

LIMITLESS Coaching Call Transcript

JUNE 5TH, 2023

LIFESTYLE COACHING CALL: HUMAN SIDE OF ADVICE

Everything that that I try to figure help advisors do is to say, Hey, we have. There's this whole other element to the, to the relationship that I call the human side again. Not a very like, you know. Novel term. It's pretty simple, it may, but it gets to point across, but it's one of those deals where nobody really teaches you how to do it. Nobody really said you. You get trained and you get designations and certifications for all the technical knowledge you need, and that and you need to have that. That's great. We all need that.

96

00:17:34.430 --> 00:17:52.189

Brendan Frazier: But there's not very much out there on how to actually sit there and work with and talk to and create a human connection with the another human being on an emotionally charged topic like money. And so the whole focus, the whole purpose, was to set out and say, I think there's other people that are interested in this that know that this is important.

97

00:17:52.190 --> 00:18:14.990

Brendan Frazier: And ultimately what it came down to was like, there's a lot of really really good ideas out there about how to create human connection about around the around behavior, psychology, communication anything in those fields. There's a lot of really good research and insights. But what what the problem was is there's this major gap that exists where it's like, yeah, there's really good research and studies

98

00:18:14.990 --> 00:18:39.969

Brendan Frazier: on the mind, on money, on behavior, psychology, communication. But there's not a great link that says, Hey, here's what you need to know. And then here's how you go and use it day in and day out, with clients and with prospects to not only enhance their their outcomes and their experience with you, but also to change the trajectory of your business, to boost your business as a result as well. So that's kind of been my primary mission

99

00:18:39.970 --> 00:18:43.620

Brendan Frazier: for the last 4 years now is to go out and say, Okay.

100

00:18:43.620 --> 00:19:07.869

Brendan Frazier: from an advisor perspective. I'm not going to become an expert in psychology. I'm not going to become an expert in money memories. I'm not going to become an expert in necessarily behavioral finance. But I do want to know, day in and day out, what are some of the most important things I can do to create a more human experience more and embed more



human connection in the work that I do with clients. So the whole purpose, the whole thought is, how do we make this as practical

101

00:19:07.870 --> 00:19:31.500

Brendan Frazier: and applicable and tangible as possible. So now, leaving you some study about how important it is to build trust. But how do you actually build it, not saying, Hey, there's this bias that's out there that's probably preventing your client from doing the things that they need to do, but saying, Hey, your client may be struggling to follow through. And what you're asking to do here are some practical, tangible ways to actually get them to follow through and change their behavior to do what you know

102

00:19:31.600 --> 00:19:44.350

Brendan Frazier: that they need to do. That's what the whole idea is to say. Let's let's move past the research and say in practice, how do I bring these things to life so real quick before we get before we get going on that here's one thing. I lay out

103

00:19:44.420 --> 00:19:51.340

Brendan Frazier: before anything that I ever do, virtually trainings, presentations, one on one conversations.

104

00:19:51.530 --> 00:20:03.449

Brendan Frazier: It's 4 things. One. Bring on as many questions as you have no such thing as a bad question. Don't raise your way. We're in zoom. You can raise your hand if you want, but I guess you will use slide out. So throw your questions in there.

105

00:20:03.530 --> 00:20:30.959

Brendan Frazier: close as many windows as possible on your computer. Close all of them, if you can, that we' to try to minimize distractions, put our phones on. Do not disturb right minute to minimize distractions. My phones in a drawer I do not disturb over there at the moment, and more than anything, let's commit to excellence. Let's commit to do the things that we know we need to do. I'm going to ask you guys to do a few things over the course of the time together that aren't there simply to try to fill time and fill space. But there are things that have been proven to work that'll make a difference

106

00:20:30.960 --> 00:21:00.050

Brendan Frazier: in your practice. And then the relationships that you have with clients, and I guess the the way I always like to sum it up is this is, we've got an hour and a half, but a little bit less than an hour and a half now. And so what my promise to you is if you guys can give me your undivided attention and your commitment to doing these things and putting forth the effort. Then I will make it fun. We'll make it informative, and I can assure you that you'll walk away with at least one thing, if not more, but at least one thing today that will not only



enhance the way and improve the way that you work with and interact with clients.

107

00:21:00.050 --> 00:21:22.859

Brendan Frazier: but it also it did also change and help you grow your business. So that's my promise to you. If you guys can give me some your undivided attention. Now I do feel pretty confident that this group's probably more dialed in than the average presentation that I go and give to a group of advisors, but but that being said, I know that we're we're busy. It's easy to sit there and look at your email, check your email from time to time. But the more engaged we are, the better the outcome, the better the results

108

00:21:22.860 --> 00:21:33.389

Brendan Frazier: are going to be. At the same time I know that we're a bunch of it. We're a bunch of adults and grown ups. And so if you don't want to do that, you don't have to do either. I can't force you to do anything. But that's what I'm going to encourage you to do. So.

109

00:21:33.410 --> 00:21:34.370

Brendan Frazier: All right.

110

00:21:34.880 --> 00:21:59.880

Brendan Frazier: we'll get wrong. Here's the game plan for today. Basically, we're going to do 4 things. We're going to hit them. 4 things. Number one. We're going to talk about the importance of the human factor with some numbers and stats to back it up, because I know it's something that we all tend to understand intuitively like if you haven't said, Hey, Mr. Mrs. Advisor? So so and so do you think it's important to know how to work with human beings and be able to build it? Build trust and connection? Is that an important part of what you.

111

00:21:59.880 --> 00:22:10.379

Brendan Frazier: In fact, I've asked advisors, and nobody ever says no, that what they, what the majority of them say is I. It's important, and I do a few things, but I don't really know the the most important things to do

112

00:22:10.380 --> 00:22:24.889

Brendan Frazier: so. But first thing we're going to do is talk about exactly why it's important. So we can talk about why we're going to spend some time on it today. And then from there we'll move into the essential skills that you need to start honing or focusing on or being aware of.

113

00:22:24.950 --> 00:22:51.820

Brendan Frazier: to develop, to create human connection and interactions that you have with clients and with prospects. Then we're going to play a game to help you practice those skills. Also give you a feel, for you know



where you may need work, give you an idea of what it's like to do it well, and then the last thing we're going to do is talk more very specifically about how to take what we've learned, take the things we talked about, and then walk away and imply it and embed it in your planning process

114

00:22:51.820 --> 00:23:06.120

Brendan Frazier: again back to the idea of making this tangible and as practical as possible. The idea is not to say, Hey, let's talk high, level, and theoretically and esotically, about a country, a bunch of cool concepts. But it's to say, How do you walk? How do you walk away from this conversation today

115

00:23:06.340 --> 00:23:32.820

Brendan Frazier: and be better with your clients and make your practice better off tomorrow. That's the whole goal. That's that's the focus. And I'm going to set the stage in the background. It's it's already on here a little bit. But I want to point this out. and that is when you're thinking about, how do I embed the human component the human aspect, create a more humanized experience for my clients and my practice. It really boils down to 2 primary things. You've got number one on this side, the skill set.

116

00:23:32.850 --> 00:23:47.610

Brendan Frazier: So there's things you can do, skills you can focus on, develop, be aware of like asking great questions, listening with the empathy and curiosity being curious, being present, there's skills that you can use that you can develop.

117

00:23:47.880 --> 00:24:00.669

Brendan Frazier: And then after you develop the skills, then you go and you say, Okay, how do I take these skills and use it with my clients to pack? When that's where we talk about that, we're going to talk about the process. So we start with the skills.

118

00:24:00.810 --> 00:24:11.000

Brendan Frazier: And then we take and say, once you have these skills, how do we think about applying them inside of our process. So that's what we're the framework that we're going to go through. That's what this game plan is lined out to do

119

00:24:12.810 --> 00:24:14.490

Brendan Frazier: any questions yet, Allison.

120

00:24:16.040 --> 00:24:23.909

Brendan Frazier: No, I don't have seen it yet. Okay, well, I was hoping there'd be once I get my little, my coffee break here, but we'll keep going all right?

121



00:24:25.060 --> 00:24:54.089

Brendan Frazier: So this chart lot of numbers, small print lot of graphics, a lot going on. Just know this. We talk about the importance of trust quite a bit like nobody denies that trust is important. In fact, it's good. Trust is sort of the foundation of success and financial advice. You're not going to be very successful advisor, or you're not going to be very, very successful with your clients if you can't create and establish, and, in fact, probably accelerate the trust and connection you're able to create that. But this study was done to to sort of validate that to show us what the benefits

122

00:24:54.090 --> 00:25:04.320

Brendan Frazier: actually are. And if you look on the right hand side, the far right hand side, that column. Those are those are people that responded and said, I have a high level of trust

123

00:25:04.320 --> 00:25:05.730

Brendan Frazier: with my advisor.

124

00:25:06.130 --> 00:25:15.200

Brendan Frazier: The circles on the left hand side are those that have a low level of trust, and the ones in the middle say we have a medium level of trust. So as you can see if you start going down this chart, here's what we see

125

00:25:16.070 --> 00:25:34.599

Brendan Frazier: it. The high levels of trust on the right side correlate to higher satisfaction with their advisor. It correlates to them a lot higher likelihood of recommending their advisor, the second one down, the third one down. Is it correlates to how, if, whether they have actually recommended their advisor to someone and given a referral.

126

00:25:34.730 --> 00:25:49.600

Brendan Frazier: the fourth circle down says, if you have a high level of trust with your clients, they're more likely to consolidate or give you more assets to manage. And then the last one is on the flip side, so you can see the green circle there says, Hey, these are the clients that have a low level of trust.

127

00:25:49.800 --> 00:25:55.130

Brendan Frazier: I have a higher likelihood of switching to somebody else. I go moving to a different

128

00:25:55.130 --> 00:26:22.940

Brendan Frazier: adviser. Now these are those kind of stats that I call no brainers, and we had no brainer decisions. And now we have no brainer stats where you sit there and you go. Yeah, I that doesn't. So none of that surprises me, but it's still good to see it illustrated and backed up



by research and by data. Right? So ultimately, what we're saying is, it's important to have trust. But why is it important to have trust? Because high level of trust with your clients, with your prospects, leads to higher satisfaction, more referrals, more assets, and higher client retention.

129

00:26:23.510 --> 00:26:36.379

Brendan Frazier: 4 things, and I think anybody would say those seem like for pretty good qualities to have in a client. In fact, if you could map out your ideal client, you'd probably say, yeah, they'd be satisfied. They'd refer me clients and consolidate assets, and I would keep them for a really really long time.

130

00:26:36.690 --> 00:26:57.389

Brendan Frazier: the key to that one of the core components to that is being able to build, accelerate and establish stress. So here's the next one. There's study. That was done. They went out. They pulled clients, they said, Hey, what's the most important characteristic when you're looking for a financial advisor? And the number one thing, the the advisor, the Bars and green, or what advisors, guests. So they asked advisors to.

131

00:26:57.390 --> 00:27:11.189

Brendan Frazier: That's mildly important. We're really more interested to know what client said the clients. Responses are in blue, and you can see the number one response by far 69% of clients said that the most important characteristic that they're looking for is trustworthiness.

132

00:27:11.230 --> 00:27:23.019

Brendan Frazier: Again, not one of those things. It's mind blowing or shocking in any way, but just good data to validate what we think we already know. Here's another one about what clients say they look for in a financial advisor.

133

00:27:25.460 --> 00:27:30.640

Brendan Frazier: What a qualities are important when you're looking for an advisor. 82%

134

00:27:30.900 --> 00:27:59.179

Brendan Frazier: of a client, said the number one. Most important thing are there are the inner interpersonal skills, communication skills building report, caring about me, understanding my needs, listening, and it would be not the the number of not that number of designations that you have not the quality of your advice, not the service and white glove experience that you provide. Now all those things matter don't get me wrong. All those things are vitally important. But if we're saying, hey? What's the number one?

135



00:27:59.180 --> 00:28:10.439

Brendan Frazier: The most important thing that you're looking for with from your advisor, or when you're looking for an advisor, it boils down to trust interpersonal skills and basically showing that you know and that you care.

136

00:28:11.930 --> 00:28:25.439

Brendan Frazier: We look at. Oh, yeah, is it? Okay? Yeah. This is some research that's been done. I don't have a graphic for this one. There was research that was done at the University of Georgia that says the number one predictor of client spot that your clients. Financial success

137

00:28:25.680 --> 00:28:29.700

Brendan Frazier: is the relationship that you have with the client.

138

00:28:30.720 --> 00:28:44.780

Brendan Frazier: So they I to me. It's cool to put that on there. I say it every now and then, and I and I hear it. But then I really think about it. It's like, Wait a minute. Hang on the number. One predictor of my client's success is the relationship that I'm able to build and and establish

139

00:28:44.820 --> 00:29:12.169

Brendan Frazier: with him, not my knowledge, not my credentials, not my white glove service. It's the relationship that I'm able to establish. And so now, quick caveat, just by the way, this is technically the number 2 predictor of success. So there it should be an asterisk that asterisk after it, saying the number 2, particularly the number one predictor, was receiving a financial windfall. So are receiving a lot of money. So we'll get, we'll caveat and say, the number one predictor of the client. Success that's completely within your control

140

00:29:12.250 --> 00:29:14.549

Brendan Frazier: is the relationship that you have

141

00:29:14.730 --> 00:29:41.560

Brendan Frazier: with the client. And now I always think that so stats are good. Research is good, but I also think that anecdotally it's good to hear from advisors who have said, Hey, I've made an effort with this, and this is the way that it's impacted me and benefited the work that I do. So the top left. It's a message that came from a guy who decided to start focusing on the human side, he said, but you know for what it's worth. I've one more clients in the last month by focusing on the psychology and the why behind their goals. And in my entire first year in the business.

142

00:29:41.560 --> 00:29:59.270

Brendan Frazier: the second one on the right, or I guess yeah, on the right hand side. So they. This is a text that the guy got from a per a prospect that ultimately picked him over 2 advisors that had 25 years of



experience in the industry. He'd only been in it for 3 years. So he is at a disadvantaged person, technically speaking, from a knowledge standpoint.

143

00:29:59.610 --> 00:30:16.070

Brendan Frazier: And the guy texted him and said, Hey, thank you for sorting all the financial bits for me. I really appreciate it also. Thank you for listening. It's really nice to be able to talk and feel no judgment. It was just what I needed. Now that Guy's never been through. None of his technical knowledge taught him how to listen and make the person feel heard and understood. But he made it a point

144

00:30:16.370 --> 00:30:30.279

Brendan Frazier: to focus on that in the meetings that he was having with his prospective clients, and it wasn't the fact that he it wasn't his knowledge and his credentials that ultimately got him the client so that he can help him moving forward. It was the fact that he was the one that that listened the best and made him feel heard

145

00:30:30.280 --> 00:30:55.280

Brendan Frazier: made him feel understood. And then the last one is email I got from from a guy that's been through some of the training. We've worked on it getting better at the human side. And he said, as you can see, if you haven't already read it. I'm having my best first year and attributed my much of my success to focusing on the human side and having a great first meeting. Ironically, he just email me again this weekend and said, Hey, Brendan, I just landed my the largest client of ever landed. They're about to have 10 million dollars in assets, and it was all because

146

00:30:55.280 --> 00:31:03.919

Brendan Frazier: I focused on the human side. Now, is that true? Probably not. But it was certainly a big component of it because he put the work in and realize how important it is.

147

00:31:05.070 --> 00:31:08.850

Brendan Frazier: All right. Before we go. Before we go to this, I'll pause and see if you have any questions.

148

00:31:11.180 --> 00:31:18.829

Allison Foulk: The hashtag is goodbye in plato.com. If you want to drop any questions in there, I don't see any yet, Brendan.

149

00:31:20.160 --> 00:31:34.770

Brendan Frazier: Alright, so the question. So we know that trust is important. I just skipped ahead a little bit so sorry about that. Try not to read too much in, but we know that trust is important. We see the business altering, the client, altering the relationship, altering benefits of trust.



150

00:31:34.820 --> 00:31:39.990

Brendan Frazier: But ultimately this is always my big issue. Always my rug they I couldn't stand was that that's great.

151

00:31:40.230 --> 00:31:54.869

Brendan Frazier: But how do you actually go about creating or accelerating or instilling this trust both with prospects you're meeting for the first time, but also with clients. In order to do that, you have to understand a few important things about how the brain works with trust.

152

00:31:55.200 --> 00:32:16.380

Brendan Frazier: And so we we're not going to go into a big psychology lesson. We're not even going to go down the path, Danny Kahneman, and break down the different roles of the brain. But the best way to think of it is, you have 2 parts of the brain that are operating at all times. It's Daniel kind of in thinking fast and slow. He'll call him System One and System 2, also known as the system. One's the primitive brain system. 2 is the executive brand. Here's all you need to know.

153

00:32:16.550 --> 00:32:22.430

Brendan Frazier: The primitive brain is the part of the brain that you probably heard the term fight flight or freeze.

154

00:32:22.780 --> 00:32:31.080

Brendan Frazier: That's where you' that's the the part of your brain that you're operating out of when you're in fight. Fly to freeze. That's the amygdala, the primitive brain.

155

00:32:31.110 --> 00:32:56.109

Brendan Frazier: And when you're in that state you're not in a place to trust anybody. You're sitting there thinking, how do I survive? And you're not making logical sound decisions. It's not the place that you want somebody to be operating. It's great. If you're trying to survive. if you' it's great. If you're I, that one of the examples is always it's great. If you're out on the Sahara, and you hear a lion wrestling in the in the bushes because it tells you, hey, you gotta go. We need to move. But it's not great for connecting and decision making this set

156

00:32:56.110 --> 00:33:20.319

Brendan Frazier: part of the brain. The brain, the part of the brain that you want people to be operating out of when you're meeting with them and talking with them is the executive brand, because that's where you build trust. You solve problems. You focus on goals. You can socialize because you're not captivated. You're not gripped by fear or anxiety or stress, or whatever it might be. So you, the goal is to always get somebody into the calm

157



00:33:20.320 --> 00:33:32.739

Brendan Frazier: problem, solving executive part of the brain. So here's ultimately, if you, how do we? How do we take that and use it, or what we need to know about it? Well, every time you come into an interaction, a conversation, especially

158

00:33:32.780 --> 00:33:45.569

Brendan Frazier: with a prospect, but also with clients. They're coming in, and their brain is literally searching or trying to answer the question, am I going to be able to connect with this person? Or do I need to to protect myself

159

00:33:45.730 --> 00:34:00.390

Brendan Frazier: from this person? So in other words, it's going. Is it okay to sit and need in the executive brain system to? Or do I need to go and protect myself? So the way that I heard it described on the podcast from one of the guests, she said, your brain is always trying to decide between red light or green light.

160

00:34:00.920 --> 00:34:29.990

Brendan Frazier: Do I need to protect or can I connect? And if you think about it, the if we want to think more real or tangibly, more experientially, about what this is like anytime you're in a conversation with somebody, and you're sitting there thinking like, man. This is a good conversation. It's going well, I'm enjoying this like the times flying by your brains definitely, not in in, in protect mode. At that point. It's in connect mode. It's your, you know. Everything's going well, everything's clicking. You're going. This is a good conversation, those conversations where you're sitting there. somebody

161

00:34:30.241 --> 00:34:43.339

Brendan Frazier: in the room with you, and it feels like you can't get them to open up. You can't get them to tell you anything. That's because they're still in protect Mode, and you haven't gotten them to where they feel safe and comfortable to be able to connect and tell you things.

162

00:34:43.710 --> 00:34:58.189

Brendan Frazier: and so that ultimately one of the things becomes what we want to know is, how do we? Well, I hope what I hope you want to know is, how do I get somebody from? How do I get them into connect mode? How do I get them to feel safe and comfortable, to open up with me, and it's determined by the what you say.

163

00:34:58.570 --> 00:35:14.240

Brendan Frazier: how you say it and what you do, and we're not going to go into all that today. We could do a whole thing on this just in and of itself. But one of the most powerful ways to get somebody out of protect mode, and in the Connecticut, or one of the most powerful ways. To send them there from the very beginning



164

00:35:14.500 --> 00:35:34.940

Brendan Frazier: is to get them to talk about themselves and to show genuine interest in them. So we know from research that if you look at the research, it shows that getting somebody to talk about themselves when they like, when they put their brain on these neurotransmitters, these devices, when they talk about themselves, the same areas of the brain light up as when you eat chocolate

165

00:35:35.250 --> 00:35:49.800

Brendan Frazier: and engage in sexual activity. Now, I didn't put a picture of sexual activity on here because it didn't think that would go over very well also, if you're not sure how many people like chocolate and sexual activity, if you don't just know that the vast majority of people like both of those things.

166

00:35:50.070 --> 00:36:06.099

Brendan Frazier: But it's important to realize we go hang on. Wait a minute. So if I get somebody to talk about themselves. Now I'm getting them in the part of the brain that not the not to to break to parts that we just looked at. By the way, it's different. But it's the part of the brain that goes. Wow! I really enjoy this. It's the reward system.

167

00:36:06.170 --> 00:36:28.929

Brendan Frazier: So when they're talking about themselves, that reward system. Part of the brain is lining up. And that's why, when you've had a conversation with somebody that you know, or you're sitting there talking to somebody, maybe with the first time, second time. And you're going me. This conversation is going to really well, I really like that person. I want to spend more time with them. I think we should hang out with them more often. That odds are if we went back and had a video of that conversation. I'm going to say, with about a 99% success rate.

168

00:36:28.930 --> 00:36:52.120

Brendan Frazier: that you talked more than they did, or maybe more importantly, they asked you more questions about yourself than you asked of them, and you walk away thinking, man, that was a great conversation. But of course you did, because you got to talk about yourself the whole time, and it was like, you're eating chocolate, the entire conversation. And you're you're going to enjoy that every time. So that's one way is to get people to talk about themselves. Put Stat, Mo. Your summers off their advice. That stick says that

169

00:36:52.120 --> 00:36:59.099

Brendan Frazier: 80% of sat 80% of of satisfaction in the first meeting has to do with the amount of air time the clients get

170

00:36:59.200 --> 00:37:20.099



Brendan Frazier: the primary determinant of satisfaction. The first meeting has to do with the amount of air time that that the prospect of the client gets. So we know if they we get them to talk about themselves and show an interest in themselves, then that sends them, that lights up that part of the brand, and it sends them into connect mode where they feel like they can open up and talk and tell you important things that you need to know

171

00:37:20.630 --> 00:37:38.179

Brendan Frazier: one of those, one of the back. The best way actually to get somebody to do that is to get really really good at asking questions and understanding the power of asking questions. So there is a study done by the Harvard business review number of years ago, several years ago. What they did was they had 2 groups of people. You can see it on the screen.

172

00:37:38.250 --> 00:37:44.610

Brendan Frazier: So on one hand they had a group that sat down, 2 people across the table from each other, having a conversation.

173

00:37:44.690 --> 00:37:49.790

Brendan Frazier: and they said, You can ask no more than 4 questions of the other person.

174

00:37:50.220 --> 00:38:04.399

Brendan Frazier: So 15 min conversation, 2 people, no more than 4 questions that you can ask the other person. They took another group, and they said, All right, 2 people sitting at a table. You have 15 min. You have to ask at least 9 questions

175

00:38:04.400 --> 00:38:24.979

Brendan Frazier: in that 15 min. So they go. They have thousands and thousands of the conversations. They pull the people. Afterwards they set them down, they get some, they they talk to them. They go back and watch the videos, watch the conversations to analyze what happens and basically what they found after analyzing all these conversations is that the group that asks 9 or more questions.

176

00:38:26.150 --> 00:38:37.029

Brendan Frazier: There was a they. They found that that group. The responses said that they were more likely to trust, and like the person. So. But let me meet trip. Phrase it this way. Here's what you learn when they look at the responses.

177

00:38:37.150 --> 00:38:53.749

Brendan Frazier: Asking questions is proven to create and still trust and liability. The people said that I feel more connected, and I trust that person it uncovered and yielded more valuable information, because the



people said, they are more willing to share information. They also saw that they divulged more information.

178

00:38:54.050 --> 00:39:30.430

Brendan Frazier: and it provided them with clarity that they didn't have about a certain topic before. And that's why I always say, well, obviously, that asking great questions, it's a superpower. Because if you could just ask great questions, you can create trust, create liability right out of the gate and uncover valuable, sensitive information, all key components of being in financial planning and financial advice. You have to get somebody to like you, to trust you and to tell you important information, because the reality is that the the the quality of your financial plan, the output of the financial plan is directly related to the information that goes into it.

179

00:39:30.560 --> 00:39:42.609

Brendan Frazier: So the the great plan. You can have a great plan with good information. You have to have great information to have a great plan, and your ability to get great information depends on your ability to get the information

180

00:39:42.810 --> 00:39:55.820

Brendan Frazier: from the person so build trust builds like ability, and gathers sensitive and personal information which you need somebody to tell you, especially if you don't know him very well, you're trying to get him to tell you things that they don't even tell their best friend after a couple of bottles of wine.

181

00:39:57.680 --> 00:40:15.939

Brendan Frazier: So how do we do that? Because here oh, let me let me start. I forgot about this quote. So here's a quote that I really like that sort of sums up this whole, I trust building concept. It's from Bill Backrack. You guys may be familiar with them, but he says it better than than anybody could. There's no reason to try to reinvent the wheel. But you don't build trust by telling your story. You build trust

182

00:40:15.980 --> 00:40:18.369

Brendan Frazier: by listening to theirs.

183

00:40:18.890 --> 00:40:48.719

Brendan Frazier: Now, here's part of my thing. Still, it's like that. Even then we go. Okay, Brendan, that's interesting. And that's good. But and I know, okay, so asking questions is good. And yeah, just simply asking more questions is effective. But it's not just about asking more questions. There are ways to ask questions, techniques when it comes to asking questions that actually get even better answers and create even more connection. So whether there's a we I go over a bunch of, I teach a bunch of them. But I tried to peel out. Maybe the probably the top 5 that we're going to walk through.



184

00:40:49.250 --> 00:41:03.969

Brendan Frazier: I'm gonna skip that for now, because it's important, but not as important as this. So I pulled out the top 5 that I think are important to internalize. When you're when you think about, how do I get better at asking questions, to create connection, to create trust, or to walk through each one of them a little bit individually.

185

00:41:06.020 --> 00:41:06.910

Brendan Frazier: alright.

186

00:41:08.880 --> 00:41:11.650

Brendan Frazier: Number one. A great question

187

00:41:11.770 --> 00:41:45.209

Brendan Frazier: without great listening, is no longer a great question. I have a quote that I'm going to use to explain this in a second. But just if you think about it, you think about the last time you were talking to somebody they asked you something. You're excited. They asked you. You're like, Yeah, I can't wait to tell you about this trip that we went on, how my business is doing what I did with my kids. And then they asked the question, and you're but you're telling them the answer. And the next thing you know, they're distracted. And they're doing something else. And you're like, Oh, can I finish that. Okay, never mind. And it just kind of feels like a bummer. You're like that. They do. They really care? Were they asking? Because they felt like they needed to ask

188

00:41:45.210 --> 00:41:56.780

Brendan Frazier: Robin Drake is an FBI hostage negotiator, so that you know, they're focused on these communication skills all the time. Here's how he sums it up. he says, am I genuinely interested in the other person?

189

00:41:57.010 --> 00:42:08.839

Brendan Frazier: Am I able to put my ego aside and suspend all judgment? Am I prepared to truly listen, as opposed to just acting as if I'm listening, because if you don't and can't do all of these things.

190

00:42:09.060 --> 00:42:12.300

Brendan Frazier: it can undermine the rapport you're trying to build

191

00:42:12.440 --> 00:42:38.749

Brendan Frazier: with your question. So the key thing I'm gonna highlight there we could get. This is something else we could spend an entire session on. But the key I'm gonna highlight. There is. He's not saying that, hey? If you ask a great question, you don't listen to the answer. It. It basically invalidates the question, or you know it. Just so you could say, it's a neutral situation now. No, he's saying, if you don't



listen after you ask a question, it actually undermines the report. It sends you backwards, instead of propelling you forward. So a great question without great listening.

192

00:42:38.750 --> 00:42:42.819

Brendan Frazier: no longer a great question, and it can actually cause some harm.

193

00:42:44.210 --> 00:42:45.290

Brendan Frazier: Number 2.

194

00:42:45.470 --> 00:42:52.110

Brendan Frazier: So the order of your questions creates conversational flow.

195

00:42:52.710 --> 00:43:19.719

Brendan Frazier: I'm gonna do. I'm gonna try to explain this and sum it up really quickly there. But there's a study down a number of years ago, or T's 2 psychologists said, Hey, I wonder if we can art not artificially create. But I wonder if we can create better conversations and more connection by escalating the level of questions that we ask. So you can see there, it says, set one set 2, set 3 set. One was somewhat personal set to was more personal set. 3 was the most personal.

196

00:43:19.730 --> 00:43:44.660

Brendan Frazier: And so they said, Hey, if we do this, and we just escalate the intent, the emotional intensity. Does that create better conversation? What they found ultimately, just to try to like to save time. And I go into the details is, yeah, is that? Yes, it. It created better conversation, more connection. It got people to open up and talk, tell you things. And there was even one couple that after a 45 min conversation fell in love and ended up getting married. That's kind of what put this study on the map, because it was kind of crazy. But

197

00:43:44.660 --> 00:43:58.499

Brendan Frazier: the key is is the way that you ask questions. The order in which you ask questions is important. You have to earn the right to ask better, deeper, more emotional questions. Some of the questions that you kind of want to ask

198

00:43:58.500 --> 00:44:13.840

Brendan Frazier: because you care, and you know it. It's it's like, Hey, I'm I want to ask this question, but I hope it gets received. Well, I don't know if we're there yet, or we don't know if we're on that level. Sometimes you are sometimes or not, but you can ask them as long as you build up to them, because you have to earn the right or pay the way to ask those questions.



199

00:44:13.860 --> 00:44:24.790

Brendan Frazier: And so what I want to do for this is not give you a list of questions across all 3 to to say, Hey, ask this, this, this, and this. But the most important piece of this is asking the questions out of the gate

200

00:44:24.960 --> 00:44:30.090

Brendan Frazier: that send people into per connect mode like we just talked about.

201

00:44:30.320 --> 00:44:37.650

Brendan Frazier: But not only does it send them in and protect mode. What happens when you get somebody in protect mode? Is it creates this conversational flow

202

00:44:37.650 --> 00:45:02.630

Brendan Frazier: where it gets them. Oh, it opens them. Up they go, and they get talking. They get excited, and they're ready to keep telling you things so what I would. I haven't figured out a better way to say this is going to sound harsh. If somebody has a a revision for this, please let me know. But if you do this part right? The pro, your problem. This doesn't become getting somebody to open up and tell you things. Your problem becomes, how do I get them to shut up because we only have an hour, and I don't know that we're going to be able to pack it all in, because now they're telling me about what their sisters better

203

00:45:02.630 --> 00:45:17.690

Brendan Frazier: as friend did last weekend. And you're like, hang on! This is, I'm glad that you trust me with this. I'm glad you want to talk to me, but we don't have all that. So the problem isn't, how do I get them to open up? If you do this right your problem becomes, how do I better control the conversation? That which is where you want to be?

204

00:45:17.790 --> 00:45:26.219

Brendan Frazier: So how do you do that? Well, you ask what I call the threee questions. questions that are easy to answer. exciting to answer

205

00:45:26.300 --> 00:45:31.030

Brendan Frazier: and a motion have an emotional component tied into them. Here are a couple of examples.

206

00:45:32.980 --> 00:45:38.209

Brendan Frazier: I'm in Nashville, so you could just simply ask somebody, How did you end up in Nashville?

207

00:45:38.230 --> 00:46:06.170



Brendan Frazier: What brought you to Nashville? How did you get to Nashville, because it's it's easy to answer, because I've answer it before. It's kind of exciting. I get to sit there and talk about myself and reflect on my past, and there's always an emotional component to it, because there's something that it not super emotional. But there's always something that happened that brought you here or kept you here, whatever it might be. Another one. If you work with business owners, is at saying just getting them to talk about their business or or people to get people to talk about their kids, but with business owners ask them, hey? You know I don't be working together for a while, or would never work together.

208

00:46:06.170 --> 00:46:17.340

Brendan Frazier: And I'm kind of curious you have this great business. You're doing well. But where? How did this idea even come about. Where were you when you, when this idea was born to create this business? Did you ever imagine it would get to where it is today?

209

00:46:17.840 --> 00:46:42.840

Brendan Frazier: It's going to be like 10 min later, they're still going to be telling you about the origin story of their business. So you're going okay, all right. Now, we got to move on we got a transition to do something a little bit different, but I'm glad that you were excited to tell me that another one that somebody shared me the other day that you probably heard before, but it fits into this category all the same, is when you have a couple asking the couple how long they've been together, and how they met, how they got together anything that gets a couple of talking about themselves? These questions are all easy because you've answered them before.

210

00:46:42.840 --> 00:46:47.980

Brendan Frazier: They're exciting, because you get to talk about yourself and reflect on things that you're passionate about.

211

00:46:47.980 --> 00:46:51.780

Brendan Frazier: or they. And they have an emotional component tied in to all of them

212

00:46:53.300 --> 00:47:20.740

Brendan Frazier: the quest. So those are the questions to ask the questions you want to try to avoid, the ones that don't create conversational flow are the ones that I call lazy questions, which are, How are you? How was the weekend? How was your day? What do you do? Every time I go get my haircut. The guy at the haircut place says, How's the family? How's life? And I'm like, you know what? I don't sit around thinking about how is my family, and how is life? So it becomes a really difficult question to answer right out of the gate.

213

00:47:21.170 --> 00:47:25.710



Brendan Frazier: so focus on the conversation, the questions that create conversational flow.

214

00:47:26.730 --> 00:47:28.139

Brendan Frazier: Secret number 3.

215

00:47:28.490 --> 00:47:33.660

Brendan Frazier: The most powerful question you can ask is a follow up question.

216

00:47:34.120 --> 00:47:39.539

Brendan Frazier: and I believe this to my core. I always believed it, but the more you do it, the more you practice it, the more you, the more you start seeing it.

217

00:47:39.540 --> 00:48:04.510

Brendan Frazier: The most powerful question you can ask is a follow up question. I this quote that I heard one time was that somebody who said that the key to truly, actually understanding people lies in your ability to ask. Follow up questions because you're going to get a surface level. Answer a lot of times at first, and it's up to you to go deeper and figure out what's really behind it. Here's why they're so powerful, though, because when you're sitting, when somebody asks you a question, and you're answering it, and you're talking to them, and you're telling them your answer.

218

00:48:04.510 --> 00:48:27.979

Brendan Frazier: The question. You're excited to talk about yourself. We already know how this works, right your brains and the reward center you get to talk about yourself, answer your question. And so anytime somebody asks you a follow up question to what you just said. It instantly signals to you that they're interested and that they care, and it gives you permission to keep going and expand on what you were saying. It signals interest, it signals curiosity. It makes you feel safe

219

00:48:27.980 --> 00:48:52.029

Brendan Frazier: and go into connect mode because you go. Oh, they really do care about what I have to say. So now I can go a little bit further, because the brain is always going. Okay, how much do I really want to share? How much do I really want to know? And you're trying to hold back and to see? Do they really care? Question, follow up question that which says, Hey, I listen to you, and I want to know more and you go. Okay, hoo! All right. Now I can open up and go a little bit further. That's why the key to understanding people lies

220

00:48:52.270 --> 00:49:08.190

Brendan Frazier: in the follow up question. Now, here's one thing I'm going to say, that we're going to run through it quickly. But it's



important to know there are, follow up really good. Follow up questions, and then there's not so good. Follow up any. Follow up. Question is good, let me say that. But there are ways that where they lose their effectiveness.

221

00:49:08.290 --> 00:49:19.779

Brendan Frazier: and that's when you start telling us. You ask a question so that you can relay your own experience. So you ask a question where it shifts the conversation off of them and back to you. Here's a perfect example.

222

00:49:19.780 --> 00:49:43.579

Brendan Frazier: Client says, Hey, my family just got back from a trip to Italy when we go. Oh, really, do you go to Rome. Yeah, we did. Oh, man, my, we love room, my family and I went there 2 years ago. It's great we love it. Did you go to this restaurant. Did you go here? Did you do this? And that's end of it. By the way, when you read that? if you're really really good at communication. Or you know this already. You're not going to have a gun rrenching feeling. 99% of us read that we go. Oh, shoot! I do that all the time.

223

00:49:43.640 --> 00:50:01.940

Brendan Frazier: Right? You're oh, man! I probably did that yesterday where somebody said something, and I asked. I followed up because I wanted to relay my own experience. It's not bad. So let me stress that it's really it's better than than talking at your at least asking a question, but it does subtly shift the focus from them to you. So you you have to be careful about

224

00:50:02.180 --> 00:50:10.369

Brendan Frazier: asking, follow up questions the best way. So here's an example that I like to run people through in a real life situation or conversation with the client. So you have a client that calls.

225

00:50:10.390 --> 00:50:26.619

Brendan Frazier: This is focused on. Follow up questions right? So you have a you have a client that calls, and they say, Hey, Allison, I'm calling because I haven't been feeling great lately. I'm nervous about my ability to retire with this crazy inflation, and I'm not even sure if I'm investing correctly anymore.

226

00:50:27.300 --> 00:50:37.970

Brendan Frazier: And so there's a number of ways you could respond to this, but I'm going to put 2 of them up here just as an option to say, All right. What do we think would be the best way and best response, the best. Follow up question for that.

227

00:50:41.650 --> 00:50:42.570



Brendan Frazier: And

228

00:50:44.660 --> 00:50:48.789

Brendan Frazier: in a smaller group I would ask what people think. Very few people

229

00:50:48.970 --> 00:50:59.849

Brendan Frazier: get this wrong, I should say, but but the best way to follow up is to say, Yeah, and flip number 2. Inflation is certainly crazy. Can you tell me more about what you mean by investing correctly?

230

00:51:00.330 --> 00:51:29.870

Brendan Frazier: Number one is not a bad response. You're at least asking a question. Are you thinking we should change your ass of allocation. Maybe you get there at some point. But if you look back at what they said, they said, I'm just not even sure if I'm invested correctly anymore, are they literally thinking? I'm not sure if I need to have 60 of my portfolio in equities with part of that internationally, because I'm not sure how that handles the standard deviation of the portfolio. Probably not.

231

00:51:29.870 --> 00:51:42.610

Brendan Frazier: But that's kind of what we're thinking. Instead, what they're probably thing is, I'm not sure if I'm investing correctly anymore. Oh, what do you mean by that? Well, I'm I guess what I'm really concerned about is like the way that I'm invested the way the market is going. Am I still going to be able to retire in 3 years?

232

00:51:42.780 --> 00:51:54.729

Brendan Frazier: They didn't say that right, they said, I'm not sure if I'm invested correctly anymore. But that's probably what they meant. So that's why the key is to ask. Follow up questions, to uncover what somebody truly actually means. And that's when they start to feel heard

233

00:51:54.740 --> 00:51:55.950

Brendan Frazier: and understood.

234

00:51:57.550 --> 00:52:00.570

Brendan Frazier: All right, 2, more number 4.

235

00:52:01.030 --> 00:52:22.940

Brendan Frazier: Structure your questions to improve conversational flow. We already talked about creating conversational flow. There's also ways to ask questions that make somebody more likely to open up and answer it. Better. Believe it or not. You can take 2 questions. Ask 2 different ways. This I'm sorry you think the same question. Ask it 2 different ways and get a completely different response.



236

00:52:23.320 --> 00:52:50.799

Brendan Frazier: Well, we know from some research is that when you ask a question that if you ask a question that ends in a question mark. then it actually increases levels of stress and get to get someone to shut down. That's why you put me, may I say not to ask questions and start. Why? Why did you do this? Why did you do that? Why is this important to you? Because when you ask that feels accusatory as a question mark on the end. It actually raises stress levels. A little bit, goes to the sends us to the wrong part of the brain.

237

00:52:50.940 --> 00:53:18.700

Brendan Frazier: makes us feel like we're back in school where we're supposed to have a correct answer. So instead of asking questions, the ideas you want to shift the focus to, I'm not asking somebody a question. I'm not brilling them with the question. What I'm trying to do is invite them to share more information with me, and there are ways to start your questions. There's ways to begin the question that actually results in that. By where you're saying, Hey, I'm asking you this in it, but it creates a collaborative feel where you're inviting them

238

00:53:18.700 --> 00:53:39.939

Brendan Frazier: to tell you more. So how do we do that? Right? That's because that's the question. We always want to answer these, how do we actually do that? Okay, so how do you ask questions that create conversational flow? You can start by saying, I wonder if Blank or I'm curious. What does it mean that you? I'm curious what you mean when you say not investing correctly anymore. So instead of just saying.

239

00:53:39.940 --> 00:54:01.180

Brendan Frazier: what makes you say you're not investing correctly? Or why do you feel like you're not invested correctly? You know I'm I'm curious what you mean by I'm not investing correctly anymore. And it just it creates a more collaborative feel where you're saying, Hey, I want to explore this together. You can take your question you want to ask and put, I'd like to know, in front of it. So I'd you know I'd like to know more about what you mean by investing correctly.

240

00:54:01.180 --> 00:54:14.059

Brendan Frazier: or tell me more. So tell me more about what you mean by invested Crick. That that's when you probably heard before. Right, tell me more. Tell me more. I've always felt like that feels a little bit awkward at times. So these are other things you can say. In addition to that, hopefully.

241

00:54:14.060 --> 00:54:25.479

Brendan Frazier: you can repeat somebody's exact words back. So by, they say, investing correctly anymore, you can go you. This one takes a little practice, by the way, but it's really effective, you just say, investing correctly



242

00:54:26.180 --> 00:54:39.069

Brendan Frazier: and pause. And there's this natural response within us to fill the blank and answer to elaborate what was meant, or just simply when somebody says something and they're telling you what's important to them, just asking, Okay, what else?

243

00:54:39.260 --> 00:54:42.320

Brendan Frazier: What else is important to you? What else would you like to do.

244

00:54:43.340 --> 00:54:59.400

Brendan Frazier: So the way you ask questions actually impacts the answers that you're gonna get. This takes a little bit of practice. But if you start practicing and working on it. And you start inserting some of these things. Number one, you'll get comfortable with it. Number 2. You'll see the difference that it makes, and you'll go. I need to do more of that. So that's something to kind of practice a little bit first.

245

00:54:59.540 --> 00:55:04.009

Brendan Frazier: last 10, wait no, hang on. Sorry I've got another the exam. Same example that we looked at.

246

00:55:04.650 --> 00:55:17.780

Brendan Frazier: And I just I just use this one. But the second response is using that one of the phrases to encourage a response. So that's completely understandable. I'm curious what you mean when you say investing correctly. I forgot to put the example in here.

247

00:55:18.030 --> 00:55:42.589

Brendan Frazier: Alright last one, maybe the shortest one, maybe the easiest one, and also one of the most effective. And that is pre framing your questions for context. So anytime you have a question that you want to ask need to ask feel like you should ask you, or you sit there. Go. I want to ask this question, but I don't want it to come off the wrong way. I want to ask this question, but and you're hesitating.

248

00:55:42.870 --> 00:56:02.489

Brendan Frazier: This is where you bring in the preframe. And anytime you pre-frame your question and explain why you're asking it. It paves the way to a better responsibility. People go okay. As long as you have a reason why you're asking me this question, that I'm more willing to answer it. So whatever the question is, tell them. Why, you're asking it.

249

00:56:02.550 --> 00:56:19.339

Brendan Frazier: and it'll change the response that you give. So here's what I here's what I The example at the bottom is the one that I use. So



if you want to ask if you want to ask somebody, hey, what's why? Is money important to you in your life? What's important about money, but it feels a little bit awkward, or you want to ask him what was money like growing up, or whatever the question might be.

250

00:56:19.500 --> 00:56:39.150

Brendan Frazier: All you have to do is tell them why. So the example down below is this, for if you want to ask somebody wise money important to you, and it feels a little bit weird. You're wondering why they're going to ask, why do they want to know if I'm asking that? Just tell why. Say, hey? Okay? So I have a question I want to ask you one of my favorite questions to ask, because we believe that money is simply a tool to fund the life that you want to live.

251

00:56:39.160 --> 00:56:52.189

Brendan Frazier: and in order to help you do that, to align your money of what's most important to you, I want to take some time to talk about what's most important in your lives. So let me ask you this, what's important about money to you.

252

00:56:53.580 --> 00:57:17.569

Brendan Frazier: and let him talk because it doesn't. If you tell him why you're doing it, there's there's another study out there. I'm not going to go through it right now for the sake of time. But if there's a study that was done that basically says, as long as you give people a reason, they'll almost always comply with what you ask them to do. So tell somebody why you're asking the question, and you don't have to worry about. Should I ask it? What are they going to think? Are they going to feel offended?

253

00:57:17.570 --> 00:57:27.979

Brendan Frazier: So pre framing your questions opens the door for better answers because you don't have to worry. They're not going to go. Why are they asking me this question? They're going to know exactly why you're asking it.

254

00:57:29.290 --> 00:57:52.950

Brendan Frazier: Alright, we'll pause there. I've got this question game we're going to do next to kind of so well, maybe wrap it up by saying this. That was a little overview, high, level overview of some of the skills that go into building trust and creating connection. we're going to work on the skills quickly for a little bit. And then we're going to move into the process piece. So before we do that, I'll pause and see if there's any questions on on that.

255

00:57:53.910 --> 00:58:15.110

Allison Foulk: yeah, we do have one question from Kevin Brendan. It says I've been working on and struggling with this for the past couple of years, and do not feel as if I am not as I should be. Some people just don't respond, leaving me feeling very insecure about my effectiveness.



Perhaps I am being too hard on myself is my insecurity and ineffectiveness common.

256

00:58:16.750 --> 00:58:21.319

Allison Foulk: And Kevin so feel free to unmute if you want to elaborate.

257

00:58:23.830 --> 00:58:25.760

Kevin Murray: Yeah, trying to get that on to it.

258

00:58:25.790 --> 00:58:32.589

Kevin Murray: And it's just I I I guess. Another way is.

259

00:58:32.790 --> 00:58:37.029

Kevin Murray: you know, I hear the stories that people just have this great success with it.

260

00:58:37.060 --> 00:58:44.419

Kevin Murray: And maybe I'm comparing to myself, to them, which isn't always healthy. And they also realize there's a lot of

261

00:58:44.480 --> 00:59:01.929

Kevin Murray: people who embellish their effectiveness, too. Which can add to that. But you know I definitely see the value with this, and do have you know, some success with it? but it just I I guess I know it can be

262

00:59:02.180 --> 00:59:08.540

Kevin Murray: I it can be better. I haven't been able to figure out how to get that. But also, is there some people that

263

00:59:08.590 --> 00:59:27.800

Kevin Murray: this just is does not work with. And you know, I guess leading to. I've got to just stop worrying about that. And I'm probably not going to be able to help those people to the extent because it just doesn't resonate with them, or they're not willing to open up. Does that make sense? We asked that.

264

00:59:28.750 --> 00:59:32.950

Brendan Frazier: Yeah, I think so. Let me let me ask you this. I'm curious what you mean when you say this.

265

00:59:34.610 --> 01:00:00.249

Kevin Murray: what did they say? This? I I, you know, I guess, trying to use this process. They're getting coming from a different, you know. Old school, Dean Winter, you know, brought up through that environment where none of this existed. And so I've never really had any training on this.



Southern trying to read and hearing, you know, go into conferences and all, etc., etc., which is why I'm here.

266

01:00:00.490 --> 01:00:03.319

Kevin Murray: But the process

267

01:00:03.560 --> 01:00:06.440

Kevin Murray: Really trying to get into

268

01:00:06.580 --> 01:00:09.910

Kevin Murray: the mindset and elicit those

269

01:00:10.590 --> 01:00:14.689

Kevin Murray: emotions from prospects.

270

01:00:15.180 --> 01:00:17.430

Kevin Murray: I guess that's what I mean by this.

271

01:00:17.520 --> 01:00:23.090

Brendan Frazier: Yeah, and and meaning like, into the mindset of listening to those emotions like, you're sitting there and

272

01:00:23.210 --> 01:00:50.160

Brendan Frazier: you're connecting with them. You can tell that you're connected. You're having a good conversation. You can. You like you probably experienced it before, is what I'm guessing you're trying to. You're trying to tell me what the feeling was like when you've had it before, like where you're in a meeting. They're they're opening up. They're talking, and they're telling you things. You feel like you're asking questions that they're just back the conversations firing at all cylinders, and you get the stars aligned last night, or did I wake up and have a couple of cups of coffee this morning? Did they wake up on the right side of it? And you're trying to figure out like.

273

01:00:50.280 --> 01:01:06.129

Kevin Murray: why did this go so well? And how do I do that? More often? Guys that

274

01:01:06.500 --> 01:01:10.790

Kevin Murray: like there, what a many storage for their money.

275

01:01:11.160 --> 01:01:37.849

Kevin Murray: They have a roll over. They've inherited some money or built up some money in the bank, and I know they should be probably doing something different, but they want to come in. And here, take this and do



what's best with it. But they don't want to really take the work to get down into the weeds, so to speak, of. You know what is important. What ultimately do they want this money to do for them? And I don't know if that's

276

01:01:37.880 --> 01:01:59.200

Kevin Murray: a little bit of laziness, or a little bit of an intimidation, or the what it is. But it just becomes this, and we just want to rush. We don't have time to do this. Just take an invest it the way it should be invested for something like me. Well, okay, what is someone like you? I now, I think I'm getting it now. So basically, in other words, it's like, if I if

277

01:01:59.340 --> 01:02:00.820

Brendan Frazier: somebody comes in.

278

01:02:00.980 --> 01:02:23.009

Brendan Frazier: then they say, Hey, just take invested, you're like, Hey, wait a minute. I want to know. What is it that you want to do? What's important to you? What do you want to accomplish? I don't even necessarily need like we could be good friends. We can be best friends, but I don't even necessarily need that. I just want to have a better conversation, a deeper conversation with you on what we can use this money for, how we can like, what are we aiming for planning, for how do we use it to fund your this life? Because ultimately, what's the

279

01:02:23.010 --> 01:02:36.619

Brendan Frazier: point of the making money? If it's not being used for things are important to you. And so you're finding that. So sometimes you'll have people that they're not necessarily opening up and going there. And right, it's just, hey, here's my money, and you can't get them to tell you the fate those other things about their life.

280

01:02:37.270 --> 01:02:39.720

Kevin Murray: Yeah, that's yeah. That's

281

01:02:40.280 --> 01:03:07.609

Brendan Frazier: exactly right. Okay, alright! See? That's by the way, a quick example, but quick point. That's why that's the importance of follow up questions right? Because, had I just sat there and taken your first question that you asked. That's I didn't know. That's what you were actually asking. I would have answered something completely different. Right? So that's why, like sitting here, just kind of hashing through it at, follow it up, getting a little clarity. Now we're a little bit more dialed. In fact, we have more time, and you and I are sitting here. What I want. I probably ask you a few more

282

01:03:07.610 --> 01:03:15.950



Brendan Frazier: questions, but for the sake of time I can. I'll try to answer a little bit more. I'll answer that, but also a little bit more generically. So, number one, you're not alone.

283

01:03:16.130 --> 01:03:25.780

Brendan Frazier: number 2. I hear it all the time. It's one of the main things that drive people to some of the work that I do is people are saying they're like, hey? I want to have better, deeper conversation, but sometimes I just can't get people to open up

284

01:03:25.930 --> 01:03:33.299

Brendan Frazier: and go there. How do I get them to tell me some of these things when they say all I want to do is talk about the money side. So happens all the time

285

01:03:33.450 --> 01:03:54.639

Brendan Frazier: definitely, not alone. What I would also say for you, though Kevin is like the fact that you're aware of it, and and and asking that question tells me that you're stepping out of most most people probably just assume like, Oh, well, that that's probably somebody that doesn't want to talk about it, or you know, I did everything well, and they're just not engaging. But you're at least state you're you're stopping, reflecting and going.

286

01:03:54.640 --> 01:04:04.280

Brendan Frazier: hey? Is there something that I could be doing better, which I think you deserve props, for, because one of my biggest frustrations of the people that say, Well, I guess the client just didn't want to

287

01:04:04.280 --> 01:04:08.409

Brendan Frazier: to me about this. And it's like, Well, no, most people, 99%

288

01:04:08.410 --> 01:04:36.769

Brendan Frazier: would like to talk about themselves and their life. And what's important to them right to find me somebody that says, Hey, yeah, I'd rather not talk about what's important to me in my life. But give me an hour, and I'll tell you everything you want to know about things are important in my life. 90% of people want to do that. The problem is, they don't think that they don't see or perceive a financial plan or a financial advisor as being somebody that would want to talk about that, or that does talk about there. So think about it like this.

289

01:04:36.770 --> 01:04:38.509

Imagine you go to your doctor

290



01:04:38.700 --> 01:04:44.610

Brendan Frazier: and you sit there. You're there for your annual checkup, and your doctor is like, hey? Tell me what you want to accomplish in your life. and you're like.

291

01:04:45.310 --> 01:05:11.039

Brendan Frazier: but what do you mean? I thought we just do draw on some blood, maybe do a little, you know, testing some things out. Maybe you're going to do a few swabs here and there. I figured you'd ask me some things about my help my lifestyle. But what do you mean? What's important to me in my life? So it just throws you off a little bit right? And so that there's a lot of different things we can say a lot of different routes. We could go with this. The thing I try to stress the most, though, is a mindset wise. Remember that if you do it right.

292

01:05:11.310 --> 01:05:20.540

Brendan Frazier: there's a 99% chance of the person that you're with wants to talk about those things. They just don't know that they can, or they. They're not ready or prepared for that conversation.

293

01:05:20.590 --> 01:05:45.129

Brendan Frazier: and there are ways to prepare them for that right like that example I just gave with pre framing the question right, saying, Hey, we believe that money is a tool to fund the life you want to live, and in order to fund that or make any decisions, we need to know what's important to you. Otherwise, we risk making a decision that's out of alignment with the things that are important to you in your life that you can like, even if you frame a meeting that way and say, Hey, we have a plan in place to help you with these investments.

294

01:05:45.610 --> 01:06:12.560

Brendan Frazier: We could put the help you, these investments. First, we need to have a quick conversation about what's important to money. What's important about money to you and tell them why you're doing it. Then they go. Okay, all right. I could. I could see why that's important. Now. They may not open up instantly right, but at least let them know why you're doing it. And nobody ever says, Hey, you know what? I appreciate that. But I don't really want my money to fund my life. I just want to get. I just want as much money as I can possibly get, and that's all I need now. They may say that, but that's not what they actually want.

295

01:06:12.570 --> 01:06:26.109

Brendan Frazier: But so that's there's a whole other conversation we had around that. But that's the one thing I would say is setting it up appropriately is really, really important setting expectations beforehand, so that they know coming in that that's going to be a topic of conversation.

296

01:06:26.520 --> 01:06:50.769



Brendan Frazier: and we'll talk about actually going to talk about that in a minute. The last thing I'll say is, this is, if we're talking specifically about new perspective clients. So somebody like you said in your example, somebody comes in like, Hey, I had this roll over. I adhere to this money. I just. I need you to do something with it. I need you to show me what to do or put something together and invest it. We have to remember also is in any time you're meeting with somebody for the first or second time

297

01:06:50.770 --> 01:07:18.990

Brendan Frazier: off, like what I know. Actually, you guys have probably already talked about this, because I know Stephanie knows this, too. But something prompted that conversation. They had something happen, something go on. They didn't wake up and say, I can't wait to meet with Kevin today. That's how I want to spend my time is meeting with the financial advisor like that sounds fun. So oftentimes, if we try to get somebody to this place to tell us about, they're saying, Hey, I have this roll over that I really need help with, and they they come in and you go, hey? Tell me what money was like for you growing up.

298

01:07:19.020 --> 01:07:22.840

Brendan Frazier: It's like, there's this, this disconnect where they're going. Hang on! Hang on! Hang on!

299

01:07:23.060 --> 01:07:47.700

Brendan Frazier: I just need my problem fixed. And you're asking me this question that I don't even know the answer to. So oftentimes at the very beginning, you have to start by answering their question and and resolving with the stress in their mind before they're even able to get to a conversation where they can think about. Okay, yeah, let's talk about what what I want my life to look like in 10 years, and who I'm going to be spending time with, and the trips that we're going to be taking if that makes sense. So

300

01:07:47.700 --> 01:07:54.280

Brendan Frazier: hey, you got a salt, you got to meet them where they're at, solve the problem, earn the right to get there, and then be number 2. You have to

301

01:07:54.440 --> 01:08:03.920

Brendan Frazier: pave the way. Set the expectation. Let them know why you're having that conversation and number 3. You're very normal. It's a very common question.

302

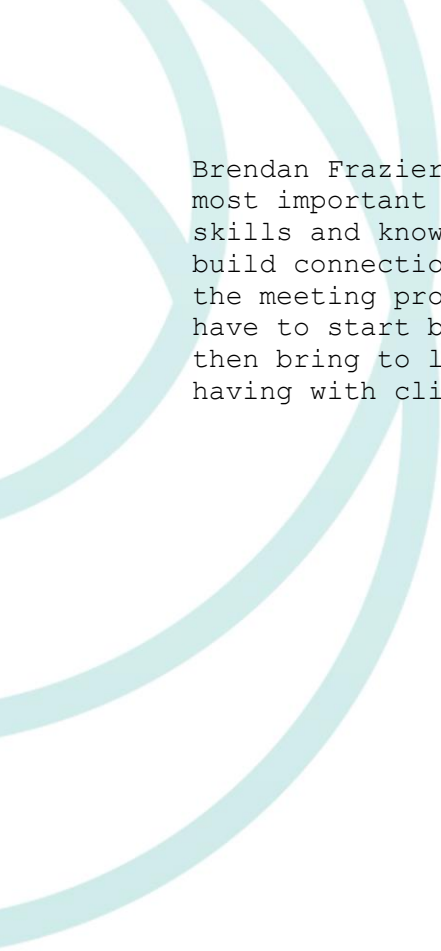
01:08:05.790 --> 01:08:06.870

Kevin Murray: Thank you.

401

01:26:36.810 --> 01:27:05.760





Brendan Frazier: which, quite frankly, that's the hardest part and the most important part. But what I always stress is, once you develop the skills and know how to do it, know how to build, trust, ask questions, build connection, then you have the skill set, and then you take that into the meeting process, working with clients, the planning process. But you have to start by focusing on and developing the skill set that you can then bring to life in the meetings and the conversations that you're having with clients or with prospective clients.

