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## UPCOMING EVENTS



06.03 PRODUCTIVITY VIRTUAL SUMMIT

## UPCOMING COACHING CALLS



04.08 OFFICE HOURS  
with Coach Stephanie & Coach Natalie

04.15 PERSONAL PEAK COACHING CALL  
with Coach Liz



USE ZOOM Q&A FOR TODAY'S QUESTIONS



# PEAK PRACTICE

## COACHING CALL





CLARIFYING YOUR  
IDEAL CLIENT BASE



CLEARLY DEFINING &  
DELIVERING DEEPER  
VALUE



BUILDING A HYPER-  
EFFICIENT DELIVER  
SYSTEM

OUR FOCUS  
THIS QUARTER



This Month's Topic

# CURATING A PROFITABLE CLIENT BASE





STRATEGY &  
LEADERSHIP



ADVISOR  
CAPACITY



LEAD  
GENERATION



CLOSING  
RATES

# CURATING A (PROFITABLE) CLIENT BASE

**HELLO**

my name is

Covering the cost  
of small clients but  
don't know it!



MEET  
CLIENT  
PROFILE



ALIGN  
SERVICES  
WITH FEES



ENJOY A  
PROFITABLE  
RELATIONSHIP





REVENUE

SERVICES

CAPACITY

PROFITABILITY

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# ANALYZE



FIT



PROFITABILITY



REVENUE



CAPACITY

- Estimate profitability by segment
- Project cumulative client advisor-time needs
- Highlight capacity and efficiency concerns

The CLIENT BASE & PROFITABILITY ANALYSIS tool is used to assess the relationship between revenue, services, profitability, and capacity

**Analysis Input:**

Tier	Tier Name	Average Revenue	Current Number	New Per Year	Adv Hrs / Yr	Staff Hrs / Yr	Expenses & Weighting Methods	
1	Tier 1 Name	\$12,000	4	3	8	16	Expenses	\$126,000
2	Tier 2 Name	\$5,000	13	8	10	8		
3	Tier 3 Name	\$1,200	45	0	9	6		
4	Tier 4 Name	\$ 500	56	0	4	5		
							Weighting method for assigning expenses to clients:	
							Revenue	
							Avg. Hours per Client	

**Advisor Roster and Annual Capacity Hours**

Advisor Name	Hrs	Advisor Name	Hrs	Advisor Name	Hrs
Rico Suave	1,800	Name 4	0	Name 7	0
Jane Doe	1,400	Name 5	0	Name 8	0
Name 3	0	Name 6	0	Name 9	0

**Profit Calculat**

Tier	Revenue	Overhead	Profit	Profit Per Client
1	\$ 48,000	\$ 31,015	\$ 16,985 /	\$ 4,246 Per Client
2	\$ 65,000	\$ 42,000	\$ 23,000 /	\$ 1,769 Per Client
3	\$ 54,000	\$ 34,892	\$ 19,108 /	\$ 425 Per Client
4	\$ 28,000	\$ 18,092	\$ 9,908 /	\$ 177 Per Client
Firm Totals	\$ 195,000	\$ 126,000	\$ 69,000 /	\$ 585 Per Client

**Future Projection:** Growth trends are based upon client growth per tier. Total Available Advisor (ADV) capacity = 3200 HOURS / YR

Tier	# of Client	ADV Capact	Year 1			Year 3			Year 5						
			ADV Hours	Staff Hours	Profit (\$)	ADV Hours	Staff Hours	Profit (\$)	ADV Hours	Staff Hours	Profit (\$)				
1	4	1%	32	64	\$ 16,985	10	3%	80	160	\$ 76,427	16	4%	128	256	\$ 143,519
2	13	4%	130	104	\$ 23,000	29	8%	290	232	\$ 92,349	45	14%	450	360	\$ 168,186
3	45	13%	405	270	\$ 19,108	45	13%	405	270	\$ 34,392	45	13%	405	270	\$ 40,365
4	56	7%	224	280	\$ 9,908	56	7%	224	280	\$ 17,833	56	7%	224	280	\$ 20,930
<b>OTA</b>	<b>118</b>	<b>25%</b>	<b>791</b>	<b>718</b>	<b>\$ 69,000</b>	<b>140</b>	<b>31%</b>	<b>939</b>	<b>942</b>	<b>\$ 221,000</b>	<b>162</b>	<b>38%</b>	<b>1207</b>	<b>1166</b>	<b>\$ 373,000</b>

**CLIENT POPULATION (YEAR 1)**

**CLIENT PROFIT (YEAR 1)**

**ADVISOR HOURS (YEAR 1)**

Analysis Inputs:

Tier	Tier Name	Average Revenue	Current Number	New # Per Year	Adv Hrs / Yr	Staff Hrs / Yr	Expenses & Weighting Methods	
1	A	\$16,636	11	2	12	15	Expenses \$443,509	Weighting method for assigning expenses to clients: Even
2	B	\$6,702	39	14	8	12		
3	C	\$4,334	20	1	3	6		
4	D	\$ 641	10	1	0.5	1		
							Avg. Hours per Client	

Advisor Roster and Annual Capacity Hours

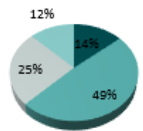
Advisor Name	Hrs	Advisor Name	Hrs	Advisor Name	Hrs
Alumni Member	1,800	Name 4	0	Name 7	0
Name 2	5	Name 5	0	Name 8	0
Name 3	5	Name 6	0	Name 9	0

Profit Calculator:

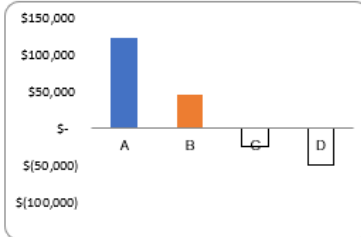
Tier	Revenue	Overhead	Profit	Profit Per Client
1	\$ 182,996	\$ 60,982	\$ 122,014	/ \$ 11,092 Per Client
2	\$ 261,378	\$ 216,211	\$ 45,167	/ \$ 1,158 Per Client
3	\$ 86,680	\$ 110,877	\$ (24,197)	/ \$ (1,210) Per Client
4	\$ 6,410	\$ 55,439	\$ (49,029)	/ \$ (4,903) Per Client
Firm Totals	\$ 537,464	\$ 443,509	\$ 93,955	/ \$ 1,174 Per Client

	Year 1					Year 3					Year 5				
	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit (\$)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit (\$)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit (\$)
1	11	7%	132	165	\$ 122,014	15	10%	180	225	\$ 192,190	19	13%	228	285	\$ 260,645
2	39	17%	312	468	\$ 45,167	67	30%	536	804	\$ 192,869	95	42%	760	1140	\$ 359,497
3	20	3%	60	120	\$ (24,197)	22	4%	66	132	\$ 11,234	24	4%	72	144	\$ 33,988
4	10	0%	5	10	\$ (49,029)	12	0%	6	12	\$ (38,188)	14	0%	7	14	\$ (31,876)
OTA	80	28%	509	763	\$ 93,955	116	44%	788	1173	\$ 358,105	152	59%	1067	1583	\$ 622,255

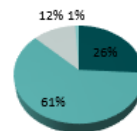
CLIENT POPULATION (YEAR 1)



CLIENT PROFIT (YEAR 1)



ADVISOR HOURS (YEAR 1)



# CASE STUDY

\$540,000 PRACTICE  
80 CLIENTS  
RPC \$7,287



AVERAGE RPC LOOKS GOOD BUT...



T3/T4 NOT PROFITABLE



T2/T3 NOW/NO MARGIN  
BREAD & BUTTER



NO NEW T3, T4 CLIENTS  
NEW MINIMUM \$750,000 OR \$1M



CAPACITY NOT REFLECTIVE  
OF REALITY

# CASE STUDY

\$500,000 PRACTICE  
59 CLIENTS

## Analysis Inputs:

Tier	Tier Name	Average Revenue	Current Number	New # Per Year	Adv Hrs / Yr	Staff Hrs / Yr
1	Tier A	\$15,359	11	5		
2	Tier B	\$7,013	12	10		
3	Tier C	\$3,421	18	0		
4	Tier D	\$1,006	18	0		
					Avg. Hours per Client	

Expenses & Weighting Methods	
Expenses	\$272,612
Weighting method for assigning expenses to clients:	Even

Advisor Roster and Annual Capacity Hours					
Advisor Name	Hrs	Advisor Name	Hrs	Advisor Name	Hrs
Name 1	1	Name 4	0	Name 7	0
Name 2	5	Name 5	0	Name 8	0
Name 3	5	Name 6	0	Name 9	0

## Profit Calculator:

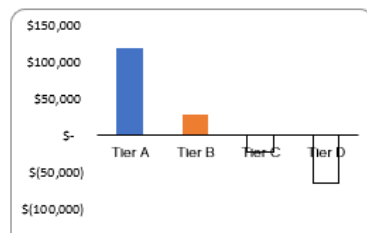
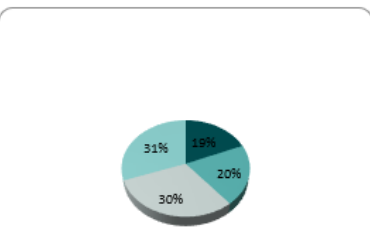
Tier	Revenue	Overhead	Profit	Profit Per Client
1	\$ 168,941	\$ 50,826	\$ 118,115	\$ 10,738 / Per Client
2	\$ 84,156	\$ 55,447	\$ 28,709	\$ 2,392 / Per Client
3	\$ 61,578	\$ 83,170	\$ (21,592)	\$ (1,200) / Per Client
4	\$ 18,108	\$ 83,170	\$ (65,062)	\$ (3,615) / Per Client
Firm Totals	\$ 332,783	\$ 272,612	\$ 60,171	\$ 1,020 / Per Client

## Future Projections:

Growth trends are based upon client growth per tier. Total Available Advisor (ADV) capacity = 11 HOURS / YR

	Year 1					Year 3					Year 5				
	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit (\$)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit (\$)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit (\$)
1	11	0%	0	0	\$ 118,123	21	0%	0	0	\$ 258,215	31	0%	0	0	\$ 405,112
2	12	0%	0	0	\$ 28,709	32	0%	0	0	\$ 126,398	52	0%	0	0	\$ 245,551
3	18	0%	0	0	\$ (21,592)	18	0%	0	0	\$ 6,443	18	0%	0	0	\$ 20,343
4	18	0%	0	0	\$ (65,062)	18	0%	0	0	\$ (37,027)	18	0%	0	0	\$ (23,127)
OTA	59	0%	0	0	\$ 60,179	89	0%	0	0	\$ 354,029	119	0%	0	0	\$ 647,879

CLIENT POPULATION (YEAR 1)	CLIENT PROFIT (YEAR 1)	ADVISOR HOURS (YEAR 1)
----------------------------	------------------------	------------------------



NO FA HOURS IS A SIGN  
NO IDEA; THE 'TOO  
MUCH/TOO LITTLE'  
PROBLEM



OBSERVATION 1



OBSERVATION 1

# CASE STUDY

## MATTHEW



MORE ISNT BETTER,  
BETTER IS BETTER

### Analysis Inputs:

Tier	Tier Name	Average Revenue	Current Number	New # Per Year	Adv Hrs / Yr	Staff Hrs / Yr	Expenses & Weighting Methods	
1								
2	Not Ideal Clients	\$ 3,188	85	0	5	5	Expenses	\$400,000
3	Ideal Clients	\$ 11,675	45	9	10	8		
4	Tier 4 Name						Weighting method for assigning expenses to clients:	Revenue
							Avg. Hours per Client	

### Advisor Roster and Annual Capacity Hours

Advisor Name	Hrs	Advisor Name	Hrs	Advisor Name	Hrs
Matt	1,000	Name 4	0	Name 7	0
Jesús - Paraplanner	0	Name 5	0	Name 8	0
Name 3	0	Name 6	0	Name 9	0

### Profit Calculator:

Tier	Revenue	Overhead	Profit	Profit Per Client
1		\$ -	\$ - / #DIV/0!	Per Client
2	\$ 270,980	\$ 136,110	\$ 134,870 / \$ 1,587	Per Client
3	\$ 525,375	\$ 263,890	\$ 261,485 / \$ 5,811	Per Client
4	\$ -	\$ -	\$ - / #DIV/0!	Per Client
<b>Firm Totals</b>	<b>\$ 796,355</b>	<b>\$ 400,000</b>	<b>\$ 396,355 / \$ 3,049</b>	<b>Per Client</b>

ions:

Growth trends are based upon client growth per tier. Total Available Advisor (ADV) capacity = 1000 HOURS / YR

Year	Year 1				Year 3				Year 5					
	ADV Capacity	ADV Hours	Staff Hours	Profit (\$)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit (\$)	# of Clients	ADV Capacity	ADV Hours	Staff Hours	Profit (\$)
Year 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Year 2	425	425	\$ 134,870	85	43%	425	425	\$ 163,289	85	43%	425	425	\$ 181,890	
Year 3	450	360	\$ 261,485	63	63%	630	504	\$ 443,216	81	81%	810	648	\$ 634,765	
Year 4	0	0	\$ -	0	0%	0	0	\$ -	0	0%	0	0	\$ -	
Year 5	875	785	\$ 396,355	148	106%	1055	929	\$ 606,505	166	124%	1235	1073	\$ 816,655	



@EVEN T2 PROFITABILITY \$112  
@EVEN T3 PROFITABILITY \$\$8,599

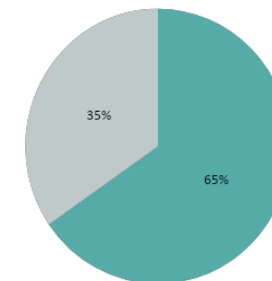


ROT (T2) \$637 & (T3) \$1,167

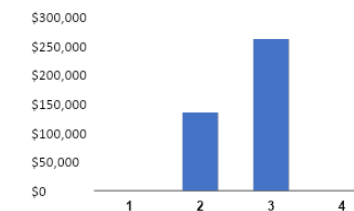


HITTING CAPACITY THRESHOLD

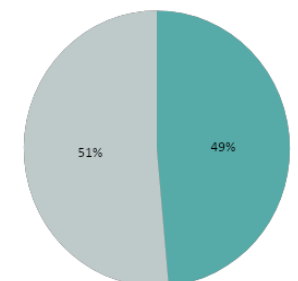
CLIENT POPULATION (YEAR 1)



CLIENT PROFIT (YEAR 1)



ADVISOR HOURS (YEAR 1)



# STEP 3 ASSESS

 SEGMENTATION CHANGES

 FEE CHANGES

 REVENUE IMPACTS

**SERVICE TRANSITIONS**

Introduce and invite to participate in new firm services

**FEE INCREASES**

Share fee increase with clients to promote sustainable business

**CLIENT TRANSITIONS**

Transition away clients who are no longer a fit for services, fees or alignment

SEE "RIGHT-SIZING CLIENT BASE" LESSON

The CLIENT SEGMENTATION & FEE ANALYSIS tool allows you to Monte Carlo how changes to segmentation and fees would impact revenue

## Client Segmentation & Fee Analysis Results



LIMITLESS

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This tool is designed to help you analyze and segment your current client base. The below summarizes your segmentation and fee analysis results based upon your inputs. It summarizes current value, new value and the delta (or difference) between these values. If you input your current fee schedule then the delta should be zero or negligible. If you input a new fee schedule the delta will show you the change to revenue, fees and segmentation. In order to assess the impact of changing the annual financial planning fee, input the new fee for each client.

**EDIT CELLS WITH BLUE TEXT, all other cells are formulas.**

To prevent possible issues in calculating formulas this worksheet is protected. To customize the tool or add additional analysis, simply unprotect the sheet by selecting "unprotect sheet" under the Review menu.

### Segmentation Results

The below chart summarizes the results between your current model and the new model. The fee schedule being used in the model is shown to the right.

Segmentation	Minimum Revenue	Current Segmentation					New Segmentation					Fee Schedule	
		# of Clients	% of Clients	Total Revenue	% of Revenue	Avg Revenue per Client	# of Clients	% of Clients	Total Revenue	% of Revenue	Avg Revenue per Client	AUM Fee Schedule (BPS)	AUM (>)
A	\$ 15,000	1	1%	\$ 17,486	4%	\$ 17,486	1	1%	\$ 19,486	3%	\$ 19,486	75	\$ 3,000,000
B	\$ 10,000	6	6%	\$ 70,433	15%	\$ 11,739	6	6%	\$ 77,886	14%	\$ 12,981	75	\$ 1,000,000
C	\$ 5,000	27	27%	\$ 205,035	43%	\$ 7,594	27	27%	\$ 171,744	31%	\$ 6,361	100	\$ 500,000
D	\$ 2,500	37	37%	\$ 136,084	28%	\$ 3,678	37	37%	\$ 209,403	37%	\$ 5,660	105	\$ 250,000
X	\$ 1,000	26	26%	\$ 47,025	10%	\$ 1,809	26	26%	\$ 69,968	12%	\$ 2,691	115	\$ -
Z	\$ -	3	3%	\$ 2,885	1%	\$ 962	3	3%	\$ 13,687	2%	\$ 4,562	0	\$ -
<b>TOTALS</b>		<b>100</b>	<b>100%</b>	<b>\$ 478,948</b>	<b>100%</b>	<b>\$ 4,789</b>	<b>100</b>	<b>100%</b>	<b>\$ 562,174</b>	<b>100%</b>	<b>\$ 5,622</b>		

### Client by Client Results

The below chart summarizes the changes on a client-by-client basis. Be sure to input a new annual financial planning fee to assess the impact of making changing to your financial planning fee

Client	Asset Management Revenue				AUM Fees (BPS)			Annual Planning Retainer Revenue & Fees			Total Revenue		
	AUM	CURRENT	NEW	DELTA	CURRENT	NEW	DELTA	CURRENT	NEW	DELTA	CURRENT	NEW	DELTA
<b>TOTALS</b>	\$ 39,916,572	\$ 327,948	\$ 374,674	\$ 46,726	82	94	12	\$ 151,000	\$ 187,500	\$ 36,500	\$ 478,948	\$ 562,174	\$ 83,226
Client	AUM	Current AUM Revenue	New AUM Revenue	Delta AUM Revenue	Current Avg BPS	New Avg BPS	Delta Avg BPS	Current FP Revenue	Input New FP Revenue	FP Revenue Delta	Current Total Revenue	New Total Revenue	Delta Total Revenue
Client 1	\$ 1,931,508	\$ 14,486	\$ 14,486	\$ -	75	75	0	\$ 3,000	\$ 5,000	\$ 2,000	\$ 17,486	\$ 19,486	\$ 2,000
Client 2	\$ 1,825,029	\$ 13,688	\$ 13,688	\$ -	75	75	0	\$ 1,000	\$ 2,500	\$ 1,500	\$ 14,688	\$ 16,188	\$ 1,500
Client 3	\$ 1,530,329	\$ 11,477	\$ 11,477	\$ -	75	75	0	\$ 1,000	\$ 2,500	\$ 1,500	\$ 12,477	\$ 13,977	\$ 1,500
Client 4	\$ 1,523,595	\$ 11,427	\$ 11,427	\$ -	75	75	0	\$ -	\$ -	\$ -	\$ 11,427	\$ 11,427	\$ -
Client 5	\$ 1,380,085	\$ 10,351	\$ 10,351	\$ -	75	75	0	\$ -	\$ -	\$ -	\$ 10,351	\$ 10,351	\$ -
Client 6	\$ 1,244,197	\$ 9,331	\$ 9,331	\$ -	75	75	0	\$ -	\$ -	\$ -	\$ 9,331	\$ 9,331	\$ -
Client 7	\$ 1,225,202	\$ 9,189	\$ 9,189	\$ -	75	75	0	\$ -	\$ -	\$ -	\$ 9,189	\$ 9,189	\$ -
Client 8	\$ 1,206,338	\$ 9,048	\$ 9,048	\$ -	75	75	0	\$ -	\$ -	\$ -	\$ 9,048	\$ 9,048	\$ -
Client 9	\$ 1,180,838	\$ 8,856	\$ 8,856	\$ -	75	75	0	\$ 2,000	\$ 5,000	\$ 3,000	\$ 10,856	\$ 13,856	\$ 3,000
Client 10	\$ 1,089,291	\$ 8,170	\$ 8,170	\$ -	75	75	0	\$ 1,000	\$ 2,500	\$ 1,500	\$ 9,170	\$ 10,670	\$ 1,500

The best way to make money is to not lose big chunks of it

Survival Strategy  
(working towards rent & ramen)

Container Strategy  
(maintain current, upgrade new)

Optimization Strategy  
(exit non-ideal client \$ as new come on)

Shift Strategy  
(exit/sell all non-ideal clients; T1, T2 only)

Are you clear on how your client base is performing?

What stage of client base building are you in?

What is your next best step?



# CLARIFYING YOUR IDEAL CLIENT BASE



# CLEARLY DEFINING & DELIVERING DEEPER VALUE



# BUILDING A HYPER-EFFICIENT DELIVER SYSTEM

Limitless Advisor SUMMIT ACTION PLAN  
 NAME: Milton Aire  
 YEAR: 2024  
 QUARTER: Q2 / Delivering Value

Use this form to set your priorities and actions for the quarter.

**This Quarter's Priorities**  
**Big Priority:** Right-Size my client base

**Big Why & Desired Outcomes**  
 Clarify the outcome you want to create, the benefits of achieving it and why it's important to you.  
 Ensure balance between revenue, capacity and profitability

**ACTION 1:** Complete Client Profitability Analysis  
**ACTION 2:** Identify opportunities to re-segment / raise prices  
**ACTION 3:** Identify potential changes to service model  
**ACTION 4:** Eval client transitions (sell, refer, exit, re-engage)  
**ACTION 5:** Use Guidebooks to launch needed transitions

Limitless Advisor SUMMIT ACTION PLAN  
 NAME: Milton Aire  
 YEAR: 2024  
 QUARTER: Q2 / Delivering Value

Use this form to set your priorities and actions for the quarter.

**This Quarter's Priorities**  
**Big Priority:** Identify a niche focus

**Big Why & Desired Outcomes**  
 Clarify the outcome you want to create, the benefits of achieving it and why it's important to you.  
 Drive faster, more focused growth of clients I do my best work with

ACTION 1:	DUE DATE	OWNER	NOTES
Complete Client Niche Inventory			Identify client commonalities It pays to do your homework Use Define your Niche worksheet See lesson for resources Update website, mtg channels

Limitless Advisor SUMMIT ACTION PLAN  
 NAME: Confident Charlie  
 YEAR: 2024  
 QUARTER: Q2 / Delivering Value

Use this form to set your priorities and actions for the quarter.

**This Quarter's Priorities**  
**Big Priority:** Build "Tell Your Story" messaging

**Big Why & Desired Outcomes**  
 Clarify the outcome you want to create, the benefits of achieving it and why it's important to you.  
 Communicate value

**ACTION 1:** Read How to Communicate your Value  
**ACTION 2:** Complete Messaging Wheel  
**ACTION 3:** Use What I do & Brand Story Worksheets  
**ACTION 4:** Watch Storytelling Superpower & UVP lessons  
**ACTION 5:** Practice What I do / help scripts 30x outloud

**Progress Priority:** Website Update

### DEEPER VALUE DELIVERY RETREAT

CONTAINS THESE LEARNING PATHS: DELIVERING YOUR VALUE, SCHOOL OF ADVICE, CRAFTING YOUR CLIENT SERVICE MODEL, SETTING AND SHARING NICHE, COMMUNICATING YOUR VALUE, HAILING YOUR NICHE

**TRAILHEAD LESSON**  
**NO STRESS PROSPECT PROCESS**  
 Define the journey to reach the destination. Designing an engaging client journey—from interest to awareness to education to decision—helps you get the "yes" without the stress.

**KEY ACTIONS:**

- Review the "No Stress Prospect Process Guidebook" and resources
- Redesign your prospect process to follow best practices, tailored to your clients and practice

**LESSON RESOURCES**

- Amazing First Meeting
- Prospect Process Guidebook
- Elevated Questions
- Initial Inquiry Online Scheduling Intake
- Initial Inquiry Sheet
- Prospect Process Checklist
- Prospect Process Email Communications
- Prospect Process Learn
- More Agendas Script
- Prospect Process Learn More Intake Form
- Prospect Process Worksheet
- Three Strike Rule

**DESIRED OUTCOMES**  
 A systematic process for engaging prospects to define and demonstrate value and attract "just right" clients.

**ADVANCED CLIMBS**

**READY FOR A CHALLENGE?**  
 Reach new heights with these next-level lessons:

- Taking Your Story for a Spin
- Virtual Value: Video Experience (Candice Carlton)
- Goals-Based Client Review (Carl Richards)
- How Client Engagement is Being Disrupted (Julie Littlechild)
- Communicating Your Value: Big Levers (Steph, Ben)
- Story Telling as a Super Power (Tyronne Ross)

# Q&A

