TRIBE TALKS

- Telling Your Story with Stephanie (July 1)
- Managing Projects & Teams with Stephanie (TBD)

UPCOMING CALLS

07.12	Productivity Virtual Retreat
07.15-16	Summer School with Stephanie
07.19	Lifestyle Office Hours
07.26	Lifestyle Coaching Call

LIMITLESS

The Good Vibes Tribe

FOR TODAY'S QUESTIONS

slido.com, #lifestyle

LIMITLESS

STEPHANIE'S SUMMER SCHOOL ROSTER

Build-a-Brand

Thursday, July 15th

Betty Wang
Colleen Weber
Dan Suiter
Greg Will
Jason Sherman
Jill Isbell
John Chitaley
Kent Hickey
Matt Stephens
Maureen Demers
Michael Hansen
Mitch Smith
Neal Albritton
Nick Fuller
Olivia Weber
Pam Hoffman
Pamela Jacobs
Pat Darby
Peter Hoffman
Peyton Carr
Ryan Smith
Whitney Magers

Completing the Client Model

Friday, July 16th

Betty Wang
Colleen Weber
Dan Suiter
Gabe Nelson
Greg Will
Jason Sherman
Jill Isbell
John Chitaley
Kent Hickey
Lisa Cooper
Matt Stephens
Maureen Demers
Michael Skowfoe
Mitch Smith
Neal Albritton
Nick Fuller
Olivia Weber
Pam Hoffman
Pamela Jacobs
Pat Darby
Peter Hoffman
Peyton Carr
Ryan Smith
Whitney Magers

LIMITLESS

Limitless Coaching Call

June 28, 2021

Focus Forward: The Mid-Year Check-In

TRIBE TALK
HOT TOPICS

^ Stephanie Bogan ADMIN LIMITLESS 17 days ago ...
Life-a-Holic | Strategy + Growth

Easy, just tell them. This is a non-event you're making an event. This would have been very possible pre-COVID but post-COVID everyone knows the world is now hybrid and most people want it that way, so embrace it and don't adopt an attitude of fear or apology. Unless you're saying the new office is one they can't come to, but I didn't read that.

Super quick but rough draft of email...

Dear [client],

I'm writing with exciting news! After 25 years in the same location, we're spreading our wings and moving into a new space that better suits our needs i this post-COVID world.

In response to what we've learned from COVID and client requests, were please to share we'll also be adopting a hybrid meeting structure going forward. This means that going forward, you'll have the option to meet in person or virtually to offer you the greatest ability to make the most of your time.

While our location and hybrid meeting approach are changing to help us bette serve our clients, we want you to know that our ongoing commitment to being here for you remains the same.

Tracking Total Value/Performance To Client

Mike Metzger LAUNCH 15 days ago ...
Solo Practitioner | CFP® | Outdoor Enthusiast

I've been bouncing around ideas of a way to track total value add to a client- both by dollar figure and percentage. We all provide way more earnings/savings to a client than by just investment returns. Does anyone have a system or process of tracking this and quantifying it to clients in an annual review meeting?

This would be
+Tax Savings
+Mortgage Refinance Savings...
+Investment Property Returns
+Retirement Plan Enhancement
....and so on.

omment

Risk Tolerance Questionaire

Pamela Jacobs LIFESTYLE 11 days ago ...
Frontier Wealth Strategies - Principal

Does anyone use this type of "new client" onboarding to assess how to invest a client anymore, and if so what do you use? After everything I've seen so far this seems really old school. Please advise

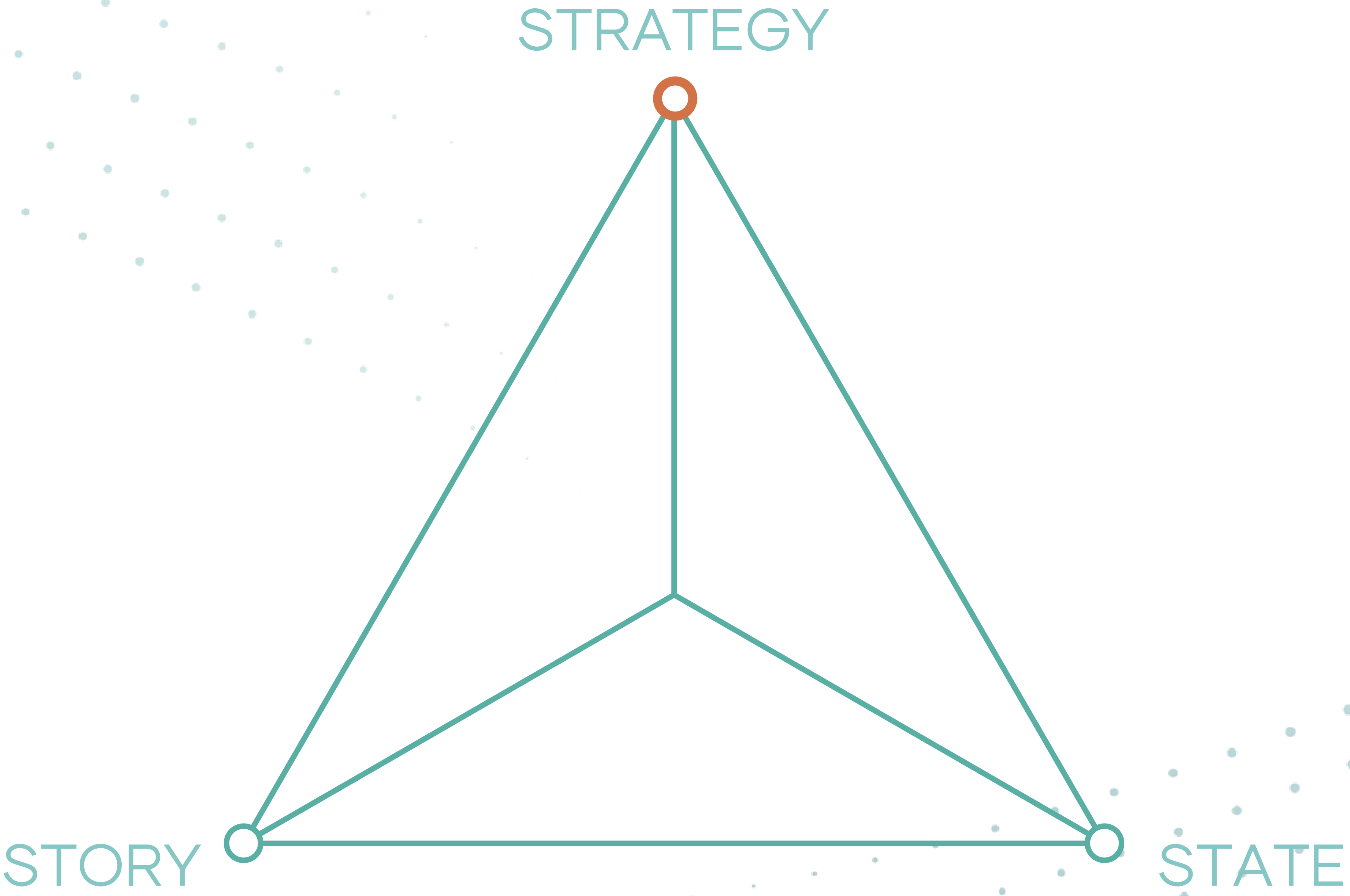
Liked by ^

Like Comment 6 comments

Accountability Calls Trends

LISA VANDER

- Have I done enough?
- Have I done it fast enough?
- Why does it feel like I took on too much when I'm just following the program?
- If I accomplished just one thing this year, would I feel good about it? (NO)
- How do I get more realistic about what I want to accomplish?
- How can I recommit to time blocking and email delegating? What about email?
- No time to celebrate wins



HIGH PERFORMANCE HAPPINESS

SUCCESS MODEL

Mapping

Mindset

Methods

Momentum

Practice Benchmark Tool

YOU CAN'T MANAGE WHAT YOU DON'T MEASURE

THE PRACTICE BENCHMARK ANALYSIS: INPUTS & HISTORICALS

LIMITLESS

Instructions

1. In the cells to the right, select the current year and the quarter end data. Note: results will not be accurate if this information

2021	Q1 YTD

2. Gather data from the Firm Data Inputs column for the prior three years and for each quarter of the current year. Note: Current year data is YTD inputs for each
3. For each year input your data into the light blue cells with grey text. Dark blue and white cells will automatically calculate.
4. Review year-over-year changes to evaluate historical trends.

Firm Data Inputs	2018	2019	YOY % ∆	2020	YOY % ∆	2021 Q1 YTD	2021 Q2 YTD	2021 Q3 YTD	2021 Q4 YTD	2021 Annualized	YOY % ∆
Headcount											
Partner Professionals*	1	1	0%	1	0%	1	1	1	1	1	0%
Professionals*			-		-					–	-
Staff Members	0	1	-	2	100%	2	2	2	2	2	0%
Revenue											
Total (Gross) Revenue	$594,000	$630,000	6%	$627,000	0%	$180,000	$188,000	$0	$0	$736,000	17%
Investment Management (AUM)	$576,000	$610,000	6%	$602,000	-1%	$175,000	$186,000			$700,000	16%
Investment Advisory (AUA) Fees			-		-					$0	-
Financial Planning Fees (hourly or retainer)	$750	$2,527	237%	$11,200	343%	$3,900	$2,527			$15,600	39%
Securities Trails & Commissions			-		-					$0	-
Insurance Trails & Commissions	$12,000	$17,000	42%	$13,000	-24%	$1,800	$906			$7,200	-45%
Other			-		-					$0	-
C Goods s, etc.)			-		-					$0	-

THE PRACTICE BENCHMARK ANALYSIS: BENCHMARKS & GOALS

Instructions

1. Input current and 3-year goals into the cells highlighted light blue, all other goals will calculate based on your inputs.
2. Use the dropdown to select your benchmark for comparison.
3. Review your *% to Goal* and *% to Benchmark* to evaluate your progress.

Business Performance Key Performance Indicator (KPI)	2018	2019	2020	2021 Annualized	2021 Goals	% to Current Year Goal	3 YEAR GOAL	BENCHMARK	% to Benchmark
Net Revenue (Total Revenue - COGS)	$229,000	$305,000	$408,000	**$419,000**		-		n/a	-
Total Revenue	$229,000	$305,000	$408,000	**$419,000**	**$0**	-	**$0**	**$364,588**	**115%**
Revenue bps on Assets (AUM)	1.27%	1.22%	1.24%	**1.27%**	-	-	-	**0.93%**	**137%**
Revenue per Client	$4,978	$5,545	$7,034	**$6,869**	-	-	-	**$3,616**	**190%**
Revenue per Professional	$229,000	$305,000	$408,000	**$419,000**	-	-	-	**$299,068**	**140%**
Revenue per Total Headcount	$229,000	$305,000	$408,000	**$419,000**	-	-	-	**$139,742**	**300%**
Expense KPIs (Median)									
Direct Expense per Client	$870	$636	$690	**$2,459**	-	-	-	**$934**	**263%**
Indirect Expense per Client	$0	$0	$0	**$0**	-	-	-	**$1,128**	**0%**
Expense per Professional	$124,000	$138,000	$143,000	**$150,000**	-	-	-	**n/a**	-
Expense per Total Headcount	$124,000	$138,000	$143,000	**$150,000**	-	-	-	**n/a**	-
Profit KPIs (Median)									
Operating Profit per Client	$2,283	$3,036	$4,569	**$4,410**	-	-	-	**$977**	**451%**
Operating Profit per Professional	$105,000	$167,000	$265,000	**$269,000**	-	-	-	**n/a**	-
Operating Profit per Total Headcount	$105,000	$167,000	$265,000	**$269,000**	-	-	-	**n/a**	-
Clients KPIs (Median)									
Total Clients	46	55	58	**61**		-		**94.00**	**65%**
Clients per Professional	46	55	58	**61**	-	-	-	**65.00**	**94%**
Clients per Total Headcount	46	55	58	**61**	-	-	-	**47.00**	**130%**
Fee-based Clients	46	0	58	**61**		-		**n/a**	-
Fee-based Clients per Professional	46	0	58	**61**	-	-	-	**n/a**	-
Fee-based Clients per Total Headcount	46	0	58	**61**	-	-	-	**n/a**	-
Asset KPIs (Median)									
Assets Under Management (AUM)	$18,000,000	$25,000,000	$33,000,000	**#########**		-		**$40,950,000**	**81%**
AUM per Client	$391,304	$454,545	$568,966	**$540,984**	-	-	-	**$389,699**	**139%**
AUM per Professional	$18,000,000	$25,000,000	$33,000,000	**#########**	-	-	-	**$27,014,425**	**122%**
AUM per Total Headcount	$18,000,000	$25,000,000	$33,000,000	**#########**	-	-	-	**$20,000,000**	**165%**
Lifestyle									
Partner Days Off	90	120	60	**30**		-		**n/a**	-
Return on Time (Revenue/Est. Hours Worked)	$168	$272	$255	**$228**	**$0**	-	**$0**	**n/a**	-

*InvestmentNews 2016 Financial Performance Study. Not all values are available, as such some values are listed as n/a

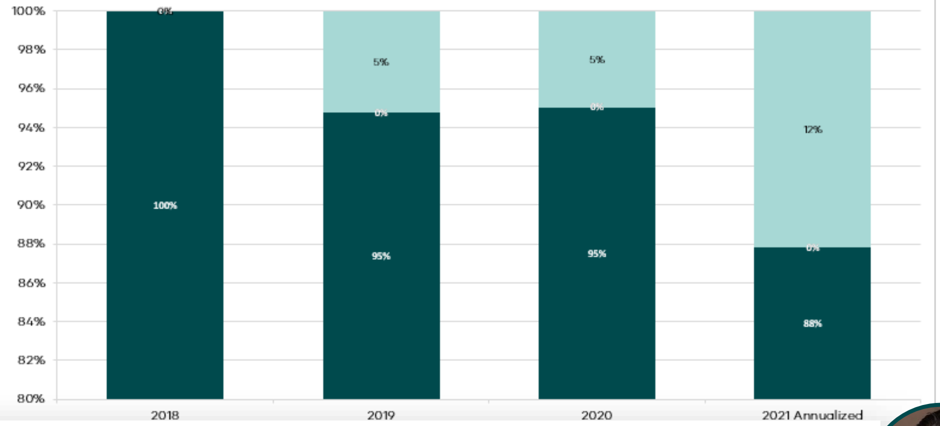
75 - 89% of benchmark/goal | <75% of benchmark/goal

THE PRACTICE BENCHMARK ANALYSIS: REVENUE ANALYSIS

Instructions:

1. Review the pre-populated data below to see how your revenue is trending over time.

Metric	2018	2019	YOY % ∆	2020	YOY % ∆	2021 Annualized	YOY % ∆
Investment Management (AUM) Fees	$ 229,000	$ 289,000	26%	$ 387,750	34%	$ 184,000	-53%
Investment Advisory (AUA) Fees	$ -	$ -	-	$ -	-	$ -	-
Financial Planning Fees (hourly or retc	$ -	$ 16,000	-	$ 20,250	27%	$ 25,500	26%
Securities Trails & Commissions	$ -	$ -	-	$ -	-	$ -	-
Insurance Trails & Commissions	$ -	$ -	-	$ -	-	$ -	-
Other	$ -	$ -	-	$ -	-	$ -	-
Total (Gross) Revenue	**$ 229,000**	**$ 305,000**	**$ 0**	**$ 408,000**	**34%**	**$ 209,500**	**-49%**

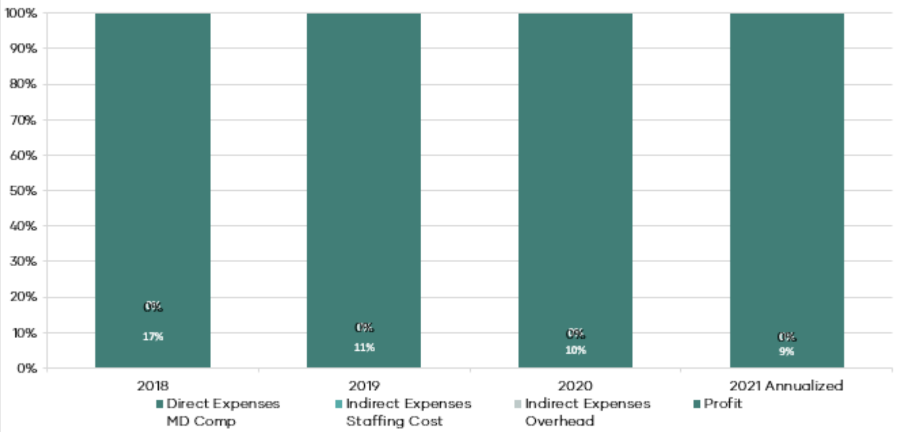


THE PRACTICE BENCHMARK ANALYSIS: ECONOMIC MODEL

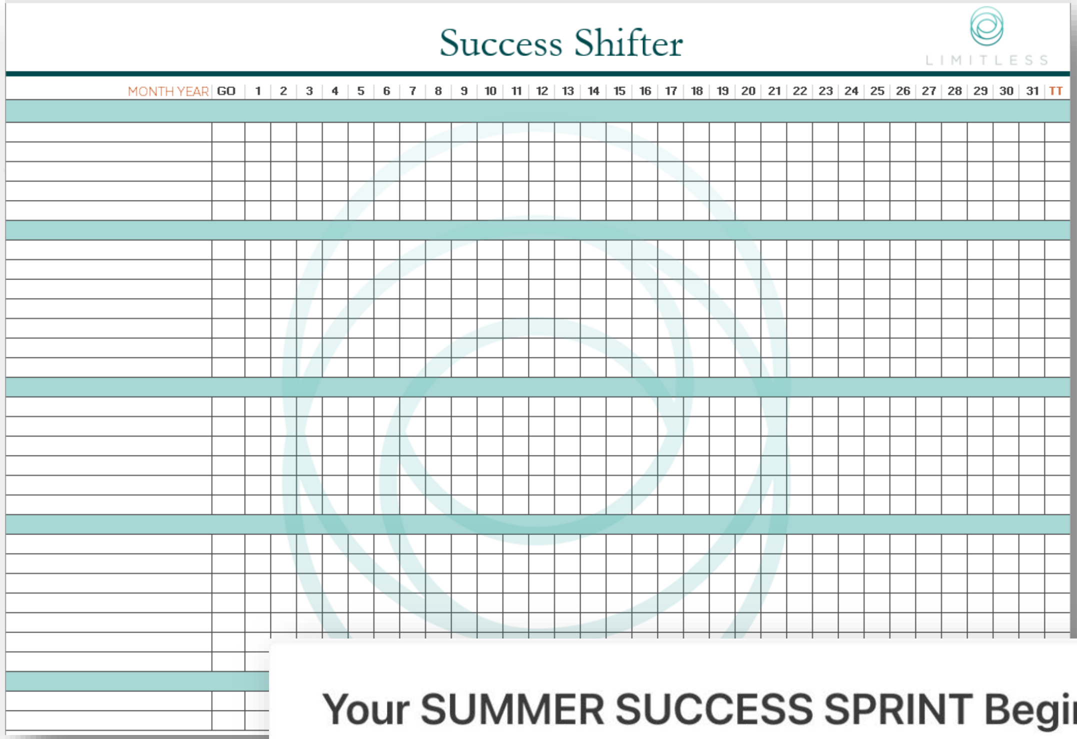
Instructions:

1. Review the pre-populated date below to see how your firm financials are trending over time.

Year	Total Revenue	Direct Expenses Professional Comp	Indirect Expenses Staffing Comp	Indirect Expenses Overhead	Operating Profit
2018	$ 229,000	$ 40,000	$ -	$ -	$ 189,000
2019	$ 305,000	$ 35,000	$ -	$ -	$ 270,000
2020	$ 408,000	$ 40,000	$ -	$ -	$ 368,000
2021 Annualized	$ 419,000	$ 37,500	$ -	$ -	$ 381,500



SUCCESS SPRINT



July 19 – Aug 19

Your SUMMER SUCCESS SPRINT Begins Now!

Share •••

^ Stephanie Bogan ADMIN LIMITLESS 3 months ago
Life-a-Holic | Strategy + Growth

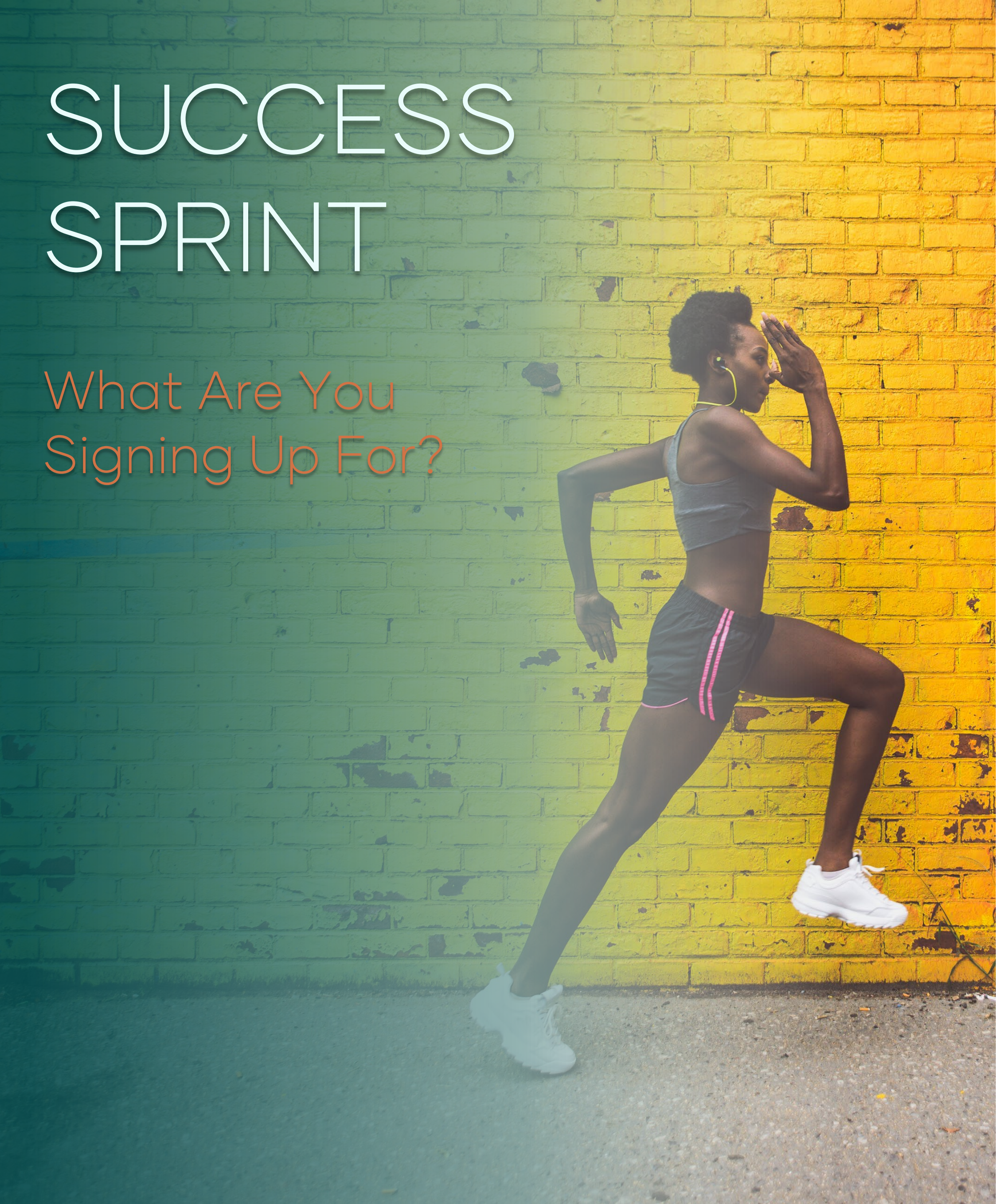
This year's Summer Success Sprint challenges you to pick one BUSINESS and one PERSONAL "main thing" you will focus on moving the needle on over the Summer. We'll post new commitments monthly.

Gauntlet thrown...

Like Comment 0 comments

SUCCESS SPRINT

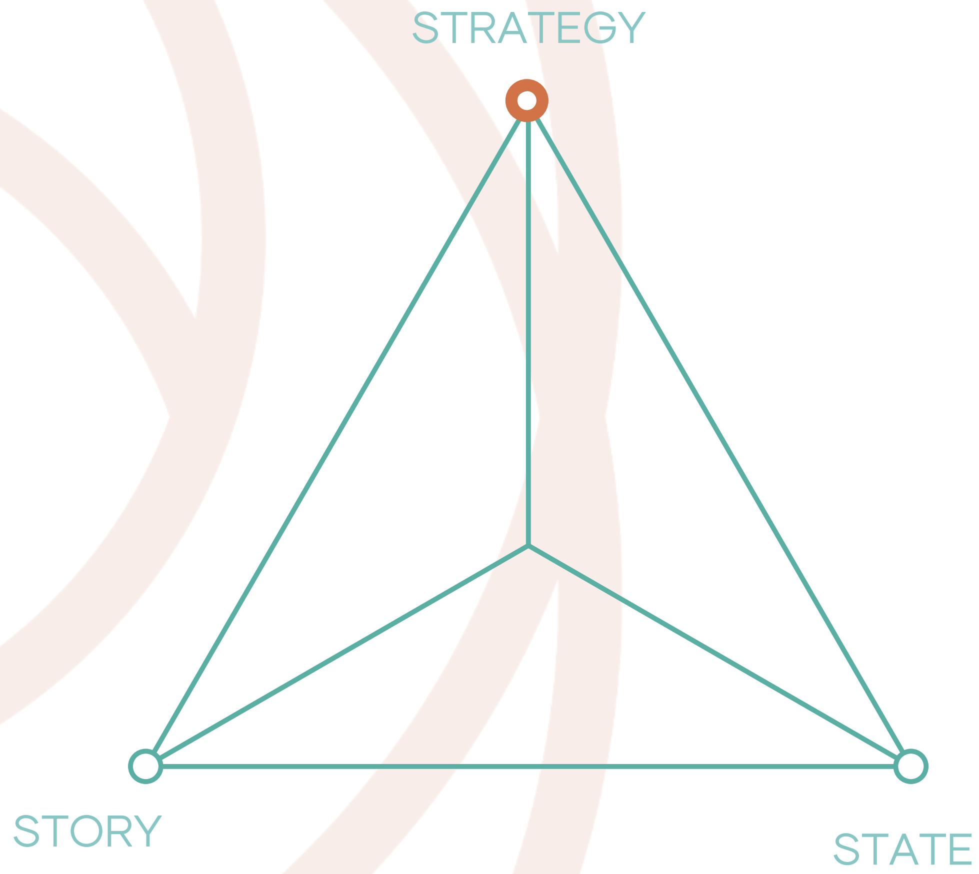
What Are You Signing Up For?

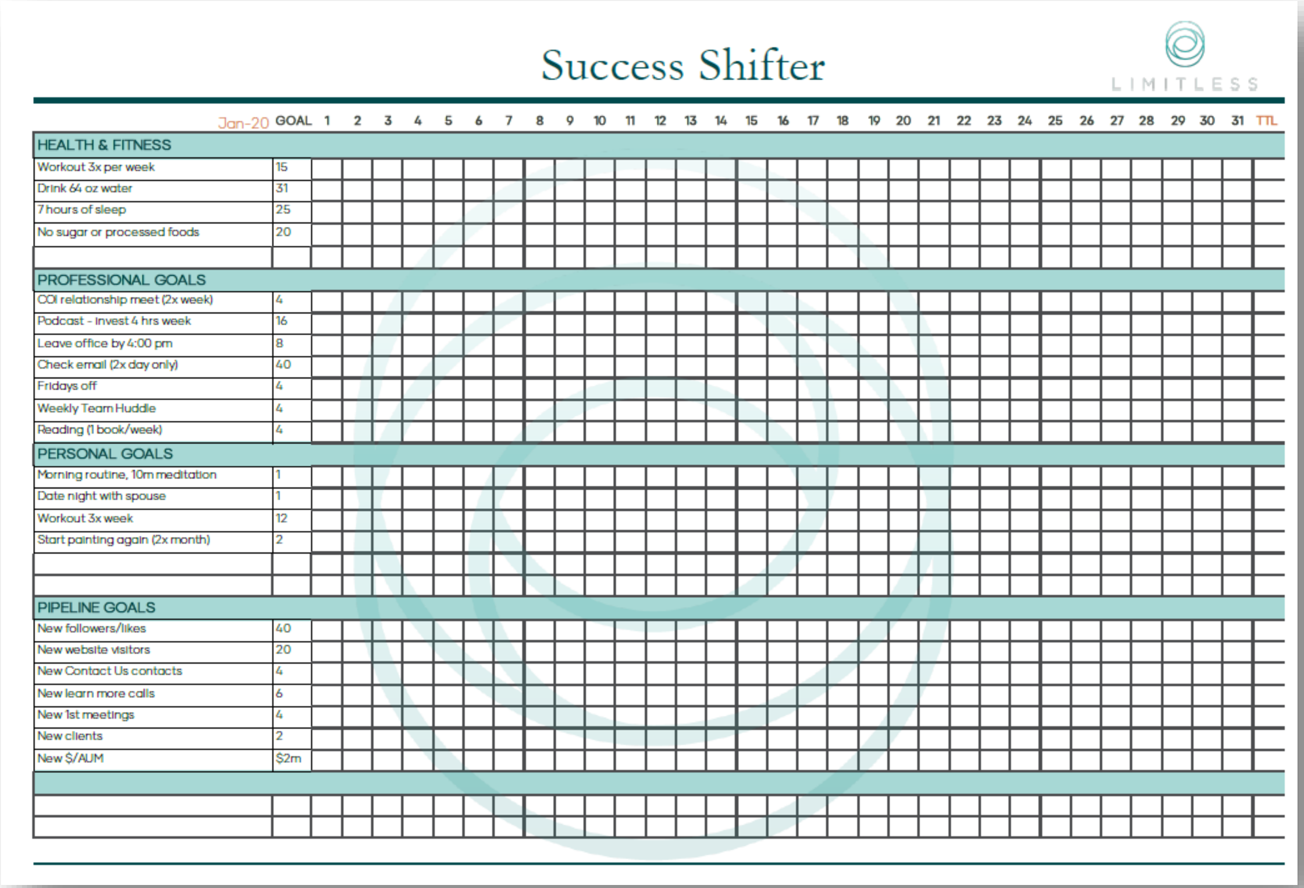


Building your $1M Practice Mindset

- 30-day "Get Sh*t Done Sprint"
- Pick 1 Priority you Commit to Completing
- Create your Success Shifter: 30-Day Success Sprint
- Do 1 Action Each Day, Every Day
- Commit to Goal and Accountability Buddy

SUMMER SUCCESS SPRINT 2021





Success Shifter

LIMITLESS

Jan-20	GOAL	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TTL
HEALTH & FITNESS																																	
Workout 3x per week	15																																
Drink 64 oz water	31																																
7 hours of sleep	25																																
No sugar or processed foods	20																																
PROFESSIONAL GOALS																																	
COI relationship meet (2x week)	4																																
Podcast - invest 4 hrs week	16																																
Leave office by 4:00 pm	8																																
Check email (2x day only)	40																																
Fridays off	4																																
Weekly Team Huddle	4																																
Reading (1 book/week)	4																																
PERSONAL GOALS																																	
Morning routine, 10m meditation	1																																
Date night with spouse	1																																
Workout 3x week	12																																
Start painting again (2x month)	2																																
PIPELINE GOALS																																	
New followers/likes	40																																
New website visitors	20																																
New Contact Us contacts	4																																
New learn more calls	6																																
New 1st meetings	4																																
New clients	2																																
New $/AUM	$2m																																

WHAT'SYOUR LOUDEST STORY?

WHAT STATE ARE YOU OPERATING IN?

WHAT STATE ARE YOU OPERATING IN?


LIMITLESS Q&A

COFFEE TALK