

RETURN ON TIME

A new lens for propelling growth,
optimizing your resources, and building
trust in your prospect pipeline.

A BETTER WAY TO GROW

Put your time to better use to drive growth,
develop prospect trust, and achieve work-life balance

A search for a better way.

As an independent advisor, you undertake a balancing act. Client focus needs to be balanced with the time needed to run and grow a successful business. Operations, staffing, compliance, marketing, and business development are all vying for your attention and energy. It's a difficult puzzle to solve. How do you optimize your prospecting and marketing activities to focus your finite time and resources on the best fit for your firm? How can you build trust with your audience to improve lead conversion, CLV, retention, and referrals? It can often feel like an endless search for a better way to grow your business.

WE CALL IT ***RETURN ON TIME***

RoT is a new way to think about your prospecting activity.

You're already an expert in maximizing returns on investment for your clients. Now we want to help you maximize your return on your most important resource - your time. And we believe that TRUST is the most important output your time can deliver. The tools and resources FMT provides, accelerate your trust-building with audiences hungry for knowledge and clarity. This trust will help make you a better advisor, fill your appointment calendar with highly qualified prospects, minimize time to convert, and continue to pay dividends over the full lifetime of a client relationship. Becoming a trusted advisor will pay off more for your business than any number of dinner seminars or mainstream marketing strategies ever could.



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THE PROBLEM: EXPLOSION OF INFORMATION

Current Environment
The Average Advisor Process

II

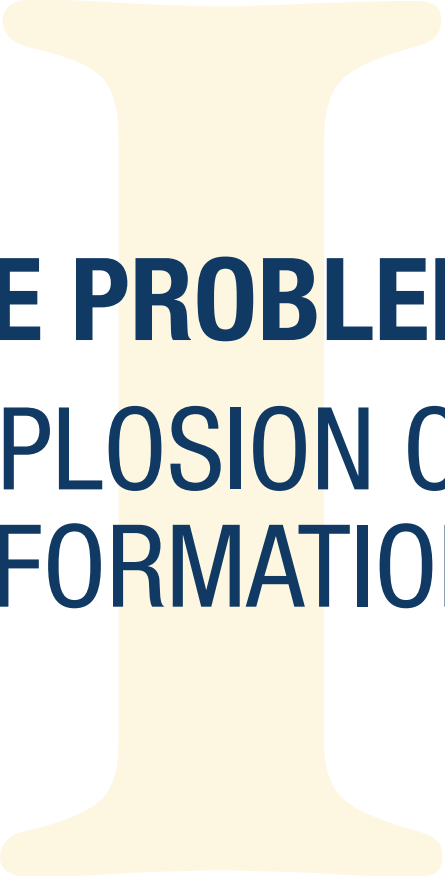
THE SOLUTION: EDUCATION

Education Upfront
Let the Data Speak for Itself
Tracking the Difference for Your Firm
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III

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Real Life Examples
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THE PROBLEM: EXPLOSION OF INFORMATION

How advisors and investors
are navigating and adapting to the
ever-evolving financial landscape.

Today's successful advisor has many decisions to make to establish and maintain themselves as a market leader. Addressing ever-evolving areas like technology, pricing, and compliance with the needs of growing the business, while maintaining a work/life balance is a complicated balancing act. It can be easy to feel overwhelmed and like you're falling behind, without enough hours in the day to make up the gap.

Client and prospect families don't have it any easier. For them, it's information overload! In a matter of decades the financial services industry moved from an intimidating, opaque place for the general public to an environment where anyone can find out anything they want within seconds via the internet.

But, according to a recent Morningstar report,

“65% of investors don't feel they have enough knowledge to make the right decisions.”

These are people already investing or wanting to invest in their future, but they aren't sure they're doing it right. They need a trusted expert to help guide them to the right information for them, explain its relevance, and answer the questions that inevitably arise.



There has definitely been progress in this transformation but it may not be as evident as we think. The investor seeking financial guidance just went from a state of lacking knowledge and information to filtering through too much to understand. They don't know what information is accurate, what applies to them and what sources they should trust. This overload of information, resources and new money management fads doesn't make it any easier for investors to plan for their financial futures - if anything, it makes it more overwhelming and harder to understand than before.

In an age where information is omnipresent

How do your current clients and prospects understand what to listen to?

INFORMATION OVERLOAD

While easy access to digital information may seem like a boon to the general public, it only becomes useful if they have resources to filter, focus, and clarify the virtual mountain of available content.

It may seem counterintuitive, but

*When information is abundant
education becomes paramount.*

Education helps people move from awareness
to understanding - to go from “what” to “why.”

AN EXAMPLE

As an example, let's take a quick look at the rise of pod castings.

As of 2023:

AROUND
465
MILLION AMERICANS
LISTEN TO PODCASTS

EQUIVALENT TO
22%
OF ALL
INTERNET USERS

THAT NUMBER IS GROWING
10%+
PER YEAR

A FULL
62%
OF US CONSUMERS
LISTEN TO PODCASTS

Longform content like podcasts provide the time and space to cover topics in-depth and create dialogues between hosts, guests, and audiences. The rapid growth in adoption for podcasting reflects the desire for a more considered and exploratory approach in media - breaking through the constant noise of sales pitches and sound bites that inundates the consumer landscape.

EARN YOUR PROSPECT'S TRUST



Time spent educating is the best way to truly differentiate yourself as an advisor. When large volumes of complex information are readily available, people become skeptical about what is true, how much they understand, and who to trust. Traditional “transactional” marketing becomes just another sales pitch.

Standing out from the crowd, shedding cynicism and skepticism, and capturing your prospects’ attention with genuine educational intent are paramount in a world of information overload. It’s about opening their mind and heart to the value you provide, rather than solely focusing on what you seek from them.

Sharing your knowledge for the sake of education becomes the purest differentiation, the best way to develop trust, and the most effective driver of Return on Time.

THE AVERAGE ADVISOR PROCESS



What separates advisors that build the business they desire from the field is not better investments, better financial plans, or better technology. Those resources are commoditized across the industry. Real differentiation is derived from effective allocation of time. Every advisor has the same 24 hours in a day. Those that maximize their Return on Time are the ones that set themselves apart.

While the specifics of client acquisition may differ between practices, the overall process typically consists of

**SIX
PHASES:**

1

EDUCATE

Educate prospects about who you are, what you do, why you do it, and why it matters to them moving forward.

2

ANALYZE

Analyze prospects current situation to see if they can reach their desired outcomes.

3

RECOMMEND

Recommend pathways for prospects to achieve their goals and objectives.

4

AGREE

Prospect and advisor agree to a financial planning relationship.

5

IMPLEMENT

Advisor works to implement and optimize the agreed-upon plan.

6

COMMUNICATE

Advisor maintains ongoing communication with client regarding plan progress, changes in situation and continuing education.

What aspects
of your client
acquisition
process do
you spend
your time on?

**THE
SOLUTION:
EDUCATION IS
THE SERVICE**

*Maximize your businesses'
Return on Time by using
education as a differentiator.*

The most successful advisors understand that not all six of these steps are created equal. Those that focus on true education early in the prospecting process tend to develop high-quality leads, minimize time to convert new clients, and increase their client lifetime value in comparison to those that allocate time to each step equally.

Spending the majority of your time educating your prospect families makes the subsequent steps more effective and efficient. Because you've spent time developing trust through your education efforts, families that choose to join your firm will tend to align with your key values and reflect your ideal client profile.

Transactional advertising and marketing compels advisors to approach every subsequent step of the client acqui-

sition process as increasingly important. The job of the current meeting is simply to "close to the next meeting," and that repeats itself until you convince the client you are the advisor for them. A social security dinner seminar or a TV advertisement creates the need for that client to slowly walk their way through your process - to "kick the tires." The limited time frames for interaction and need to always be closing minimize opportunities to build trust, and so are largely ineffective through a lens of Return on Time.

More time dedicated to education early in the process enables prospects to understand what you do, why you do it, the value you provide and what it means to be a client of your firm.

A few hours spent educating builds trust between you and the prospective family while allowing them to see how you can help with their unique financial situation. Once those hurdles are overcome, it streamlines everything else that follows!

What many advisors don't fully realize is that your marketing is under your control. Why not choose activities that do the focusing and filtering of those prospects for you? Focusing on education in your prospecting activities allows highly-motivated families to self-select into your classes. Placing high-intent prospects into a space that maximizes your ability to demonstrate expertise and engender trust is rocket fuel for growing your business, and the key to maximizing your Return on Time.



DO ADULTS WANT EDUCATION?

LET THE DATA SPEAK FOR ITSELF

Americans are hungry for good, financial education. A 2022 survey of U.S. adults by the National Endowment for Financial Education showed that:



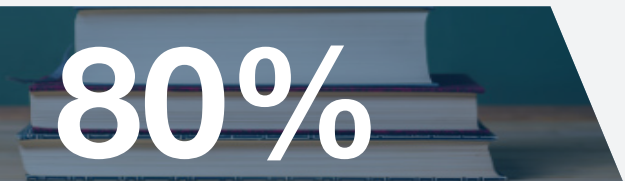
88%

think financial education courses should be required to graduate high school.



93%

of adults over 45 believe their state should mandate financial education.



80%

wished they were required to take a financial education course in high school.



It's evident that the classroom environment is an ideal client acquisition avenue for developing trust, building relationships, and fostering and maintaining long-term, quality relationships.



Continuing Education Through Client Communication

An educational focus for client acquisition also carries through the rest of the client relationship. Families that come on board from the classroom environment now trust you as a teacher, and these relationships can be reinforced through ongoing educational communication programs - an ideal retention tool and driver of word-of-mouth referrals to client friends and family.

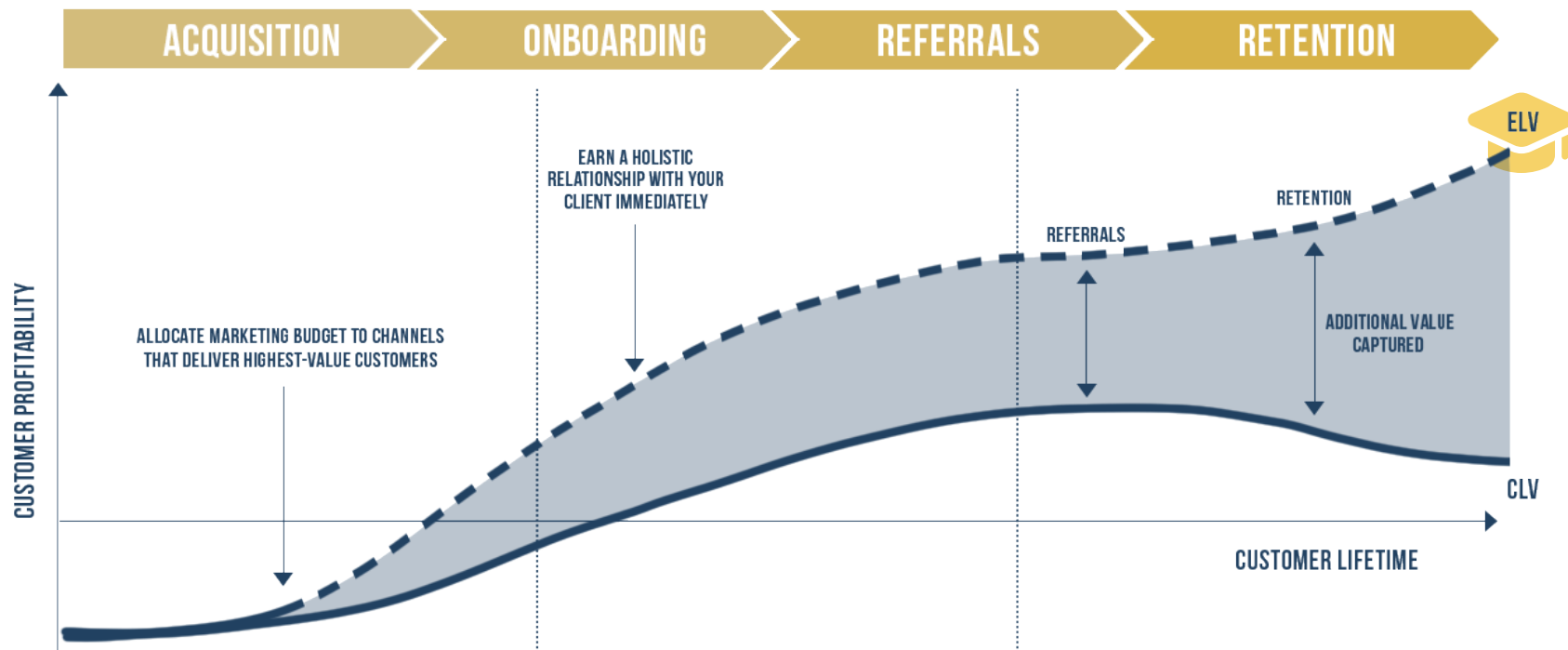
THE DIFFERENCE FOR YOUR FIRM

Educational Lifetime Value (ELV)

Where you focus your time has the biggest impact on your return.

EDUCATE. REALLY EDUCATE.

CUSTOMER LIFETIME



EDUCATIONAL LIFETIME VALUE (ELV)

Advisors that utilize educational classes as a core to their marketing and business development see a significant positive change to their normal CLV metrics. This change is the result of improving your Return on Time - we call it Educational Lifetime Value.

The trust built within your prospect and client community by focusing on education removes the awkward interactions and skeptical families that superficial sales conversations tend to create. At the traditional dinner seminars, families aren't sitting there to learn from you, but instead are there to evaluate you against what they think they know about what you do. There's also no good way for you to assess and filter out which clients are right for you and your firm.

By spending the majority of your time educating, you create a natural filter distinguishing those families that aren't a good fit from the ones who truly want to engage with you.

The trust generated from every prospect interaction has compounding value over time. Not only are those engaged prospects more likely to become clients, they will stay for the long term and rave about you to their friends. This creates a natural stream of great introductions to effectively grow your business and replicate your ideal client.

$$\text{ELV} = \text{CLV} + \blacktriangle \text{REFERRALS} + \blacktriangle \text{RETENTION}$$

EDUCATIONAL LIFETIME VALUE: MAXIMIZING RETURN ON TIME

Time spent in marketing and prospecting will impact everything that follows. The proper alignment of client acquisition, client retention, business and personal growth needs to start with the optimization of your prospecting choices. Placing a time allocation emphasis on education in your prospecting with a goal of increasing Return on Time, will impact three distinct levels of your business and your life.

IMMEDIATE

More efficient and effective client acquisition process. Your prospecting method filters for your ideal client profile automatically and makes the client acquisition process more streamlined.

LONG-TERM

Transforming your business model with lower client acquisition costs, higher client lifetime value and higher overall business valuation for your practice.

TIME-MULTIPLIER

This strategy builds over time to create a predictable, sustainable foundation for strong growth, giving you more time back – to spend with your family, with your friends and with the activities that feed your soul.

IN PRACTICE: EDUCATIONAL LIFETIME VALUE

*Attendees leave highly
satisfied and 80% meet with
their instructor after the class**

*Source: Financial Educators Network
Attendee Surveys 2021 - 2023

REAL LIFE EXAMPLES

Two advisors using this approach, and the business growth they achieved.

ADVISOR

1

ADVISOR

2

ADVISOR 1

“When they come in [for the 1:1] I’m already at [hour] seven for my first meeting, eight for my second....they hold you in a higher regard. As a teacher. ...we get at least 80% of the people from the class to come in for the analysis.”

Business Growth Stats:

- The firm has had consistent YOY growth over the last 20 years.
- Since 2010 they’ve had 2,792% increase in their AUM.

Client Acquisition Stats from Educational Courses Taught:

- % of prospects that request consultation: 80%
- 40-50% of prospects become clients.

ADVISOR 2

“I started doing educational classes in 2008 with one client in my firm and I now manage over 6 billion dollars using educational classes as my primary acquisition tool”

Business Growth Stats:

- Currently manages 6+ billion of AUM.
- Consistently teaches multiple educational classes every month.
- It is the foundation of his marketing and permeates all aspects of this practice.



REFRAME YOUR THINKING

*It all comes down to a different orientation for how you look at your entire practice, through a lens of **Return on Time**. This will lead to a better understanding of how to get the most out of your time, for your business and your personal life.*

Return on Time is a concept derived from the daily choices every advisor has to make:

- ✓ What do I focus on?
- ✓ Where do I spend my time?
- ✓ How do I optimize the return from the time I spend on those activities?

PUTTING IDEAS INTO ACTION

HOW DO YOU PUT THIS THEORY INTO PRACTICE?

IDENTIFY YOUR NICHE.

Choose the type of family you want to educate - you cannot be everything to everyone.

.....

CUSTOMIZE YOUR EDUCATION TO YOUR PRACTICE.

Create a curriculum of education that is motivating, engaging and actionable for those prospective families to participate in.

.....

ENGAGE AN EDUCATIONAL VENUE. *Find the appropriate local education-first venue to host your classes.*

.....

SATURATE YOUR TARGET AUDIENCE. *Carve out an exclusive market area where you are the only advisor teaching that curriculum within your community.*

.....

When you follow the above four steps, you are building a foundation on education that can propel your growth.

By allowing education to permeate all aspects of your business, you will see your time invested come back to you.

As you utilize education as a marketing and outreach tool, your comfort and aptitude as a teacher will increase. You will develop a working relationship with your venue. You will activate your role as an educator in your market through all your touch points. Most importantly, you will establish yourself as a trusted advisor to the families in your area actively looking for support. When prospects in your area need financial planning guidance, you will be their first choice - leading to long-term relationships with them, their families, and families just like them.

CONTACT US

Let's start growing better, together



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