the Register

Vol. 11 No. 11 • November 2010
Official IARFC Publication
www.IARFC.org

Forrest Wallace Cato

You Can Cut a Greater Figure!

IARFC
INTERNATIONAL ASSOCIATION OF REGISTERED FINANCIAL CONSULTANTS

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

• IN THIS ISSUE •

The Register is published monthly by the International Association of Registered Financial Consultants ©2010, 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

NEW IARFC MEMBERS

James Henry Booth, RFC®, CT
James Thomas Booth, RFC®, CT
Ronda Dandurand, RFC®, IN
R. Anthony DiRegolo, RFA®, CA
David Gilmer, RFC®, WA
Brian W. Kastner, RFC®, WI
Moses LaCour, RFC®, TX
Robert G. McDowell, RFC®, FL
Denise McManus, RFC®, PA
Charles A. Miller, RFC®, CA
Donald A. Pochowski, RFA®, AZ
Bryan J. Polley, RFC®, MN
Eliot W. Rester, RFC®, TX
Marlene M. Scholz, RFC®, WI
Steven Joseph Tirendi, RFC®, PA

New International Members

Thailand	2
Indonesia	25

Members Who Recommended New Members

Referror of the Month
Robert Avey, RFC®

Robert Avey, RFC®
Forrest Wallace Cato, RFC®
Kevin Dottenwhy, RFC®
Paul McCready, RFC®
Lew Nason, RFC®
Al Timm, RFC®

CALENDAR OF EVENTS

RFC Graduation
December 14-16, 2010, Mumbai

RFC Business Succession Course
December 18-19, 2010, Mumbai

MDRT Experience Singapore
February 24-26, 2011

MDRT Annual Conference
June 5-9, 2011, Atlanta, GA

MDRT Annual Conference
June 10-14, 2011, Anaheim

Pre-Cruise CE – San Juan
June 24-25, 2011

CE @ Sea Southern Caribbean Cruise
June 26 – July 3, 2011

The IARFC is proud of our members and in reverence we would like to remember our passing members:

Alan E. Anders "Bull Dog"
Rocky Point, NY

Register ROUND UP

IARFC Leaders and Financial Industry Experts were asked for their insight and advice on issues facing consultants in today's economy.

This month's Round Up question:
What step did you take that made the greatest increase in your practice efficiency?

Here's an idea for the round up questions and an opportunity to generate revenue and efficiency for the IARFC. I was introduced to a service that sends appreciation cards to clients automatically at predetermined times, all without the advisor ever having to remember the event or send the card. Cards are very professional, delivered first class in a stamped envelope and can be set up in campaigns to send multiple cards throughout the year. Best yet, the cards cost only $0.62 to $0.93 each plus postage and are personalized with your message and signature in your own handwriting. We set up campaigns to send 1) an initial thank you for becoming a client immediately after the sale; 2) a card on their birthday; 3) a card 4 months after becoming a client requesting a referral; and 4) a card 11 months out reminding them it is time for their annual review. This whole campaign costs about $5 per client.

See the information below and try out the service yourself. There is a start up expense of $457 which includes your first 65 or 100 cards. These cards are of the same quality you can spend $5 each on and the higher priced cards ($1.39 in the mail including postage) allow you to use personal pictures or business logos on the card!

See below and follow the link. Call me if you would like to discuss this further.

Just visit https://www.sendoutcards.com/cgi-bin/trncustomer.pl?static_streaming_dvd:87565:undefined and if you like what you see enough to test it out, you can click the red link at the top of the page "Click here to send a free card" and you'll be walked through the simple process of sending a card to someone.

There's many marketing strategies that I can share with you after you look at the program. What makes SendOutCards so effective is it's using appreciation marketing as the vehicle and who doesn't like to be appreciated.

If you have more questions I'd encourage you to call Mark Appelbaum who introduced SendOutCards to me and he'd be happy to help you. 801 390 7015 or mark@1simpleaction.com.

I look forward to hearing what you think of the Send Out Cards program.

Another of the best enhancements that has helped our business was adding a tool available through the IARFC relationships. Copytalk is like having a personal stenographer at your disposal. I use the call in service to create follow up notes on each appointment. Takes just a couple minutes and the information is available to go right in the file or provide my assistant with the follow up actions agreed upon. A very reasonable monthly fee for unlimited transcriptions.

Ed Ledford, CLU, RFC®, IARFC US VP, Carmel, IN

The first thing I did was to define what my ideal day and week would look like. I then looked a what my greatest revenue producing activities, which was getting in front of clients and asking the to do business with me. Then I delegated all other activities to my staff. It sounds simple, but it took me two years to get it accomplished.

Delegating the non RPA's (non-revenue producing activities) was the key to much greater effectiveness.

Bill Moore, Pharm D., CLU, ChFC, FIC, RFC®, IARFC US Board Member

1. Delegation… trust me, your staff can do most of the works
2. Automation… can increase efficiency especially repetitive works
3. Planning… an hour of quiet planning increase your practice efficiency and profitability
4. Touch the paper only once. If necessary, answer on the same page of the document

Jeffrey Chiew, DBA, CLU, ChFC, CFP®, RFC®, IARFC Asia Chair, Kuala Lumpur, Malaysia

Spotlight on IARFC Benefits:

Are We Getting Through?

Amy Primeau, Domestic Membership Chair

As I read through the member surveys, it seems we (the IARFC) are not getting through to our members. Many of the suggestions that have been offered are things we are already doing.

For example, many members suggested we should offer the Register electronically. A hard copy is mailed to all current members monthly. An email is sent each month with a link to the electronic copy, and current and past issues are always available to members on our website, www.IARFC.org . If you have previously opted out of our emails, you will not receive the Register by email, but you still have access to it on the website.

It is also apparent that our members are not aware of the numerous consumer products and plan building supplies that we offer. Information on each of these is sent to all members throughout the year. I have written articles about our various products, in an attempt to bring more awareness to them. Items are also periodically featured in the Register.

Some members suggested we create a referral system for membership. We have had a referral program in place for many years. Last year we modified the program, to make it more appealing to our members. For each new member you refer, we send you $50. As I write this, we have welcomed 75 new members as a result of this program.

Some members take advantage of the supplies we offer, ordering frequently. We have had a positive response to the referral program we introduced in November, 2009. It is clear that many of our members take pride in being an RFC®.

But, there is still a large percentage of our membership that doesn't seem to know about all we offer. Frequently, as I talk to members about renewing, I am told 'I just don't see the value of it'. I offer suggestions, send them samples of the brochures and marketing materials, encourage them to update their profile.

If they choose not to take any action, there is little more I can do to show them the value of their membership. For instance, if I don't open the magazines that I subscribe to, and just let them collect dust on the coffee table, how can I say the subscription has no value to me? Whereas, if I take the time to read the articles and then decide it really isn't that interesting to me, when I cancel my subscription, I can honestly say I don't see the value in renewing.

I know you receive a lot of mail, especially if you have multiple designations. Make sure your secretaries or assistants know what designations you hold, and which organizations would be sending you mail because of those designations.

They need to forward all membership material to you, not just the invoice. Take a couple of minutes to read through the information, and make the most of your RFC designation!

Scan this QR code with your smartphone

IARFC Member Services:
Amy@IARFC.org or call 800 532 9060 x34

IARFC Member Benefits and Services

Publications

The Register — membership magazine that keeps you up-to-date with the current member issues, industry developments and articles by and about advisors.

Business Source — monthly reviews of important business and financial books.

Financial Advisor Magazine with practice management features and successful marketing techniques and FA News

Producers Web — Internet financial publications.

Financial Services Journal Online — monthly publication of eight articles on personal financial planning and practices.

Financial E-News — bi-weekly e-mail of financial services developments: legal, investment, insurance.

Horsesmouth — a daily, online service that helps financial advisors succeed.

Offshore Press — in-depth, objective research reports, books, newsletter, seminars and personal consultations on asset protection and international tax law.

Financial Insider — 8-page color client financial newsletter

20/20 Newsletter — 4-page color client financial newsletter.

Conferences and Learning

RFC Course — Financial Planning Process™
A Financial Planning and Practice Management Curriculum for the Advisor who wishes to prosper by helping clients achieve personal financial independence.

CE-at-Sea™ Cruise Conference — Organized annually by IARFC staff and available at very attractive prices. IARFC Cruise — call 800 532 9060 for more information.

Practice Management Services

Your Member Profile — The IARFC.org website has a very sophisticated profile, and currently the best, of all those in the financial services field. A valuable credential!

RFC Brochures — Consumer-oriented brochures and referral cards to distribute to clients and/or prospects.

The RFC® Certificate — Handsome 16″ x 20″ parchment diploma-type document designed for framing and display.

RFC® Confirmation Notice — A smaller recognition notice for use in a folder or binder 8.5″ x 11″.

Formal Announcements — 4″ x 5″ formal cards proclaiming your RFC® conferment.

Information Request Cards — 4″ x 5″ cards for you to solicit other services to prospects and clients.

Professional Insignia — Gold RFC® or silver RFA lapel pin; Men's tie chain and key; Ladies gold ring broach; Unisex gold RFC® cufflinks.

Press Releases — to announce receipt of RFC designation.

Plan Building Supplies — attractive padded dark blue binders, pocket folders and note pads, as well as colorful index tabs for assembly of quality financial plans.

Data Forms — Two customized data gathering forms.

Modular Plan — 3-Ring Binders plus the Unibind System

Client Appreciation — specialty document wallets and presentations folders.

Personal Note Cards — with gold RFC Key on front for use with clients and prospects.

Document Filing Systems — that create natural cross-selling discussions.

IARFC Career Center — the premier electronic recruitment resource for the industry.

IARFC Logos — for business cards, brochures, website and stationery.

Call 800 532 9060 or visit www.IARFC.org for more information.

COACHES CORNER

The IARFC is pleased to provide contact information on persons who offer coaching, mentoring or tutoring services.

Some extend free time or a discount to IARFC members. This listing is not an endorsement or guarantee — as RFCs are qualified to judge who can help them in the areas where services are most important. This roster is alphabetical by last name.

Wilma Anderson, RFC®
Long Term Care & Critical Illness
www.LTCcoach.com
Wilma@TheLTCcoach.com
720 344 0312

Max Bolka
Comprehensive Business Consulting
www.MaxBolka.com
Max@MaxBolka.com
800 472 3288

Forrest Wallace Cato, RFMA, RFC®
Media Advocate & Publicist
www.CatoMakesYouFamous.com
ForrestCato01@BellSouth.net
770 516 9395

Mark Gremler, RFC®
Billion Dollar Mentoring
www.billiondollarmentoring.com
marketing@billiondollarmentoring.com
877 736 7492

Christopher Hill, RFC®
End of Life Plan — Education, Training and Marketing
www.FuneralResources.com
Chris@FuneralResources.com
703 917 8501

Maribeth Kuzmeski, MBA, RFC®
Practice Management & Marketing
www.RedZoneMarketing.com
MK@RedZoneMarketing.com
847 367 4066

From the Chairman's Desk...

Ed Morrow

Did Seminars Used To Work For You?

Have you been distressed with declining attendance and accelerating costs to fill the room? Maybe, like many, you have ceased giving seminars.

Would you like to have a way to invite 100 local persons to attend a public seminar, make a positive cash flow from the event, and perhaps get 8-15 qualified prospects for your services?

Well the old master of seminars, Jack Root, founder of Successful Money Management Seminars, has a new way for you to do this, all as a member of the IARFC. Stay tuned for the PGPS — **Pixel Gigs Public Seminar**.

Pixel Gigs. A great opportunity for you, for some of your family, associates and friends — in addition to the prospecting feature. You will be learning more about this — as a very cost-effective and powerful suite of software, as an income opportunity, and as a new IARFC member benefit.

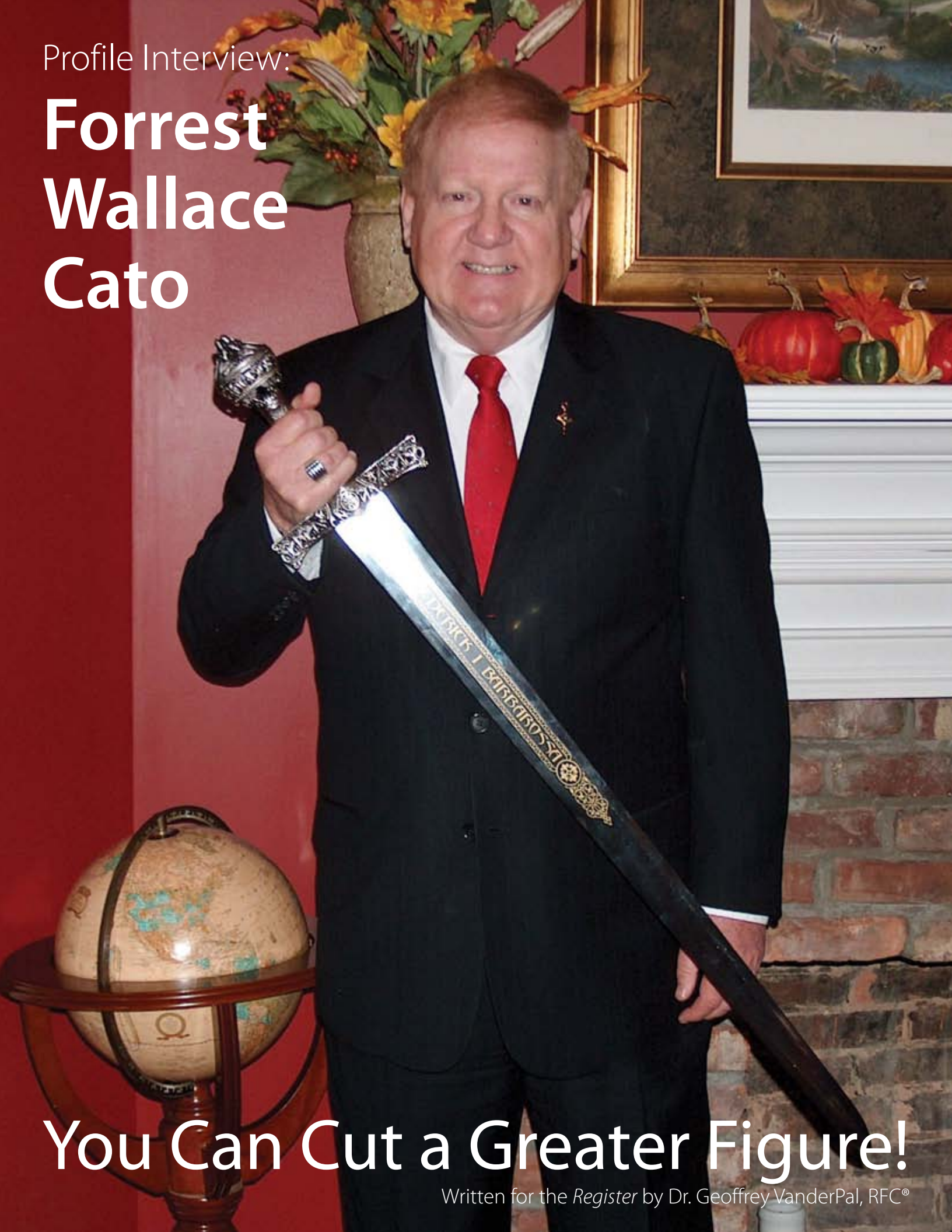
There are even multi-level marketing opportunities. You may say — I'd never do that! About 25-30 years ago a prominent financial planner detected that his primary customer base had a very high divorce rate. These were primarily male physicians with unemployed stay-at-home wives. The husbands worked very long hours, made a lot of money, but were constantly fighting business concerns and taxes. Often their wives went to country clubs or charity events, but these talented ladies had no sense of accomplishment, other than as mothers.

This planner had been approached to join Amway, and encouraged his wife to join him, to avoid any conflict with his broker dealer. She got interested, became a businesswoman, and started increasing their income. So he encouraged his physician clients and their wives to do likewise. The results were phenomenal! Soon the planner and his wife were among the top ten Amway distributors, worldwide. His broker dealer wasn't happy with this, so he turned in his license and became a fee-only RIA planner. His income soon reached 8 digits.

The big difference with PixelGigs is that you don't need to fill your garage with soap! So please have an open mind about this opportunity. We will have all the details for you in the *Register*.

Profile Interview:

Forrest Wallace Cato



You Can Cut a Greater Figure!

Written for the *Register* by Dr. Geoffrey VanderPal, RFC®

In the book *Secrets of Wealth*, writer Bernon Adcock warns the American public about the unscrupulous financial planners who exploit clients and damage the image of financial planning. Asked why he chose Forrest Wallace Cato to defend the planning profession. Adcock replied, "I made that choice because of who Cato is, the influence he has, and the good will that he enjoys among planners. He is the major lobbyist for a positive view of financial planners — and Cato has held this position since the beginning of the planning profession. As a skilled image builder he is well-known for the key role he played in helping to get this new profession of financial planning respected and established soon after this specialty discipline was created. As a result he is very influential among planners and the media."

Mehdi Fakharzadeh, RFC®, the world's most successful living and active insurance sales agent, told this writer, "Cato is connected. His calls are returned by the Presidents or members of the President's personal staff. Cato's assistant became the Assistant to the White House Chief of Staff during the Reagan administration. He is in frequent talks (and arguments) with Congressman Barney Frank, Chairman of the Financial Services Committee. Congressmen and potential candidates frequently visit him for his advice."

"Mister Mehdi" added, Cato is copied in advance on most new regulations, laws, or proposed legislation that will impact planners and agents. He once scolded Colin Powell and former NYC Mayor Ed Koch for not hanging around and schmoozing with planners during financial conventions when they were the featured speakers." Cato is credentialed as a recognized member of the media authorized to cover the Congress, Senate, and White House in Washington, DC. He has personally and privately interviewed five Presidents of the United States; Richard Nixon, Jimmy Carter, Ronald Reagan, Lyndon Johnson and Bill Clinton. He chose not to interview Bush One, Bush Two, and Obama.

Lew Nason, RFC®, adds, "Cato is also the best-known of all the media advocates that help financial advisors create, establish, and maintain their desired images within target markets. As such he has represented many of the world's most famous and most successful planners. He is also published world-wide on the subject of financial planning and served as Editor-in-Chief of the two largest circulation financial planning magazines. He enjoys enormous contacts in the media and the planning profession."

According to Nason, "Over the years Cato has built-up a vast reservoir of goodwill among planners and agents. He remains one of the most influential voices in, and for, our industry. As the long-time leading advocate, promoter, and supporter of the legitimate professionals in financial planning. The co-founders hired him soon after the inception of this specialty discipline. Cato accomplishes an excellent job of explaining the role of financial planners. Cato is a very aggressive opponent of those who do not ethically serve the public."

Mehdi Fakharzadeh, RFC®, the MDRT hero who is recognized as the world's most successful living and active insurance sales agent, inspects some of the "blades" in Cato's collection of swords and knives.

Public Relations Quarterly reported, "Cato is a scholar who is quoted in the thesis, or dissertations, of over 40 university students across the USA. He is also an award-winning author, reviewer, critic, biographer, op-ed writer, teacher, long time financial planning industry lobbyist, and an essayist. He makes his clients (financial professionals, entertainers, and business executives) famous in their key markets."

Loren Dunton, co-creator of the multitrillion dollar financial planning movement, in his book Financial Planning: A New Profession, wrote, "Cato has a national reputation as an editor, journalist, and media promotion genius. He's written more copy to help gain acceptance, understanding, and appreciation for financial planners than any other person."

His Entry Into Journalism

While stationed in England, he was appointed a base newspaper editor in the Strategic Air Command, under General Curtis E. LeMay. He restructured the publication, and Cato's format was adopted throughout the entire United States Air Force and is still used today. While stationed in England he enrolled at Oxford University. He attended Oxford but did not graduate. He has worn his hair in a no-nonsense military style since his Air Force days because, "This close hair style is easy to maintain."

In Germany he interviewed many infamous Nazi leaders, including Albert Speer. He studied the deceptive propaganda techniques used by the National Socialists and Adolf Hitler to shape the opinions of the German people. This was chronicled in his first book, Nazi, which sold-out the print-run. He became a close friend of Simon Wiesenthal, the famous hunter of Nazi war criminals for whom the Holocaust Museum is named. He also befriended Dr. Stuart Henderson Britt, America's counter-part to Nazi Germany's Propaganda Minister who was Dr. Joseph Goebbels.

He was once hired by Colonel Tom Parker, to help promote a struggling singer, Elvis Presley. During his Nashville days Cato's best friend was Ray Walker, a member of the Jordanaires, a singing group that backed-up Elvis Presley and other singers. He and Walker remain close friends. He also wrote record album cover copy for many performers. Singer Guy Mitchell (who sold 44-million records, including 6-million selling singles) once shared a Nashville apartment with Cato. Mitchell went on to star in two network TV series. Mitchell's hit's included *Singing The Blues*, *Heartaches By The Numbers*, *My Heart Cries For You*, plus others.

Cato edited many scripts for movies and early television shows, becoming very familiar with various "stars." He briefly dated actress Sandra Dee following her divorce from Bobby Darin, and worked for the legendary cowboy star, Roy Rogers, and producers and directors. Based on this activity with Hollywood stars, he learned how to "get in to visit" with VIP types, i.e., politicians, publishers, producers, Editors-in-Chief, etc., and how to present his

Cato is frequently the man behind the cameras.

clients' proposition. This talent, for how to get past the gatekeepers, enables him to swiftly achieve attention for clients, in financial services, entertainment, or business.

Cato's Media Advocacy Services

Cato has served for 28-years as a media advocate for financial planners, VIP-financial types, celebrities, senior executives, insurance agents, and famous professionals in eleven countries. For these "names" Cato obtains local, regional, national, and/or international targeted media exposures (valuable publicity). Many of these people were not "names" until after he worked for them.

For clients he creates, establishes, and maintains, desired images within target markets. This proven sales and marketing communications effort leads to the increased understanding that results in greater acceptance for the financial products or services provider.

He arranges for financial planners to serve on the boards of corporations, foundations, associations, educational institutions, and public committees. He arranges for clients to receive Hollywood Walk-of-Fame Stars, serve on Presidential Commissions, fly on Air Force One, get their name in lights on Times Square and Broadway. He also sets-up international speaking tours, etc.

Editorial Positions

Cato is former Editor-in-Chief of *Financial Planning* magazine, the flagship publication of the FPA, *Trusts & Estates: Journal of Wealth Management*, (the 'bible' of the bank trust industry), *Financial Services Advisor*, the *Fraternal Monitor*, and the *Inspirator International*, the largest circulation English language magazine in the Pacific-Rim countries, devoted to sales training, self-improvement, and personal money management. He has also been Associate Editor of *Pension World Magazine*, and former Contributing Editor to *Oil & Gas Tax Quarterly Magazine*. He is currently the International Editor for the largest financial planning publication in China, *Advisers* magazine.

Consumer Publications

He has written for such consumer publications as *Reader's Digest*, *The New York Times*, *Money Magazine*, *U.S. News & World Report*, and others.

Financial Publications

His financial writings have appeared in major financial consumer and professional publications such as *The Wall Street Journal*, *Financial Times*, *Tax Shelter Digest*, *Barron's, Asian Investor*, *Finance Asia*, and *Popular Financing*.

Banking Publications

Cato has been published in such banking publications as *American Banker*, *Banking Today*, *United States Banker*, *Oklahoma Banker*, *Bank Marketing*, and *Mid-Continent Banker*.

Real Estate Publications

Magazines publishing Cato's real estate articles include *National Real Estate Investor*, *The Hawaiian Realtor*, *New England Real Estate Journal*, *Orange County Apartment News*, *Tennessee Realtor*, *Realty*, plus many real estate articles appearing in newspaper supplements.

Oil and Gas Publications

His writings have been featured in such oil and gas magazines as *Oil & Gas Investor*, *Oil & Gas Tax Quarterly*, *Gulf Coast Oil World*, *Northeast Oil World*, *Drill Bit*, *Western Oil World*, and additional publications.

Insurance Publications

Cato has written for such insurance journals as *Life Insurance Selling*, *Broker World*, *Mid-America Insurance*, *California Insurance*, *National Underwriter*, *Round the Table*, *Agents Sales Journal* and others serving the insurance profession.

Financial Planning

His writings have been published in *Financial Planning*, *Financial Services Advisor*, *Trusts & Estates*, *Financial Profiles*, *Annuity Super Producer*, *Leaders*, *Institutional Investor*, *Journal of Finance*, and *Financial & Estate Planners Quarterly*.

His column, *Cato Comments About Your Image*, is a feature in the IARFC *Register*.

Specialty Publications

Cato's other published credits include such specialty titles as *The American Salesman*, *Popular Mechanics*, *Variety*, *Public Relations*, and more.

Public Relations Writing

- *National Investor Relations Institute* (NIRI)
- *Investment Company Institute* (ICI)
- *Financial Public Relations Association*
- IARFC *Register* magazine
- *American Bankers Association* (ABA)
- *Horses Mouth*
- *Producers Web*

Client Image Building Activities

Cato is experienced in ghostwriting and promoting books for famous celebrities, scripting original motion picture stories and screenplays, creating direct mail packages, writing subscription direct mail pieces for *Playboy*, *Readers Digest*, and others, and preparing circulation solicitations for Nightengale-Conant, *Guidepost*, etc.

Introductions to Classic Books

- ***How To Sell Your Way Through Life*** by Napoleon Hill, author of the motivational classic Think & Grow Rich.
- ***Financial Planning As I Created It*** by Loren Dunton, co-founder of the multi-trillion dollar financial planning industry.
- ***My First 65-Years In Advertising*** by Maxwell B. Sackheim, first member of the Direct Mail Hall-of-Fame.
- ***Self-Improvement Through Public Speaking*** by Orison Swett Marden, author of the all-time best-selling book on effective public speaking. His title outsold ***The Power of Public Speaking***.
- ***Make Your Walls Tumble*** by BBC-TV personality Rev. Dr. John Lutwyche Clemens.
- ***Financial Planning As I Conceived It*** by financial planning pioneer John B. Keeble.

Books by Cato

- *Mehdi's Fast-Track Success System*
- *What It Takes To Make You Great*
- *Napoleon Hill Heroes*
- *Sales Promotional Image Building*

This often-quoted financial planning media advocate has spoken to organizations serving financial professionals, public relations practitioners, celebrity promoters, artist's managers, direct mail copywriters, fund raisers, USA military organizations, and foundation directors.

Cato also teaches public relations, image management and marketing to the media at the Insurance Pro Shop and has spoken at the Altmann Financial Sales Mastermind Group in Madison, Wisconsin as seen over WI PBS TV.

Five books ghost-written by Cato (for clients) have made *The New York Times* top-ten best seller list, and the published articles drafted by advisors and agents, that have been edited, polished and placed by Cato, number in the hundreds.

Cato continues to work as an international financial magazine consultant. As an award-winning journalist Cato has interviewed three Prime Ministers, the King of Thailand, His Holiness the Dalai Lama, Richard Branson, Peter Lynch, Bill Gates, Warren Buffett, and John C. Bogle among others.

He has written on financial planning for the Federal Reserve Bank and for the *Funk & Wagnalls New Encyclopedia*. In his capacity as a Media Advocate for financial professionals Cato has ghostwritten, edited, or enhanced hundreds of articles placed in recognized publications under the bylines of his clients or famous celebrities in various fields such as show business, politics, sports, education, etc.

Cato's writings are frequently published in the USA, Canada, Japan, South Korea, Taiwan, Hong Kong, Thailand, South Africa, Germany, Philippines, Malaysia, India, Singapore, Indonesia, China, Costa Rica, Argentina, plus the United Kingdom, Australia, and New Zealand.

He received the Lifetime Financial Writer's Award from the Money School of Boston, the Financial Writer Award from the International Association for Financial Planning (IAFP, now FPA), plus the *Financial Profiles Magazine 2005 Financial Writer of the Year Award*.

Cato is a former national headquarters member of The American Legion, a board member of the Loren Dunton Foundation for Financial Service, and serves on the board of the National Center for Bankruptcy Accountability. Cato is a co-founder of the American-British Military Museum in Norwich, England.

Many financial advisors have brought their rough manuscripts to Cato, with the plea to have it edited, packaged and presented to publishers. Of course this is a confidential relationship and his name does not appear on those works – which probably would never have been published, had it not been for his efforts.

I asked:

What should a financial planner say in his or her media exposures?

Cato: Say something that places you on the side of the angels, but do not proclaim how wonderful and fantastic you are. Think like a sincere consumer advocate. Say what is in the best interest of your prospects. Jerry Royer, RFC®, has spent his forty-five year career following one simple core value he once had written on his business card, ***"Built on Integrity and Growing With Service"***. I think Royer is a great role model because of his never-ending devotion to honesty and integrity.

Who were the most unusual people you interviewed?

Prostitutes, Nazi holocaust survivors, AIDS patients, people in prison, and 9-11 responders. I ended my interview with the WWII Nazi war criminal Albert Speer by telling him I thought he should have been hung after the Nuremburg Trials. After that, I was thrown out. If the judges had known then what we know now Speer would have certainly been executed.

I find Wall Street big shots and White House staffers to be the most pompous and self-important people that I have ever encountered. Howard Jarvis of Proposition Thirteen fame in California was a very great man and a wonderful interview for me. When I interviewed Roy Rogers and Gene Autry I was excited at first because they were my childhood heroes.

Meeting alone with Peter O'Toole and Rod Steiger was special for me because I admired their talents so much. And I will never forget how impressed I was when I was alone with Rev. Dr. Martin Luther King. Seems like great wordage just flowed down from heaven to his lips! He was as eloquent with one person as he was with a massive audience.

Jack Gargan, RFC®, the dynamic founder of the IARFC is always a great interview. He motivated Ross Perot and Jesse Ventura to run for office. Many of our IARFC members in Australia, China, Canada, Bermuda, and the Pacific-Rim countries are so brilliant they also make for great interviews. I'm talking about great professionals like Dr. Jeffrey Chiew of Malaysia; George Flack of Australia, R. Arliss

Cato with IARFC founder Jack Gargan.

Francis of Bermuda, Alan Wan of Hong Kong and Preecha Swasdpeera of Bangkok. I've been blessed to know such people. I'm very fortunate to be in my spot where I can access esteemed professionals who have contributed so much to the growth of financial planning.

What is the most famous media exposure that you have accomplished?

Possibly it was making the TV network news. Remember, the Media Advocate remains hidden behind the scenes and can seldom take credit for anything he or she causes to result. The clients should get all the recognition and attention. I created the saying *'Hollywood hard'* which means giving parts to the sons and daughters of children who are connected to established stars, major actors, or to leading directors or producers. This term is still used every day in show business in New York and California and refers to that unfair casting practice.

I created a line that was used nationwide for many years on radio. That line was *'It's ten o'clock, do you know where your children are?'* I've written slogans that are used by the Chambers of Commerce for some cities. I dubbed the Ryman Auditorium in Nashville, when the Grand Ole Opry was held there, *'The mother church of country music'*. The list of slogans, themes, and titles goes on. I changed the name of the late and beloved Charlie Jones to Charles 'Tremendous' Jones. He was my longest lasting client. I miss him very much. I suggested some powerful stage gimmicks for Elvis Presley, but Colonel Tom Parker rejected them. Years later James Brown used them very successfully.

Is there a valuable free service that you especially recommend for RFCs?

There are two. Both are internet newsletters. I know there are over ten thousand free internet newsletters but these are two that will help you stay on the cutting-edge. Sign-up now for the free newsletter *The Money Making Insider's Marketing & Sales Tips* at www.InsuranceProShop.com/newsletter

It is time for all agents and planners to speak-up and promote an understanding that leads to greater acceptance for their profession.

and also, Larry Doyle, recently appointed President of Greenwich Investment Management, writes extensively helping planners and agents navigate our economic landscape at www.senseoncents.com.

Have you experienced personal and business failures? Will you talk about them?

Of course. On the personal side I have failed to learn to play the violin. About every five years or so I pick-up the violin and practice a little for four-or-five days. Then I stop. During thirty years of doing this I have never learned to play the violin. I admire good musicians like those who made Nashville into 'Music City USA.' I especially admire and envy the great debonair financial planner Donald Ray Haas, RFC®, of Birmingham, MI. Haas has remained a leading financial planner for fifty-five years, an MDRT member for over twenty-five years, and a musician in the Detroit Symphony Orchestra for twenty years. Successful planner Phil Calandra, RFC®, of Kennesaw, GA, is also great on the trumpet and performs at churches and charitable events.

On the professional side I once advised Jack Canfield to forget about trying to get *Chicken Soup For The Soul* published. Jack was the co-author along with Mark Victor Hansen. I passed on this book and explained that up until that time no anthology had ever sold well. Boy was I wrong! That book and other titles in the Chicken Soup series became one of the most successful selling series of books in all of book publishing history.

I have experienced three unfortunate failures with financial related clients during almost thirty years. But fortunately they involved only brief encounters. Each was for the same reason. *The client insisted on telling me what to do plus when and how to do it. They wanted immediate fantastic results on a limited budget. When I lost control like that I had no confidence that I could achieve anything.* I knew their objectives could not be accomplished by their means and methods. Anyone can get anything on the Internet but that's about it.

Those failures I experienced were tragic because each of the three could have become famous, more respected, and far more successful in their markets, but they never did. Each was a very attractive person with many high appeal factors. But I was unable to subordinate myself to their imperious dictates. I wanted to work for them but could not figure-out how to do that effectively. This was frustrating. They had no real experience in my specialty and didn't realize when their image-building efforts were ineffective. But they had good intentions.

Once I had a planner who swindled me and ironically he specialized in servicing police officers. But the vast majority of my clients have been responsible, disciplined, intelligent, and honorable people. I actually love most of them and treasure our long term relationships. They are credits to their profession. I am most thrilled when we make the huge publicity scores that are very difficult to achieve. I'm very thankful for my clients and consider myself fortunate to work for and with them.

How important are books for planners today?

The legitimate book publishing industry is in a disastrous condition due to the present economy, the effects of new technology, and as a result of changing consumer habits. Today I am flooded with resumes from book editors. The hardback book is presently in danger of becoming a relic of the past.

When I first began calling on book editors to place books years ago, I could not afford a hotel room in New York City so I slept on the editor's couches, or in seats at all-night movie houses around Times Square.

Once I advised planners not to self-publish because vanity books have no real distribution, no exposure, no reviews, and are generally assumed to be amateur efforts. A vanity book can not possibly be a contender for any legit best-seller list. If you have to pay to get printed then go with a major book publisher as most have a custom print-run department. If you do that then you get a major house's logo on your book and the book is not immediately recognized as a vanity book. But most planners do not know this. Such a book is also more professionally designed and the effort may be edited to correct amateur writing.

Presently I'm like most major book publishers and editors in that I do not know what to think, expect, or suggest now regarding books. I still ghostwrite books and act as a literary agent and place books with major publishers that pay royalties to the indicated bylined author. I continue to think this is the way to go. This way the planner does not pay the printer but is paid royalties from the book publisher and you can usually purchase copies for your own use at a little above production cost. Legitimate books are still a very effective sales tool, status symbol, and prestige device. Vanity books usually do not command a lot of respect among book sellers, sophisticated readers, or educated people.

Who are your role models?

The great 'king-makers' like Jerry Weintraub, Irving Paul ' Swifty' Lazar, and Colonel Tom Parker. Remember, I'm a king maker, not a financial professional. I learned from Charles "Tremendous" Jones, the beloved Mehdi Fakharzadeh, Norman G. Levine, Maxwell Sackheim (the most successful direct mail copywriter of all time), Lew Nason, Ed Morrow, Loren Dunton, Steve Allen, Stuart Henderson Britt, and each of my clients.

Who are some of your favorite famous friends?

To name a few, country singer Roy Acuff because he was always so kind to me, as was Norman Vincent Peale, and Art Linkletter. Larry King at CNN sort of took me under his wing and mentored me until I learned how television production works.

Mr. King did far more for me than I ever did for him. I will forever be indebted to him. Hal Chorney, because he is our hero. Lew Nason, RFC®, because he helps so many insurance agents and planners make more money and serve far more clients. Larry Doyle because of his fantastic talent. Larry is our greatest writer on the economy. Ed Morrow, RFC®, because of his zest for life, his brilliance, and his proven

dedication to the financial planning industry. Ed has probably done more to help financial planning and planners than any other person.

Howard Jarvis of Proposition Thirteen fame was a person I really liked. But he was mad every time I interviewed him. He used so many crude words and made so many ugly remarks that I could not publish much of his best commentary.

You too can target any famous persons you would like to know, cultivate them, and become friends with them. But the famous person you target must be intelligent and a high class person. You know it is difficult to sell to stupid people. It is also difficult to cultivate famous people who are not too bright or lack character and class. I wish I could have known Leonardo DaVinci, Benjamin Franklin, Robert E. Lee and Nathan Bedford Forrest.

Are these especially difficult times for America's planners due to the stalled economy?

Successful planners have always had to work. And they work hard for their clients. Since planning began their markets have always been tough, ever-changing, and challenging. There have always been powerful special interests that wanted planners to disappear, or the special interest wanted to control the planners.

The few remaining old clowns in planning are facing retirement or dying. I do not see any young clowns. Now all planners are being unfairly punished because the public finally wised-up to the greedy and pompous Wall Street thieves who caused this great recession and got away with it because of their incestuous relationship with Washington. Planners and even insurance agents have the difficult job of rebuilding the trust that Wall Street destroyed for them.

Planners are also major victims of the Wall Street corruption and lack of any meaningful regulation. This has become the age of greed and exploitation running amuck. Federal and state agencies fail badly to do their jobs and protect the people. Fifty percent of America's supermarkets overcharge their customers and get away with this. Sixty percent of mortgages currently in effect swindle the people who pay them and the mortgage companies get away with this.

This is the era of deceptive pricing, and deceptive packaging, and nothing significant is ever done about anything. Financial planners are the best friends and last resource our citizens have today. Now independent planners are especially threatened because they are all that stands between the consumers and the super-powerful interest that exploit the consumers.

Despite the present massive and frightening changes now taking place in so many aspects of the United States, due to the harm created by the federal government's actions or lack of actions, I know many highly successful planners who are very-very busy helping and protecting their clients today. The middle class and poor are being destroyed. A campaign of nation building is necessary to counteract the growing instability and deterioration of the USA.

No one expects our so-called 'representatives' to do anything other than represent the special interest that owns them by lining their pockets. This system no longer works for our citizens. Corporate greed dominates. Billions are given to other countries while we crumble. Some sort of revolution may be necessary. ***Financial planners are America's ultimate good guys.*** Planners can play a key role in saving our country.

The successful planners make us all proud. Some planners are struggling but most likely they will never do well as they do not invest in themselves, contribute nothing to their profession, are not accountable, or do not take the obvious actions to advance their careers. They wait for sales to fall into their laps or expect sales to result easily or by deception such as fake hype.

What advice do you have for RFC planners?

Thank you for asking me. I would urge four actions.

One, get more politically active to protect your profession because you are losing to the special interests that own Washington and want independent planners and broker dealers to be forced out-of-business. This is now taking place. Remember, it looks like nothing short of a revolution will save America as we knew it. You must get involved and use your influence. Collectively you are a very powerful group and control trillions of dollars.

Two, become more active in the IARFC and do not expect other IARFC members to do everything for you. ***The IARFC is still the fastest growing planners association and the only professional group that adheres to the original concepts of planning's founders.*** Contribute and make things happen. Have you done your share? Don't just take, but give of your talents. At least contribute efforts to help save your job.

Three, be more careful about the so-called guru, self-proclaimed expert, or super trainer you select. Does the self proclaimed expert you choose have any real credentials? Was he or she ever a success? Do they make any specific claims or just unspecific claims? If they say they have won most major awards then ask what specific awards? If they claim to be highly published then ask where specifically besides the Internet and self-publishing? If your trainer says he is the world's leading expert on 'glockmaster-zone marketing' then ask if he created 'glockmaster-zone marketing?' Does your consultant claim that his self-published books (possibly thick self-printed pamphlets) are all best sellers?

Four, Never Give Up! Winston Churchill's advice is still valid for financial consultants. The profession is greatly needed — and you make a great difference in the lives of those who follow your directions.

During the IARFC Financial Advisors Forum he has presented The Cato Award for "accomplishments with published writing that promotes greater understanding for and appreciation of financial planning."

Cato and Ed Morrow jointly present the Image-Branding Workshop® an exclusive program for financial service professionals, based on techniques and practices created over twenty-eight years of his successful experience as a media advocate, journalist and practice management marketing coach and literary agent.

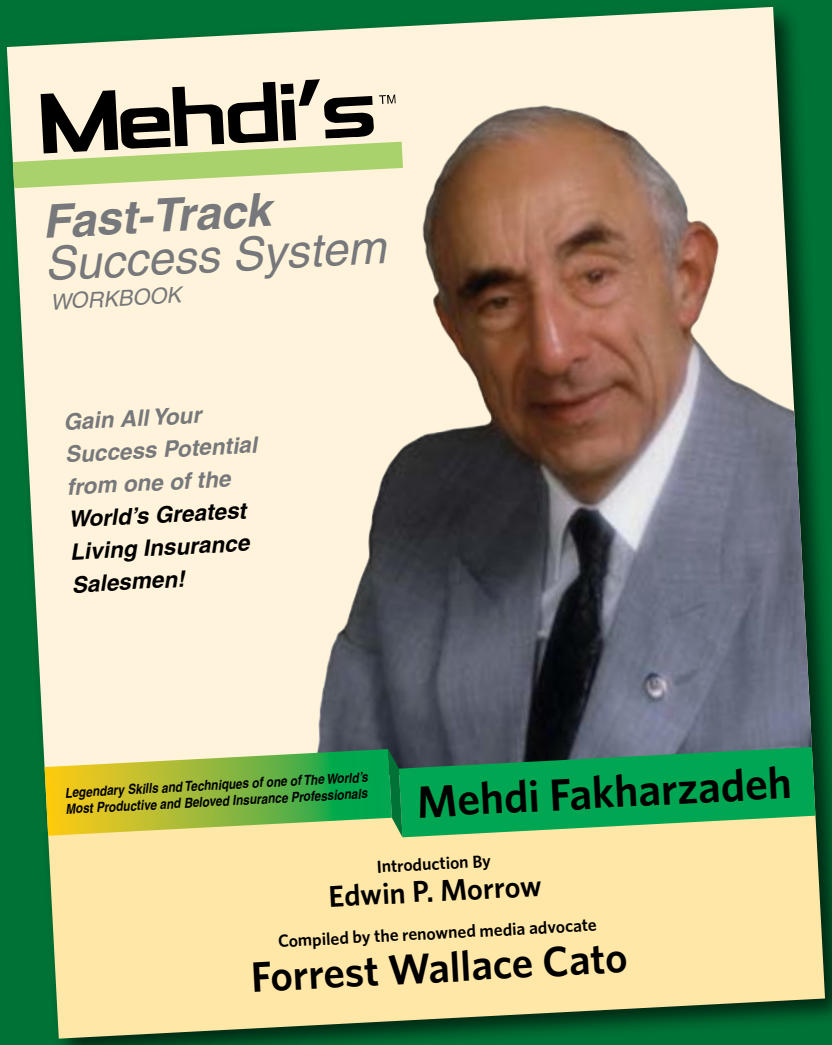
Cato's motto reminds advisors, ***"You can cut a greater figure!"*** During lectures he often emphasizes this by displaying swords or large knives and using them to point at items on the screen.

Contact: 770 516 9395
ForrestCato@gmail.com
www.CatoMakesYouFamous.com

About the Author: **Dr. Geoffrey A. VanderPal** is an award-winning and highly credentialed financial planner (DBA, CFP®, CLU, CTP, CFS, CMA, MBA, RFC®). As a young man he established and sold his own successful mutual fund company. He holds five insurance licenses and six securities licenses. Dr. VanderPal manages the wealth of high net-worth clientele. He has traveled, spoken, or studied in over 30 countries, but now works mainly in the USA and Asia. Las Vegas Life magazine rated Dr. VanderPal as a "Five Star Wealth Manager." One of America's leading estate planners, he can be reached at Skyline Capital Management in Austin,Texas.

Contact: 877 460 1570
Drvanderpal@gmail.com
www.SkylineCapitalManagment.net

Mehdi Fakharzadeh's *Fast-Track* Success System



With this system by the MDRT role model, you are holding a success system that can take you to greatness. I have personally been on many platforms with Mehdi and he is the best. You can be very busy, but only with the right sales system can you be highly productive.

— Garry Kinder, CLU, RFC, CSA, Author, Lecturer and Consultant

This is the most outstanding and simple system, and it can make a monumental difference in the career of the life agent who will place these simple tools to work on a regular basis.

— Guy Baker, 2010 President of the MDRT

The Legendary Skills and Experience of
Mehdi Fakharzadeh

The insurance sales legend, Mehdi Fakharzadeh, MS, CLTC, RFC shares the techniques that have made him the greatest living life insurance salesman — not because of working unique markets, employing complex benefit plans, or dealing exclusively with wealthy families or selling to giant corporations.

This is written to place you on the ***Fast-Track to Success***. It is highly practical, not technical. It is easily read and absorbed. It includes the simple habits that have mesmerized audiences in more than 50 countries, and totally reformed the lives of many persons who help consumers learn how to spend, save, invest, insure and plan for the future — in order to achieve and maintain financial independence.

Gender: ❑ M ❑ F *Please print or type the information.*

First Name _____ Last Name _____

Firm or B/D _____

Street Address _____

Suite Address (No P.O. Boxes, Please) _____

City _____ State _____ Zip Code _____

Country _____

Phone _____ Fax _____

E-mail _____

List Price	IARFC Member Price	Quantity Desired	
$47.95	$24.95	_____	_____

Shipping & Handling	
U.S. Domestic	$10
International	$19

Ohio residents add 6.5% tax _____

Shipping and Handling _____

Total _____

PLEASE MAIL OR FAX THIS COMPLETED FORM TO IARFC. Payment Method:
❑ Check made payable to IARFC ❑ Cash ❑ Credit Card (Visa, MC, Disc., AmEx)

Credit Card #_____ Exp._____

Signature _____

IARFC Press, Financial Planning Building, 2507 North Verity Parkway, P.O. Box 42506, Middletown, OH 45042-0506 Fax: 513 424 5752 | For questions: 800 532 9060

Do You Have a Success System?

Do you waste countless hours by not having a system to make your practice more effective?

Just a few methods from Mehdi's Success System will catapult your practice!

The world's greatest living insurance sales agent, **Mehdi Fakharzadeh**, shares secrets learned during his famous 60-plus year career. Now you can reach your fullest sales potential even in today's challenging market!

Over the past forty-four years in the financial service business, we have had the great fortune to work with and learn from some of the greatest people in our industry. This has allowed us the opportunity to better serve hundreds of clients across the United States, speak to thousands at financial retirement seminars, appear on TV and radio programs, and be featured on the cover of magazines. The success of our firm is due in large part to the knowledge and influence we've gained from people like Mehdi Fakharzadeh, RFC®.

When I (Jerry) started my career with Metropolitan Life in the mid 60's, Mehdi was regularly the topic at our Monday and Friday sales meetings. He was the production giant, and our success was measured by the accomplishments Mehdi was achieving. As you know, his were very big shoes to fill. I've come to believe, you have to follow the lead of the best — if that is what you want to become.

At the outset, Mehdi did not speak fluid English, but he had a look in his eyes that made people feel his sincerity and his compassion. When you first encounter Mehdi, you know instantly that he is a man that truly cares about everyone he meets, speaks with, and ultimately effects. We know without a shadow of a doubt that Mehdi's true caring for others, and placing their needs before his own, is the real secret to his famous success. As investment advisors, by law, we call this 'having a fiduciary duty to serve your client's best interest.'

Mehdi pioneered customer service for the financial planners in the world. Regardless if it was a small sale or a $1,000,000 policy, Mehdi gave each person 100% of his attention and service. He never treated one client better than any other. His continued service after the sale enabled him to build one of the biggest agencies in history.

In 1965, during my first year in this business, I knew very little about the insurance business. I educated myself by reading about Mehdi — especially how he would reward his policyholders with the best service he could muster.

Quickly I discovered that most policyholders served by our small district office were hungry for continued service. However, I also found that most agents acted as if they were perpetually tired, a little lazy, or more interested in getting new clients than servicing their existing ones. They didn't make the effort to provide the service their clients deserved. It was no coincidence those agents struggled, and failed, eventually leaving a great business opportunity, simply because of improper motivation and lack of technique.

Somehow Mehdi discovered early on that putting others first and using his unique gift of being able to connect with people was the secret that would catapult him decades ahead of the rest of the pack. Mehdi's proven model of service after the sale has been the biggest key to our success — all concepts freely donated to the profession by Mehdi.

As a result of Mehdi's advice we ***Over-Service*** both our new and well-established clients. We are confident that those IARFC members who place Mehdi's Fast-Track Success System to work for themselves will also be on the cutting edge — and their practice will grow.

In addition to his insurance sales, Mehdi is a Registered Financial Consultant, and this has enabled his prospects and clients to think of him as a **Solution Provider** — not just another salesman. His Success System Workbook teaches 200 techniques and action steps, challenging the reader to drill down and immediately implement the things that will make the biggest impact on their business.

Always remember Mehdi's belief that **"Great Habits = Great Results"**. Filling your mind each and every day with valuable information, like this workbook, will empower you to step it up a notch with the ability to provide a new enhanced level of service to those you serve… your clients deserve no less.

Jerry Royer, RFC® and Nick Royer, RFC®

T. Jerry Royer, RFC® and his sons, **Nick Royer**, RFC® and **Matt Royer**, RFC® operate Group 10 Financial, LLC with offices in Florida, Ohio and Illinois. The firm maintains frequent contact with clients through regular seminars, referral and client appreciation events, E-Newsletters, and periodic mailings.

This high level of continuous contact produces a stream of referrals responsible for a majority of their business. Jerry and Nick are financial network news contributors, making appearances on NBC affiliate Channel 5 WLWT in Cincinnati, Ohio.

Contact: 800 245 0546
info@Group10Financial.com
www.Group10Financial.com

Nine Mistakes To Avoid When Marketing To Women

Similar to constructing a building, you make a sale to a woman by building it brick by brick. But one missing or cracked brick can bring the whole building down in a crash, and you might not have the time to rebuild it.

Make sure your sales to women are solid by avoiding common mistakes in construction. While these errors apply especially to selling long term care insurance, annuities and other products to your clients, many are common mistakes that consultants make when selling to women.

Mistake #1: You assume you know what the woman wants, and you end up rushing the sale.

It's an easy mistake to make. Your female prospect has replied to your LTC or annuity mailer, so you figure she is interested in long term care insurance or annuities. You immediately start comparing products and providing quotes — before you delve into what your female prospect is really concerned about.

Before selling, find out what she perceives as her greatest need. This is laying the foundation of the sale.

Mistake #2: You fail to show her that you're interested in solving her problem, by not making it a collaborative sale.

Before launching into your sales presentation, you must find out where your female client is coming from. Besides warming up with friendly small talk, this part of the sale involves asking questions and listening carefully. You don't want her to feel that you're hawking a product and are only interested in a commission. Your client should feel you're truly interested in her problem, and developing the best possible solution.

Don't tell the prospect: "I know you need this LTC policy (or whatever you're selling) because…" That's not collaboration, that's trying to impose your point of view on someone else.

Instead, get into the position where you can say: "You've said it's important for you to leave an estate to your children and grandchildren. Here's how an LTC policy can protect your assets and help you achieve your goal."

Take the time to establish a level of trust. You'll have plenty of time to sell and close.

Mistake #3: Confusing a woman with industry buzz words.

Since we live and breathe insurance and financially products, it's all too easy to use our lingo with prospects and clients, who typically don't have a clue about what we're talking about.

Insurance and financial products are complex — if they weren't, no one would need a consultant. To simplify the mishmash, use this magical phrase: "What this would mean to you is…" This technique will force you to translate features into benefits, which a woman can easily understand.

Mistake #4: You fail to uncover the woman's objections until it's too late.

It's natural to want to skirt possible objections, but it's important to discover the female prospect's objections as soon as possible — that way you can respond to them.

Otherwise, the prospect will have an objection that distracts her and prevents your message from getting through. When it comes time to close, you're probably sunk.

Make objections your allies. Assumptive closes bring out possible objections you can answer and overcome upfront.

A key assumptive close when presenting LTC is: "What are your plans when your health changes?" The answers to this can help demolish objections like, "I don't need insurance because my daughter will take care of me." Once you've dealt with the objection, you can continue laying your bricks.

Mistake #5: Not showing empathy, getting backed into the "yes-but" corner.

This is when you answer an objection by responding, "Yes, but if you…" This kind of response makes the woman think that you're not really listening and that you feel her concerns aren't valid or worth discussing. A better response is more like: "I understand what you're saying. A lot of my clients have found that…" The female prospect is no longer on the defensive and you've escaped being placed in the 'yes-but' corner.

Remember, when you get into an argument with your prospect, even if you "win," you lose!

Mistake #6: Not being prepared with key facts and figures about long term care.

Some agents don't come fully prepared for the first meeting. They don't have brochures or rates or know the cost of long term care in their area. Without this information, you can't close in one appointment.

Mistake #7: Trying to sell more than one product in your first sales interview.

If your first meeting with a female prospect is going well, you might be tempted to try to sell both an LTC policy and an annuity and maybe even a mutual fund. Don't get greedy. You'll most likely confuse the buyer and won't end up selling anything. Stick to one product.

After you've sold the first product, at the time of delivery you can then open up the second sale. By being patient, you'll get a bigger share of her wallet in the end.

Mistake #8: Using LTC scare tactics.

Some sales trainers advise using scare tactics, like asking a woman, "How would you like to change your husband's diaper?" This is a huge mistake. It turns off listening and can shock the buyer out of a sale. Once you've unleashed that bombshell, it's hard to get them to listen to you again.

Sure, scare tactics can sometimes work, but is this the way you want to sell? Do you think new female clients will willingly refer you to their friends if you use shock tactics?

Mistake #9: Judging the book by the cover.

It's easy to visit a modest home and assume that the woman doesn't have much money or go to a lavish home and assume that she does.

Last month I once visited a single female prospect who looked poor. It turned out she had $1.5 million in annuities. If I had assumed she had nothing, I wouldn't have made the sale — and she turned over all her under-performing annuities to me.

I've also visited a woman in her late 50s who lived in a big house with landscaped grounds in a wealthy neighborhood. Three luxury cars filled her garage and driveway. She was strapped financially — all her cash flow was eaten up by her mortgage and car payments.

Don't start out trying to sell a Cadillac to someone with Chevy resources, or vice versa. Instead, ask some questions that will let you find out what resources your female prospects have.

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@CriticalIllnessCoach.com
www.CriticalIllnessCoach.com

Plan Revenue Checklist

The IARFC has a wealth of resources to help you increase your Plan Fee revenue. Some of these are of advice nature — based on the extensive collective wisdom and experience of RFC leaders. Other resources are services and products of third party vendors. This plan revenue checklist represents some of both, material developed by IARFC leaders as well as material from third-party vendors.

Completing this checklist will not cost you any money. You are a responsible business person, in addition to being a financial consultant. You will know whether a given item is needed in your practice, and if the cost is reasonable. In many cases the IARFC has spent extensive time checking out sources and negotiating a favorable price for you.

Hopefully you have been reading some of my articles such as the : ***Check up for Financial Advisors*** or ***But Planning Is Just Like Banking…*** I hope that you appreciate the potential value of the information. I want to respond by sending you more information. Complete this checklist and we will send you the material of interest. If necessary, one of our associates may call you to clarify your situation or what you're seeking accomplish.

Our initial research indicated that only a small percentage of the Registered Financial Consultants are (1) producing written plans, and (2) charging a reasonable fee. But those who were doing so shared several important criteria:

- They had much greater client retention
- They solved more of their clients' needs
- Frequently they outsourced some services
- They brought in more assets under management
- They made a higher income
- They felt less marketing, prospecting and financial stress

The IARFC is not in the product business. We do not sell securities, insurance, or offer investment management. We have designed many items that we provide in the IARFC Financial Planning Process™ course, that have tremendous impact on the outcome of the course participants. We would like to offer you to an electronic copy of these items for a limited time — we suggest that before you do so you use the Financial Planning Process™ course models for a while — and then build your own custom versions. You'll save money and time.

Plan-Based Fees are Critical

If you offer your services for free, their perceived value is very little. What value would you place on a physician who offered "free objective physical exams!" But when a client pays for a plan (whether a full, comprehensive plan or a modular analysis) they are far more likely to implement the recommendations — and they nearly always do so with the advisor to whom they paid the fee.

When consultants charge an adequate fee, they do not short-cut the analysis or the research required. They appreciate that they have been properly compensated for objective advice competently delivered.

In many respects a modular plan or analysis is simply one component of a comprehensive financial plan. Many planners are willing to deliver just one or two components — either using their comprehensive software, or modular programs, such as Virtual Advisor. However they must have several components:

- Analysis software and supporting documentation
- A Modular Engagement Fee Schedule
- A modular analysis Engagement Agreement
- Samples of their reports that can be shown to prospects
- The experience and resources to complete the plans

What do Consultants Want?

When we asked them the critical question, "Could you use more revenue?" their answer, as you might expect, was a resounding, "Yes!"

Then we asked, "Do you believe that a person who had paid a fee for a plan would be more or less likely to implement with you?" The answer was always, "More!"

The logical follow-up was, "What do you need to start delivering fee-based plans?"

Tools Advisors Require

The following responses were not necessarily given in order, and various advisors attached greater significance to some items than to others. The central factor seemed to be that almost every one of the following would represent a ***Reason not to Proceed:***

No Fee Schedule. What do I charge, and how do I convey this to a prospect in a credible fashion?

Prospective clients will be reluctant. How can I overcome this? The answer is so obvious — borrow the technique used by other merchandisers — a guarantee. The responders said, "What's that?"

I offer commission-based products. How can I explain that the Plan Fee is not reduced or offset by those commissions?

How do I present this service? An effective client acquisition interview requires a script, a presentation, and supporting tools or documents. You must have all three to reach a favorable conclusion!

How can I limit my liability? If a plan is delivered on a fee basis, how can the issue of additional exposure be addressed, since this is a very litigious society?

Does a plan have to include Investment Advice? The SEC has indicated that this element can be delivered only by an RIA or ARIA. But you can avoid this, if you are precise in the way your plans are marketed, produced and delivered.

How do I set myself apart from commission-only reps? What will make prospects really believe that I really offer a higher level of service?

What is the most persuasive action to get a fee? Most advisors knew the answer, but they didn't have it — a nice, colorful, well-organized sample plan.

How can I avoid tension and stress? This is important whenever launching a new product or service. The solution is preparation, and having a recognizable distinction from the competition.

How do I control the planning process steps? Maintaining a powerful TOMA (top of mind awareness) will accomplish this, but

many planners are not natural writers. They don't mind sending letters or emails, they just do not like writing them.

How do I get more high-level prospects?

Those who will pay a reasonable (or substantial) fee are really abundant, but few planners have a big marketing budget.

Do all of the above apply to you?

Absolutely "No"

But we have learned that most qualified financial consultants are frozen — they allow the lack of only one or two items to deter them from offering fee-based plans.

In the provided checklist we have listed a variety of items. This checklist does not ask for any confidential information. To some extent you are indicating "What You Need" but that is not admitting a shortcoming — only the awareness that there are areas for improvement, enhancement or fulfillment.

Qualified and experienced financial consultants, such as members of the IARFC, are very persuasive individuals. They communicate well. They are knowledgeable. They are ethical and conscientious. The services of competent consultants are desperately needed.

Ed Morrow, CLU, ChFC, CFP®, RFC®

Ed Morrow is the chairman and chief executive of the IARFC and has been a practicing financial consultant for forty years. His advice and systems are used by thousands of financial consultants in the U.S. and across the world. As CEO of the IARFC he is one of the developers of the Financial Planning Process course and a frequent instructor, both nationally and in many countries.

Contact: 800 666 1656 ext. 11
edm@iarfc.org
www.iarfc.org

Plan Revenue Checklist

Need For Sure	Might Need	Not Needed	Description of Fee-Based Plan Component or Service
❑	❑	❑	Agenda for the Initial Engagement Interview
❑	❑	❑	What to Place in the Prospect Folder
❑	❑	❑	What to Place in the Consultant's folder
❑	❑	❑	Pre-formatted Interview Notes for easy edits.
❑	❑	❑	Visual Presentation of Needs and Services
❑	❑	❑	Plan Satisfaction Certificate, text & paper
❑	❑	❑	Plan Satisfaction Delivery Acknowledgement
❑	❑	❑	Comprehensive Plan Engagement Agreement
❑	❑	❑	Modular Plan Engagement Agreement
❑	❑	❑	Code of Ethics Certificate
❑	❑	❑	Specimen Consultant CV or Resume'
❑	❑	❑	Letter of Confirmation of the Engagement
❑	❑	❑	Letter scheduling the Data Gathering Session
❑	❑	❑	Agenda for the Data Gathering Interview
❑	❑	❑	Comprehensive Data Gathering form
❑	❑	❑	Data Gathering form for "soft" information
❑	❑	❑	Post Data Gathering Interview Letter
❑	❑	❑	Financial Planning Process flow chart
❑	❑	❑	Information about Client Archive Cases
❑	❑	❑	Structure for the Comprehensive Plan
❑	❑	❑	Modifiable Plan Table of Contents
❑	❑	❑	Agenda for the Plan Presentation
❑	❑	❑	CRM – Client Relationship Management
❑	❑	❑	Comprehensive Plan Production
❑	❑	❑	Sample Plan Invoice
❑	❑	❑	Business Reply (BRM) Mail Permit information
❑	❑	❑	Client Referral Cards for mailing by clients
❑	❑	❑	Client Request for Service mailer cards
❑	❑	❑	"Elevator" Speech background information
❑	Send a free electronic copy in PDF Format		
❑	Send a hard copy, provided in an IARFC Deluxe Binder for $75		

Email to: amy@IARFC.org

Fax to: 513 424 5752

Mail a copy to: IARFC, Box 42506, Middletown, OH 45042

We will promptly acknowledge the receipt of your checklist and email you an electronic copy of the materials. *Offer Expires: December 1, 2010*

Name: _____ (Please Print)

Phone: _____ E-mail: _____

Why US Treasuries Will Eventually Yield Nothing

For all investors seeking income, I have some bad news for you. US Treasury notes and bonds will eventually yield nothing. That's right, I said it. "Zero percent interest coupons". Many pundits would argue the opposite. And yes, the argument for higher interest coupons in the future is valid and sound. The US is currently following a strategy of debt destruction such that as I write, the nation is closing in on $13.5 trillion in debt. To see the number is quite startling. It is: $13,500,000,000,000.00. Mercy! The number is so large, most calculators can't account for all the numeric placeholders. The number is so large, we now round up by hundred billions.

The late astronomer, Carl Sagan, referred to really large numbers as "billions and billions". The good news is that there appears to be a limit. Zimbabwe wrote the book on trying to print their way out of economic dysfunction and eventually stopped printing with a Z$100 trillion bill. As we all know, a printing press that never stops promotes inflation that eventually makes the printing press irrelevant. Not long after the introduction of the $100 trillion, Zimbabwe thought about introducing the Z$1 quadrillion bill. But, I suppose they reconsidered due to the idea that it would take too long to make change at the McDonald's drive thru. By the time they got through destroying their economy, a Z$1 quadrillion bill would not even buy a Big Mac! Have we not learned anything!

Actually, we have. When I say 'we', I mean our very own US government — the Federal Reserve. They have learned how to manipulate. Any party that issues a massive amount of debt, and continues to do so month after month, should logically expect to pay **higher** interest rates. First, the issuer is constantly increasing supply and diluting value. Second, lenders eventually become suspicious that indebtedness leads to bankruptcy which leads to default. Point well taken. However, this is the new era. Here is what I think will happen to Treasury yields.

Debt is borrowed money and there are two factors at play in the process. One, the borrowed money has to be repaid. Two, lenders, or buyers of the debt, are typically not willing to lend money for free. They want an interest coupon that is commensurate with the risk of the return of principal.

The first issue in the debt process is the **return of principal**. The Federal Reserve and the European Central Bank have both said, and demonstrated over the past year or so, that they are committed to printing money to keep their member banks afloat. Whether they physically produce the currency or they electronically create credits on a balance sheet does not matter. Credit expands the money supply because it allows for leverage in borrowing. Why haven't the Fed and the ECB failed like the central bank of Zimbabwe? Because the stuff that the Fed and the ECB produce as currency has some value and purpose, whereas the Zimbabwean currency did not.

For instance, several years ago, Zimbabwe owed the IMF several hundred million dollars in a loan repayment. To repay the loan, the Zimbabwean central bank ran off tens of billions in Zimbabwean currency (due to the exchange rate at the time), bought enough US dollars (the loan was payable in US dollars), and repaid the loan. I don't know what happened to the Zimbabwean dollars but if the bank that exchanged the currency is still holding them, they are probably trying to sell them as novelty items on eBay. They are a total loss.

For a currency to be in demand, **it has to have a purpose**. I think we all know by now that all currencies in circulation today are fiat currencies. The currency has no real value. However, the US dollar has a purpose. Even though the US produces just over 5% of the world's oil supply, oil is traded in US dollars. So are most commodities. If investors want to buy commodities, they have to have US dollars. Interestingly enough, if they want to buy US Treasuries, they also must have US dollars. Paradoxically, the more the US sells debt, the more demand there is for the currency. With the promise of the perpetual printing press, the return of principal is a guarantee. What the principal will buy in the future is another story. Let's save that discussion for another day and concentrate on the interest coupon.

Why will US Treasury yields all eventually reach near zero?

Reason #1: Lower rates produce lower interest payments. In 2008, the US had $12 trillion in debt. In 2009, this reached $13 trillion in debt. Again, I'm rounding by hundreds of billions. In 2008, the Treasury reported that the average interest coupon was 3.4%. In 2009, the average interest coupon was 3.1%. Do the math. The interest owed in 2008 was $408 billion and the interest owed in 2009 was $403 billion. The result is, even though the debt increased by a trillion, the interest owed went down by $5 billion. To illustrate the impact of falling interest rates, a $20 trillion dollar debt financed at 2% would yield just $400 billion in interest.

According to the Congressional Budget Office, the US took in $2.5 trillion in revenue in 2008 and spent 8% of that in interest payments. 2.5 trillion times 8 percent

equals $200 billion. Now take $20 trillion in debt (most pundits see us there in less than 10 years) and finance it at 1%. The interest payments would equal $200 billion. If tax receipts stay at least steady, the US can continue to pile up debt as long as interest rates fall. Do you feel me?

Reason #2: US Real Estate. According to the Fed, US property owners owe over $13 trillion dollars on mortgages. According to Barry Ritholtz, at the end of Q1, 2010, there were 41.6 million US porperty mortgages. Do the division and you get about $312,500 per mortgage. We know that about 25% of mortgages are underwater and we know that about 10% will default this year. Negative equity statistically raises the probability of default. I think we would all agree that this is a vulnerable group. So, if we have 11.9 million mortgages in danger, multiply that by the average mortgage of $312,500 and you get $3.7 trillion in precarious loans.

Can ultimate default be avoided? Simple. The median home price in the US is around $200,000. Using a Bank Rate calculator, a 5% interest rate gives the borrower a $1,073 monthly payment for 30 years and a 2% interest rate gives the borrower a $739 monthly payment for the same period. The lower interest rate makes the mortgage more affordable and it also makes it more competitive with comparably rented property.

Allowing the rest of the mortgage debtors to refinance at 2% would be an economic stimulus in and of itself. The deal with the banks is simple. Accept 2% mortgages and lose $400 billion or so ($13 trillion times 5% versus $13 trillion times 2%) or risk losing over $3 trillion by default. There is no other way out of the real estate credit bubble. Or, maybe we should ask Alan Greenspan if he has a better idea? Interest rates have to fall. Besides, any bank losses will be made up by the Fed stealing the money from the tax payers and giving it to the banks. They call it 'STEALING'. Uh,…, I mean, 'TARP'.

Reason #3: The stock ruse. To keep the illusion of prosperity alive, stocks have to rise. If bond yields were at zero, there would be less competition for the money needed to drive stocks higher. Also, it would not cost anything for corporate America to borrow so financing expenses would fall, thus aiding the bottom line. A common lie today is the idea that corporate America is flush with cash. While they may have some cash on hand, corporate America also has more debt than ever — some $7 trillion. Wouldn't they like to roll that over at a cheaper, or perhaps zero, interest rate?

Reason #4: The amount of debt is no longer an issue. Sovereign debt itself no longer matters. What matters is the interest coupon. The debt can be securitized and then sold over and over and over for commissions. Goldman Sachs no doubt stands ready to help out. There are many buyers like pension plans that need a source of steady interest income. The debt can morph into derivatives backed and supposedly insured by credit default swaps. The swaps guarantee the interest income from the sovereign debt issuer.

The new leaders, like the Obama group, will insure the interest payments on the debt by raising taxes on things like health care, financial industries, business, the environment (cap and trade), the 'rich' (people with jobs), and so on. The debt can grow and grow as long as the interest payments are met. Lowering interest coupons can help immensely.

Perversely, as more debt is issued, more derivatives and swaps have to be created and sold. Three-quarters of all swaps are interest rate swaps and they are underpinned and financed by ownership of US Treasury notes (if they are underpinned at all). So the more the debt rises, the more swaps are needed, and the more Treasuries are bought. Debt doesn't matter. The payment on the interest coupon is all that matters. Zero percent interest coupons make the amount of debt even more insignificant.

Reason #5: Foreign trade. China has announced that they have passed Japan as the second largest country in the world in terms of GDP. They got there on the insatiable desire of US shoppers to run to the store at every opportunity and buy the cheapest piece of crap they can find with money they don't have. China and Japan both claim the US as their biggest recipient of exports by far. China and Japan are both two of the biggest buyers of our debt. Yes, they have to 'repatriate' the currency but more importantly, they have to worry about our interest rates as much as we do.

Debtors don't worry about ownership. They simply worry about monthly payments. As long as US interest rates stay low, we can continue to borrow and make the minimum payments. If interest rates were to rise, half the boats in the Pacific Ocean would have to return home. China and Japan will keep buying until we no longer amuse them.

Reason #6: Chips don't pay interest. Part of the plan of the ruling *illuminati* is to completely control currency. They have to convince the peons that inhabit the land and toil to produce an economy that they should use and rely on a currency supplied by the *illuminati*. The Federal Reserve has managed to eliminate the US currency and replace it with 'Federal Reserve Notes'. In essence, they have reproduced a Las Vegas gambling type of environment where the peons surrender their money at the door in exchange for chips. The chips are the only 'currency' allowed in the casino. The chips are of course pieces of plastic (probably manufactured in China) and they are in reality, worthless. They have an illusional value in that they are assigned a value by the casino operator. This has several purposes:

- The chip for money exchange serves to psychologically separate the peon from the value of his money. Chips can be leveraged and credit in chips does not hold the same importance as credit in real money.

- The casino controls the chip supply. You can stay in the casino for a year and a five dollar chip will still be a five dollar chip. It will not earn an interest coupon. Treasury bonds are now 'chips'. Investors used to buy them for interest income but not anymore. A 10-year Treasury note currently yields less than 3%. The US dollar is down 15% or so versus a basket of currencies in the past 10 years. If the next 10 years is like the last 10 years, investors will lose 12% on an investment made today. This is not an investment. Rather, Treasuries are now chips in that they are tools of the casino.

- This Treasuries are now tools of manipulation. They are bought to manipulate interest rates lower. They are bought to manipulate trade imbalances. They are bought to propagate credit default swaps. They are bought to extend the plague of debt. They are bought to leverage an economy duped by the illusion of wealth. Chips don't pay interest. Neither will Treasuries.

Reason #7: The end game. The goal of the ruling *illuminati* is ultimate goal of every business. That goal is to produce a product at zero cost and sell it to idiots that don't realize the product is worthless. Once the *illuminati* seized the government from the

nitwits that the halfwits elected, they worked to indebt the government. Who buys government debt? Banks. Who makes money from debt? Banks. Who controls the banks? The central banks — the Federal Reserve and the ECB. Do they make more money if the debt is repaid or if it is perpetually extended? Now I think you feel me! Since the central banks now control the governments, they can start the process to bring interest rates to zero. This will allow the central banks and their shill banks to produce their currency at zero cost, borrow their currency at zero cost, and lend it to the peons at something much higher than zero. That gives them 100% profits. **Editor Note: For historical evidence, study the history of the Rothschild International Banking House.*

Reason #8: Debt perpetuates the illusion of wealth. US household net worth has fallen $17 trillion since the onset of the 2007 recession. That 'net worth' figure includes residential equity that in reality, would be much lower than estimates given price disintegration of properties that were actually sold in the period. The point is that household net worth lost 25% in two years. The debt assumed by government, both federal and state, has merely served to artificially inflate current conditions to carry on the illusion of wealth.

While all the idiots of the world blow the trumpet of 'recovery', they don't realize they are blowing into a violin. There is now a different instrument in play and there will be no 'recovery'. The economy, rather, is in a transformation stage and it does not need more debt. The economy is forever structurally changed, just like it was in the industrial revolution or the silicon revolution. Debt is an unnecessary expense that cannot be used by the private sector. There is no use for the extra money. The economy has entered a period of demise instigated by currency value destruction, wage contraction, and asset deflation.

The result is that the interest coupon on government debt is doomed to zero. If a 10-year Treasury offered a 10% coupon, the government of issuance would soon be in bankruptcy as it would be impossible to produce better than a 10% return on the borrowed money. So, the government might as well eliminate the coupon since it, the Federal Reserve, the Fed's shill banks, and the countries that depend on the US living beyond its means — China and Japan — have the sole responsibility of soaking up the bonds and notes until the yield gets to zero. ***The illusion is all that matters.***

Reason #9: The Federal Reserve is a 'for profit private bank'. In its portfolio is more than $5 trillion in Treasuries (as of Q1, 2010). China and Japan each have nearly a trillion as well. How does the Fed raise the Fed Funds rate? They sell Treasuries. Selling now is not an option. How do they lower the Fed Funds rate? They buy Treasuries.

So let's see. If the Fed wanted to make sure that it, its shill banks, and its 'always keep interest rates low' conspirators, China and Japan, make lots of money on their Treasury purchases, what should they do? Just as I write, the Fed announced that they would buy more Treasuries. That's the ticket, my friends! All aboard to zero! I think Bernanke feels me!

Reason #10: The 'death cross'. A lot of people have written about the bearish 'death cross' concerning the 50-day and 200-day moving average on the S&P 500. When the 50-day crosses below the 200-day moving average, it is considered very negative. Of course, as soon as Benjamin Shalom Bernanke heard about this event, he ordered his minions down at the NYSE to goose the indices. And so they did.

The alternate view. But I consider another 'death cross'. The 30-year US Treasury bond price, 30-year US Treasury bond yield, and the US dollar over the past 20-plus years are in a death cross. Here is a link to a copy of this article with the chart: *http://www.financialsense.com/contributors/barry-ferguson/why-us-treasuries-will-eventually-yield-nothing*. The real death cross occurred in 2001. Here's what is interesting. We all know that to buy Treasuries, one must have US dollars. So, it makes sense that prior to 2001, the US dollar appreciated with bond prices and the opposite was true of the bond yield.

Something significant happened in post-2001. Ever since, the dollar has moved in tandem with bond yields and inversely with bond prices. (The horizontal line in the bond price was for the few years when the government did not issue the maturity.) What does this tell us? I believe the message is simple. **The economy has experienced a fundamental change.**

A true depression has been trying to metabolize. The government has attempted to circumvent the natural business cycle by inflating and manipulating the components of measurement.

A declining dollar fuels inflation. Gold observers would note that 2001 was the launching year for gold's furious run higher. Now the government is trapped by its own game of intervention and debt. If the Federal Reserve would cease and desist its dysfunctional and incestuous Treasury purchase program and allow capitalism to function, the likely result would be for Treasury prices to fall, yields to rise, and eventual currency recovery bringing real support to asset prices.

But doing so would crush the institution of the central bank and this will not be allowed by the *illuminati*. **What happens when we get to zero?** Either we then come to our senses and adopt intelligent policy or we expire. With the de-evolution of human intellect accelerating at warp speed, prepare for a hard landing!

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

High-Quality vs. Low-Quality Time

Clearly, you have high-quality time and low-quality time. One of your hours will be very productive when all other hours seem to be wasted.

An hour spent in front of a prospect may produce a very big money-making result for you. An hour spent in filing, which may be necessary, will never make you very rich. Remember, you are paid for results — not for the hours you work.

Because time management is vital to every salesperson's success, we've extensively researched the subject and studied various remedies. You'll find the time management principles developed here to be practical. You can start using them today to make maximum use of your selling time regardless of what you are "selling" to prospects: financial products, written plans, AUM service or a retainer agreement for ongoing services.

Your most valuable commodity is the time you spend in the most essential activities.

In our research we reached a couple of important conclusions:

First, in any type of sales work a slight improvement in time management produces a marked improvement in bottom-line results.

Second, if you condense the many articles written and thoughts developed with reference to time management, you will discover that the most sound approach to time management revolves around mastering these five principles:

1. **Developing a Time-Conscious Attitude** — Like most success factors in selling, time management is largely dependent upon attitude. Shape your attitude so that you become aware of time and the manner in which you use it.

2. **Planning Your Priorities Daily** — Planning is decision making. Plan your to-do list of priorities for each day the day before. It's a good idea to plan at the same time and place each day. Determine how much time you need for planning and put it on your schedule. Every day should include some client-oriented prospecting activity.

3. **Staying Effective** — Simply put, if you want to see improved results, you have to know the activities that bring results and spend most of your time doing those things. If you do this, you will be highly effective.

4. **Establishing and Maintaining Momentum** — You do this best by establishing a daily routine. Avoid interruptions, they are momentum stoppers. In your daily planning, delegate as much as possible. This will save time, develop the role of others, and help you avoid interruptions. A daily routine that forces productive activity builds momentum.

5. **Developing a Sense of Urgency** — Imposing deadlines on yourself and experiencing self-discipline in adhering to them aids you in overcoming indecision and procrastination. Give yourself some special reward when a high achievement is reached on time. Stay in a hurry to get things done.

Good luck and good selling.

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

Profiles in Platinum Client Service

by Katherine Vessenes, JD, CFP®, RFC®

In a business where people can become fixated on the bottom line, the story of Donato Lupacchino illustrates how advisors can gain fulfillment and success through compassion for their clients.

About a year after I became a financial planner, a startling question came to mind: ***Whom could I trust to handle my mother's financial affairs?*** In other words, which planners had the skill, the expertise, and the professional ethics to be good enough for my own mother? My answer to myself was even more startling than the question. I could think of only three people!

Fortunately, over the past 20 years I have met many wonderful planners and advisors good enough for dear old Mom. Although all of them have unique abilities and philosophies, one thing they share is a passion for helping their clients. Let me tell you about one planner who would be on the short list for Mom: Donato Lupacchino of Meriden, Conn., who has been in financial services for over 20 years. When I tell you about two different cases Lupacchino has handled, I think you will agree that he is just the kind of planner you'd want handling your mother's affairs.

Easing transitions: The Smiths

About eight years ago Lupacchino was referred to John and Mary Smith (all client names have been changed). They were both getting ready to retire from their jobs and needed sound retirement advice. Typically, Lupacchino likes to meet with clients three to four times in the six months before they actually retire. During this time period he not only collects data but focuses on building his relationship with the clients.

Many times, they do not discuss their retirement or their finances at all. Lupacchino will just sit and chat with them in the office or perhaps over dinner. His purpose is to thoroughly understand his clients before the big day.

"I get to know them first, then I get the numbers. I believe if you can communicate with people, you can help them, and they will be satisfied," says Lupacchino. "I also explain my job is to help them through any financial turbulence they may experience, and I see this as my lifetime commitment to them."

Over the next year, he worked with the Smiths to increase their pension payouts by using life insurance, and he rolled their 401(k) into an IRA. By that time, because of all the good communication and extra attention, Lupacchino and the Smiths had become close. He had met their children, who lived out of state, and even helped a number of relatives with their finances. Lupacchino's entire family would get together with the Smith clan for dinner.

They had become more than just consultant and clients; they had become family friends.

"When you have that level of trust, it is no longer just business," says Lupacchino. "The more you increase the trust, the stronger the bond and the easier it is to do what is right for the client."

Over the next few years, Lupacchino provided all the help that he could. No request was too small. Lupacchino would provide budgeting advice for relatives or work with them to roll over their CDs. As a result, the relationship with the Smiths became even stronger and much more personal.

By January of '96, John Smith was not feeling well. He was diagnosed with pneumonia and was in and out of the hospital. It developed into lung cancer by May of '96. Shortly after hearing the doctor's poor prognosis, Lupacchino sat down with both John and Mary and had a very serious conversation about their future. He was very straightforward with them. He asked both of them, "What can I do to ease the pain and help your fears?"

And looking John right in the eye, he asked, "What can I do to make sure that your wife and family will be OK?" This kind of direct communication would not have been possible if Lupacchino had not spent years developing a close personal friendship with the Smiths.

John asked Lupacchino to run through the numbers once again, which Lupacchino did in short order. He reported that Mary could live to age 120 and have absolutely no change in her lifestyle. In addition, she would have no problems providing financial support for the grandchildren, and even her "wish list" would be possible. You can imagine the relief when the Smiths received this good news.

Over the next few months, Lupacchino went to the hospital and visited John on a regular basis to relieve Mary, who was John's full-time caretaker. Sometimes he would feed John some ice cream or just sit with him and watch television. At the same time, John and Mary's children would call from around the country, all asking Lupacchino the same thing: "Will Mom be OK?" Lupacchino was pleased to assure each of them that she would be fine.

When John died, the family called Lupacchino first. Lupacchino immediately jumped in to do whatever he could to make the process easier. He called the funeral home to assure it there would be absolutely no problems getting paid, since the Smith family was expecting cash within a few weeks. All the children flew into town, and Lupacchino spent three days with them during the wake, the funeral, and the aftermath. It was his great honor to be asked to be a pallbearer.

Lupacchino then suggested to Mary that she take a week and then he would help her

through probate issues. In complicated situations, Lupacchino likes to use an attorney to resolve probate. However, in situations such as John and Mary's, in which the spouse is inheriting everything, he finds he can help step them through the process — and save them a lot of money, heartache, and hassle.

Lupacchino does not charge clients a separate fee for this service. He feels it saves them money and is part of the reason that he's working with them: to help them through any financial turbulence in their life. So working with clients to retitle the assets is just part of fulfilling his original promise and obligation. No one knows these assets better than he does.

On the date of the probate hearing, Lupacchino typically drives by to pick up the client and take him or her to court. The day he picked up Mary was no exception. He used that time to make sure Mary was calm and feeling comfortable and that everything was OK.

Result: The Smith family will always miss John, but thanks to Lupacchino's special attention, everyone has a secure financial future and the confidence that Lupacchino will be with them through good times and bad.

Being an advocate: The Jacobses

Lupacchino had another case in which he really had to go the extra mile to take care of a client. In this case, an accountant had referred him to George Jacobs, whose wife, Jane, had recently been killed in a motorcycle accident. There was no will, and with children from two different marriages, it was going to be a complex probate action. In addition, Jacobs decided that he did not want to sue the driver who caused the accident that killed his wife. Apparently the driver was a close family friend, and Jacobs did not want to make the friend personally liable.

However, the friend's liability insurance policy would pay to the limit of $100,000 provided that the claim was probated within one year of Jane's death. Since the amount of settlement was so small, Jacobs's law firm referred the case to a rookie attorney. The rookie did not keep track of the time limits, and the one-year deadline was rapidly approaching. Lupacchino started getting nervous. He realized that if the one-year deadline passed, in order to get the $100,000 that was rightfully the Jacobses', they would have to sue not only the insurance company but also the driver of the vehicle — the one thing George did not want to do.

The rookie attorney tried unsuccessfully to get the case on the court docket during the time limit. He started to prepare George emotionally for suing the friend. Because Lupacchino had been following the case closely, he had a clear mission. In order to fulfill George's wishes to not sue the driver, this case had to get on the court docket and get resolved within the one-year time limit. Lupacchino, knowing how important it was to George not to sue the friend, he refused to let a little thing like a crowded court calendar get in the way of his client's interests.

Lupacchino actually called the judge and arranged a private lunch. During lunch, Lupacchino explained the facts of the case in great detail and asked the judge if he could help expedite matters on George's behalf.

The judge was most understanding and got the case on the docket before the deadline. The result: Because of Lupacchino's efforts, George received the $100,000 to which he was entitled and did not have to go through the emotionally draining experience of suing his close friend.

Lessons to be learned

While the details of these cases are unique — the principles they illustrated are not — nearly every client will eventually have issues arise that will require special attention and extraordinary service.

Donato Lupacchino has a number of philosophies that I think are important for all of us to remember.

1. **Be passionate and caring.** Lupacchino has a serious passion for the business. He thoroughly enjoys his work: helping people. "You need compassion in order to have a passion for this job," he says. "If you have compassion, you never question what you're doing and you always put in the extra effort to meet the client's needs."

2. **Develop expertise.** If you help your clients with areas outside of planning, do yourself a favor and really learn those other areas. Whether it is taxes, real estate, or probate, become an expert for your clients' sake. Lupacchino became an expert in estate planning and probate by meeting with probate judges, attorneys, reading a lot, and becoming thoroughly familiar with the procedures. This extra level of expertise not only brings a great sense of comfort to his clients, but also helps save them a lot of money.

3. **Fulfill your promises.** At the beginning of every relationship, Lupacchino explains to clients that his purpose is to help them through the financial turbulence of life. He is with them no matter what. This kind of dedication is quite rare today, but incredibly refreshing and comforting to his clients.

4. **Be genuine and generous.** "I give, expecting nothing back, because this is true compassion and unconditional love. These things fulfill you more than making money," says Lupacchino. Donato believes that it is the total commitment to helping your client that makes you a professional. "Let's face it," he says. "The client doesn't care how much you know unless they know first how much you care."

5. **Value the long view.** According to Lupacchino, some industry companies reward the wrong things. Financial advisors get praised and rewarded for short-term results when it should be recognition of long-term success that can only come with commitment to the relationship.

Thank you, Donato Lupacchino, for setting such a great example to the industry. If Mom were still alive, I would have no qualms about your handling her finances.

Katherine Vessenes, JD, CFP®, RFC, president of Vestment Advisors, speaks nationally to thousands of advisors every year, giving them a bumper to bumper system to break down barriers and build up their business.

The creator of the NO-Sell Sale(R), she is considered the country's leading consultant on building a multimillion-dollar business (Dearborn) and the country's best known authority on the legal and ethical issues of financial advisors (Bloomberg).

Contact: 952 401 1045
katherine@vestmentadvisors.com
www.vestmentadvisors.com

Technology Note — What is a QR Code?

Did you notice the sprinkling of strange looking codes in this issue of the *Register* magazine? I'm talking about QR codes — Quick Response codes.

If you can't take time to enter contact information into your smartphone or to look up showtimes from your favorite movie house, perhaps it's time for you to starting using QR codes.

QR codes are barcodes that can relay various types of information electronically and are intended to transfer information directly to cell phones and/or barcode readers. This method of communication is quickly becoming more prevalent as marketers are able to immediately direct people to their websites, product information and short instructional videos through QR codes.

Most newer smartphones have free applications (apps) available for download that can read QR codes. These apps utilize the phone's camera to scan in the code and decode the information.

Because a QR code can hold so much more information than a traditional barcode, its applications are endless. Here are just a few examples of things a QR code can do:

- Contain a URL to direct people to your website.
- Provide your contact information so that it can be added to phones of clients and friends.
- Connect to the phone's map program to help someone find your location.
- Add an upcoming event into the phone's calendar.
- Direct someone to a specific app to download.

Following are a few examples of QR codes already being used:

- Google uses QR codes for their Google Favorite Places map. They generate a map of a location and encode a QR code with the business' Place Page on Google.
- Look in magazines such as this one for ads or references to take you to either a website or a product demonstration video.

In Japan, McDonalds prints QR codes on food wrappers to provide nutritional information.

IARFC and the Register magazine are going to start using QR Codes on the backs of business cards for direct contact information and as a direct link to our LinkedIn pages. As we meet people, they are able to quickly learn more about us.

So how might you be able to take advantage of QR code technology? You can use them on your business cards, magazine ads and articles, event posters and flyers, brochures and websites. Discover the many possibilities, both for personal use and to help your business grow.

What Does the Investment Policy Statement Mean?

An *Investment Policy Statement*, or IPS, is the foundation of a good investment strategy. It gives your client an overview of the whole investment plan: the asset allocation, the objectives, the asset management approach and the ground rules for communication between you and your client.

A good IPS defines your client's time horizon, risk tolerance, liquidity requirements and income needs, return requirements, and tax concerns. It also notes any special needs and circumstances.

But most off all, your clients IPS states the parameters by which they invest. They might consider themselves some type of a value investor, a growth investor, a conservative investor, or even (incredibly) a speculative investor. With that preference established, their IPS defines a long-term asset allocation for them: a way to assign their invested assets to diverse asset classes in a way that suits their preferred investment style.

The emphasis here is that their IPS is created by them and their financial team or consultants; through a dispassionate process where the investor style that reflects thier core risk tolerance is then coordinately aligned with an asset allocation of investment solutions, that can then deliver a range of performance (returns) over the life of their objective period.

Think of the IPS as long-term GPS for the clients portfolio. The goal is to set the asset allocation in a way that can potentially give them the highest possible rate of return corresponding to an acceptable level of risk for them. When this is done in a dispassionate process it affords them an enhanced ability to pragmatically and proactively make important decisions even in "highly" emotional environments (like for the years of 2000-2001 or 2007-2009).

The IPS keeps clients from getting "off track" when it comes to investing. Over time, through a consultative process the client and their financial consultant keep an eye on the portfolio, to see that the assets inside it stay within the allocation boundaries set by the IPS.

While also assessing the changing nature of investment markets to measure how the risk return ratio for their investment style compares with the current market trends, and what if any changes are necessary for them. (This is why quarterly reviews are so essential.)

Periodically, their portfolio may need to be rebalanced. Here's why. As months and years go by, the ups and downs of the investment markets will throw the asset allocation slightly or dramatically out of its original alignment.

As an extremely simple example, let's say the client starts out with 25% of their assets in U.S. large caps, 15% in U.S. mid caps, 15% in U.S. small caps, 20% in international companies and 25% in bonds. Suddenly, small cap stocks have a great couple of quarters or year, and thanks to the great returns, they wind up with 21% of their assets invested in small caps and only 19% in bonds. That's great, right?

Well yes and no. What's actually happened is that their long-term risk has increased along with their return they have received in the short-term. A greater percentage of their assets are now held in the comparatively risky component (small cap stocks), versus the lower percentage now held in the typically less risky bond component.

So while the short-term gains have been great, it may be time to rebalance according to the parameters set by their IPS so that they can help reduce their risk exposure.

For individual tax-deferred investment accounts or institutional accounts that are non-taxable, this is easily done: they simply transfer assets among accounts to restore the target allocations. Future contributions occur according the IPS parameters.

When it comes to taxable investment accounts, it is usually though not always best to ramp up future contributions to the underweighted funds rather than sell portions of a fund and trigger taxes. However since the goal is always to preserve capital I personally would lean towards incurring some taxes as opposed to losing capital in the effort to prevent paying taxes. But ultimately that decision must be approved by the client – with your help, of course.

Remember that your clients are investors, not gamblers. Their IPS is designed to help them invest in a consistent, appropriate way, a way that matches their preferred investment style. Without an IPS, they invite impulse, emotion and a short-term focus into the picture. We have limited control on expected future returns, while we can exert significant influence on the level of risk that we undertake.

Keep this in the forefront of their thinking about the long-term value of an IPS, and how theirs is working today.

Walid L. Petiri, AAMS, RFC®

Walid L. Petiri, AAMS, RFC®, Chief Strategist for the firm of Financial Management Strategies, LLC in Baltimore, MD. Walid specializes in comprehensive wealth management and wealth preservation for individuals and small businesses, providing premium services in financial planning, business consulting, financial analysis and research, wealth management and real estate development.

Contact: 410 779 1276
walid@fmsadvisors.com
www.fmsadvisors.com

Business Mirrors Life

Always Check the Fine Print

The Wall Street Journal recently reported that elite MBA schools were offering alternative programs in response to a declining demand for the once coveted advanced MBA degree.

Following the real estate bubble in 2007, Fortune 500 companies have questioned the need for MBA's and applicants have wondered if the degree still carried the panache it once had.

The more progressive schools have responded by offering part-time and evening programs in order to fill seats. Of course Harvard's Dean was quoted as saying that it pledged never to change the rigors of its program.

One thing I've learned as a contrarian investor; when a great institution says that it's not changing direction, it means that you will make a lot of money betting that it will.

Why would I care about Harvard's MBA program? Twenty years ago I applied for a Harvard MBA. I was wait-listed, and then rejected. But I had learned from my dad, never to burn any bridges. So, I became a regular supporter to the school. And as our firm succeeded I continued to increase my annual donations.

I picked up the phone and called Harvard's VP for Development. We discussed the WSJ story and the pressures on business schools today.

"I will get right to the point." I said. "I want you to start a new program in which you offer an MBA degree to previous applicants like myself. My company will underwrite the program for the first three years. We'll call it, the 2nd Chance Endowment. It will be internet based and rely on teleconferencing. Participants will never have to be in Cambridge MA except to pick up their diplomas.

"Hesh, this sounds great!" responded the schools major gifts director. "Let me discuss it with the Dean and senior faculty of the school."

"One more point," I added. "I want to be a participant."

I will spare you the details. It took two years of university haggling and faculty politics but they finally agreed to the program and my participation (although I had to take a refresher course in linear algebra). Their only non negotiable condition was that the program be kept under the radar, no PR and the classes would be listed as special independent studies and closed to their regular students.

Quietly, I helped recruit twenty successful businessmen to participate. For a year we basically ignored our families and our businesses. I never worked so hard in my life. But I must also say I never had so much fun. I think the professors even enjoyed it, once they came to accept that some of the student knew more then they did.

In June I flew to Cambridge with my family to accept my degree. My name was called and I high fived my fellow special graduates. I shook hands with the Dean and accepted my diploma.

My eleven year old daughter unrolled the diploma. It was packaged like it was an original Dead Sea scroll, and she carefully read it.

She asked, "Dad, what is the asterisk mean next to your name?"

I pulled out my reading glasses and read the small print, "Graduated with a correspondence degree."

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

phone
800 532 9060

fax
513 424 5752

email
Info@IARFC.org

web
www.IARFC.org

IARFC INTERNATIONAL DIRECTORY

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

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

Leena Heblle, RFC®
India Business Development Director
iarfcedu@gmail.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

Ella Lin
Customer Service Representative
ella.lin@imm.com.tw

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

Preecha Swasdpeera, MPA, MM, RFC®
Thailand Chair
preecha_sg@yahoo.com

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

The Financial Planning Process™

Registration for the Professional Curriculum

Course Name	CDs Only $175	Textbook Only $100	Exam Only $100	Full Course $325	Total
FPP-101 – Client Acquisition					
FPP-102 – Marketing for Financial Advisors					
FPP-103 – The Client Engagement					
FPP-201 – Information Gathering					
FPP-202 – Plan Development					
FPP-203 – Recommendations & Monitoring					
Complete Course Package *(Purchase all 6 courses at once and save $100)*				**$1,850**	
				One-time Registration Fee	**$100**
				OH residents add 6.5%	
				$5 Shipping Per Course **Shipping**	
				Total	

Please indicate CDs Only, Textbook Only, Exam Only, or Full Course, which includes CDs, Textbook and the Exam.

CDs and Textbooks are designed to work in conjunction. The ideal learning environment is using them together.

Refund Policy: $125 for each Full Course.
No Refund: Registration Fee.

Registration Form

Please print or type the information below

Gender: ❑ M ❑ F

First Name Last Name

Firm or B/D

Street Address

P.O. Box / Suite Address

City State Zip

Country

Phone

E-mail

Designation Award

Complete 101, 102 & 103:
Earn the RFA – Registered Financial Associate

Complete all 6 courses:
Earn the RFC – Registered Financial Consultant
(Plus submission of a written plan.)

Payment Information

International Association of
Registered Financial Consultants
2507 North Verity Parkway
P.O. Box 42506
Middletown, Ohio 45045-0506

Fax
513 424 5752

For questions:
800 532 9060

PLEASE MAIL OR FAX THIS COMPLETED FORM TO IARFC

Payment Method

❑ Check made payable to IARFC
❑ Discover ❑ MasterCard ❑ Visa ❑ American Express

Credit Card # Exp. Date

Signature

Financial Planning Process™ *course*

Take the Next Step!

Acquire the skills and tools for a more profitable financial planning practice, developed by veteran financial planners, business consultants and practice management experts.

Effective training to help streamline your practice.

Course Components

FPP 101 – Client Acquisition
FPP 102 – Marketing for Financial Advisors
FPP 103 – The Client Engagement
FPP 201 – Information Gathering
FPP 202 – Plan Development
FPP 203 – Recommendations & Monitoring

Self-study, or in the classroom

Call today for details: 800 532 9060

For over 25 years, the International Association of Registered Financial Consultants (IARFC) has provided the tools you need to succeed.

the Register

International Association of Registered Financial Consultants
Financial Planning Building - 2507 North Verity Parkway
P.O. Box 42506 - Middletown, Ohio 45042

IARFC
INTERNATIONAL ASSOCIATION OF REGISTERED FINANCIAL CONSULTANTS

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

CE@SEA™

IARFC Southern Caribbean Cruise Conference
June 26 – July 3, 2011

The IARFC CE@Sea™ conference, the premier event for professionals in the Financial Services Industry will be held **on Royal Caribbean's Serenade of the Seas**, Sunday, June 26 – Sunday, July 3, 2011.

The IARFC invites you to be part of this outstanding event. You will have the unique opportunity to enjoy the cruise while networking with other successful advisors. You will learn what has worked well for others, share challenges and successes. No other event allows you this intimate time to rub shoulders with industry leaders. Past CE@Sea™ attendees have told us that whether as a contributor, presenter or speaker, the rewards are worthwhile.

Join Our Industry Leaders

Wilma Anderson
Using LTC or CI as a Unique Selling Advantage

Steve Bailey
Dollar$ Sense for Matured Adults

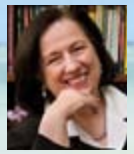
Mark Dahlenburg
Designing an All-Weather Portfolio for Your Retirement Income Needs

Hank Brock
The Last Dominos — 19 Documented Dominos

Christopher Hill
Unfortunately, Someday You Will Die!

Ed Morrow
Business Succession Fee-Based Planning

Bill Nelson
Critical Planning Issues



Dr. Rosilyn Overton
Do You Hear Me? Behavioral Finance, Client Communication and You

Mark Patterson
Creating Your Unique Brand

Ashton Root
PixelGigs, the All-in-One SMART Software — and Marketing Opportunity

Jerry & Nick Royer
The 5 Crucial Keys To Make Your Clients Raving Referring Enthusiasts

Serenade of the Seas®

One of our newest cruise ships, Royal Caribbean's Serenade of the Seas offers the ultimate "at sea" experience by combining speed, added comfort, greater space, sweeping ocean vistas and an exceptional staff committed to serving your every whim.

Among the ship's spectacular features are the ten-story glass-constructed Centrum, glass elevators facing the sea and the highest percentage of outside cabins in the Royal Caribbean fleet.

Sailing Itinerary

26-Jun	San Juan, Puerto Rico
27-Jun	Charlotte Amalie, U.S.V.I.
28-Jun	Basseterre, St. Kitts
29-Jun	Cruising & CE
30-Jun	Oranjestad, Aruba
01-Jul	Willemstad, Curacao
02-Jul	Cruising & CE
03-Jul	San Juan, Puerto Rico

Cabins Are Going Fast — Call Today!

Call our CE@Sea™ Cruise Coordinator, Starr at 423 741 8224
Cabins start at $819 per person.

International Association of
Registered Financial Consultants
P.O. Box 506, Middletown, OH 45042-0506
800 532 9060
www.IARFC.org