? Of course. "Let me help you with the next one," I volunteered.

"Ok, grandpa," he said, "that was one across; for one down the hint is: "Taking a chance. And it's also four letters."

Before I answered, I asked him what he thought the correct answer was.

"Well, the words that come to me are *hedge*, or *arbitrage*, or *margin*, but they don't start with an R and they have too many letters."

"How about *risk*?" I asked him.

He answered, "No grandpa that's a name of a board game and proper nouns are not allowed."

I realized I needed to teach my grandson some basic financial values to live by before he was totally misled by watching Bloomberg and CNBC.

I started with compound interest. I told him that his grandma and I were putting aside money for his college education and felt that a small percentage should be in a basic savings account. The money would grow nicely because of the power of compound interest.

"Grandpa, mom and dad have a different strategy." He explained. "They think I have a good chance of getting a need based scholarship to Harvard, class of 2023. The plan is for me to continue working with my tutor on the SAT preparation as they spend all their money. I should get into Harvard on my smarts and then get a full scholarship based upon their declaring insolvency."

He asked if I liked the plan. I thought it was crazy. But, as a soon-to-be retired baby boomer I realized I had thought my parents were too conservative in their investments. Maybe I was doing the same thing. I needed to remember that my grandson would most probably never see a dime from Social Security. Maybe taking more risk was actually a prudent way of planning for the future.

And yet I wondered if he understood the value of saving. "Let's get down to basics. Do you get an allowance?" I asked

"Sure, \$20 a week." He answered matter of factly.

Sounded like a lot to me. "And how much do you put in your piggy bank for a rainy day?" I asked.

I got that impish look from him (just like his dad used to give me). "What's so funny?" I asked.

"A piggy bank? Grandpa that's only in cartoons." He answered.

"When you get change of your twenty, don't you put some aside?" I asked.

"Grandpa- I don't get a real twenty dollar bill." He said.

Thank God, I was afraid my kids were overly indulgent with their son.

"So how much do you really get? I asked.

"I get \$20 but it's an electronic transfer into my debit card each week"

"What, you don't get cash?" I was surprised.

"Of course not grandpa," He responded calmly. "I would lose it like, just like when I lose my lunch at school!"

I offered to give him an extra five dollars a week but that he needed to save it.

"For what?" he asked.

"Let's say you want to give the homeless man on the corner a dollar. You could do it with the money in your piggy bank." I suggested.

"In our Sunday school class, we have made him our philanthropy project for the year and we know he doesn't take cash." My grandson was looking at me as if I was from the Stone Age. "He's been ripped off too many times."

"Very generous of you and your friends," I was really impressed. "But how does he get the money?"

His answer: "We direct deposit it into his account." ☐



Hesh Reinfeld

Hesh Reinfeld, an experienced journalist, passionately believes that a properly crafted bio or marketing profile will cause a prospective client to be sufficiently attracted to read it, and to feel, "I'd like to meet this person." Perhaps you would like Hesh to help you prepare a similar biography for you, or to assist you with writing assignments that will help you in your market.

Contact: 412 421 8379
hesh@heshreinfeld.com
www.heshreinfeld.com

The Register
Make the best use of your advertising dollar...

To market your product and services to the IARFC membership, contact
Wendy Kennedy
513 424 6395 x14

IARFC INTERNATIONAL DIRECTORY

Jeffrey Chiew
DBA, CLU, ChFC, CFP®, RFC®
Asia Chair
jeffreychiew@yahoo.com

Liang Tien Lung, RFC®
China Development Organization (IMM)
(China, Hong Kong, Macao & Taiwan)
imm001@iarfc.org.tw

**George Flack, CFP®, FPNA,
AFAIM, RFC®**
Australia and New Zealand Chair
george.flack@ribendigo.com.au

Janet Flack
Secretary
jan.flack@ribendigo.com.au

David Kippen
Treasurer
david.kippen@ribendigo.com.au

Antony Francis, RFC®
Bermuda Chair
diamond@ibl.bm

Jeffrey Eshun, Ph.D., RFC®
Canada Chair
jeff.eshun@iarfc.ca

Roger T. Blair, Sr. RFC®
Vice Chair
roger.blair@iarfc.ca

Bernadette Bowman, MBA, RFC®
Vice Chair
bbowman@iarfc.ca

Jacqueline Russell, BSc, MBA, Dip. Ed.
Business Relationship Coordinator
jacqui.russell@iarfc.ca

Choo Siak Leong, RFC®
China Chair
Beijing, Dailan, Guangzhou, Shanghai
slchoo@immadviser.cn

Zheng Senyuan
Executive Secretary

Demetre Katsabekis
MBA, Ph.D, CiC, CiM, RFC®
Greece Chair
areiscon4a@gmail.com

Nick Tessaromatis
Ph.D, CiC, CiM, RFC®
director@eisxy.com

**Samuel W. K. Yung, MH, CFP®,
MFP, FChFP, CMFA, CIAM, RFC®**
Hong Kong and Macao Chair
chair@iarfc-hk.org

Teresa So
**Ph.D., MFP, RFP, FChFP, CMFA,
CIAM, EDAM, RFC®**
Adviser, Hong Kong and Macao
director@iarfc-hk.org

Alan Wan, RFC®
Executive Director
admin@iarfc-hk.org

Ralph Liew, RFC®
India Chair
ralphliew@yahoo.com

Aidil Akbar Madjid, MBA, RFC®
Indonesia Chair
iarfc_indonesia@yahoo.com.id

Lisa Soemarto, MA, RFC®
CEO
lisa.soemarto@yahoo.com

Ng Jyi Vei, ChFC, CFP®, RFC®
Malaysia Chair
iarfc.malaysia@gmail.com

Benjamin Kan, FchFP, RFC®
iarfc.malaysia@gmail.com

Simon Khor
iarfc.malaysia@gmail.com

Zahid Khan, RFC®
Pakistan Chair
askzahid@gmail.com

Ralph Liew, RFC®
Philippines Chair
kilhk@myjaring.net

Tony Balmori
Executive Assistant
tonybalmori@iarfcphils.org

Serene Ng
Singapore Admin Assistant
serene@iarfcsg.org

Richard Wu, RFC®
Taiwan Chair
richard@imm.com.tw

Val Wang
Customer Service Representative
val.wang@imm.com.tw

Raymond Lee
Executive Secretary
raymond.lee@iarfc.org.tw

Preecha Swasdpeera, MPA, MM, RFC®
Thailand Chair
contact@iarfcthailand.org

Inshan Meahjohn, RFC®
Trinidad Chair
imeajohn@altuscompany.com

Nigel Salina, RFC®
nsalina@nsa-clico.com

Danielle Brennan, BA
dbrennan@altuscompany.com

INTERNATIONAL WEBSITES

IARFC Canada
www.iarfc.ca

IARFC China
www.iarfc.cn

IARFC Hong Kong
www.iarfc-hk.org

IARFC Philippines
www.iarfcphils.org

IARFC Taiwan
www.iarfc.org.tw

IARFC Thailand
www.iarfcthailand.org

US STAFF DIRECTORY

**Edwin P. Morrow,
CLU, ChFC, CFP®, CEP, RFC®**
CEO & Editor-in-Chief
edm@iarfc.org
513 424 6395 ext 11

Mark Terrett, RFC®
Operations Manager
mark@iarfc.org
513 424 6395 ext 10

James Lifter, MBA, RFC®
Education Director
jim@iarfc.org
513 424 6395 ext. 18

Kathleen Ourant
International Membership Services
kathleen@iarfc.org
513 424 6395 ext. 31

Amy Primeau
Domestic Membership Services
amy@iarfc.org
513 424 6395 ext. 34

Wendy M. Kennedy
Executive Assistant & Managing Editor
editor@iarfc.org
513 424 1656 ext. 14

Barbara Chasteen
Mailing and Shipping
barbara@iarfc.org
513 424 1656 ext. 22

Justina Chou
Director, Asian Services
justina@iarfc.org
513 424 6395 ext. 16

What's your client's life expectancy?



When you're planning for Boomers and Seniors, it's all about making sure their money lasts as long as they do. You're at a serious disadvantage if you don't know whether your client is likely to live to age 70 or to age 102.

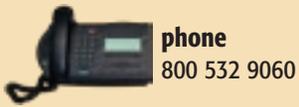
It's hard to plan for a risk you can't define.

Now you can get better information to make better plans. Find out about 21st Services' **Customized Longevity Planning Report™** – including the easy-to-use online version. Go to www.21stServices.com/rfc.



Make a better plan. Base it on a Customized Longevity Planning Report™. Now available online.

Go to www.21stServices.com/rfc. Or call 877-317-3008.



the
Register



International Association of Registered Financial Consultants

Financial Planning Building - 2507 North Verity Parkway
P.O. Box 42506 - Middletown, Ohio 45042

CHANGE SERVICE REQUESTED



Financial professionals helping people do a better job of spending, saving, investing, insuring & planning

Proven results from the Financial Planning Process™ course

- Gain new prospects and turn them into fee-paying clients
- Discover proven techniques that will earn you money
- Make your practice run smoothly and more effectively
- Charge large modular and comprehensive plan fees
- Create long-term and profitable client relationships

If you're not getting better, you're getting GONE!

FINANCIAL PLANNING
PROCESS

800 532 9060 www.IARFC.org

