

Shot 1.1

Hi, I'm [principal]. Thank you for taking a few minutes to become acquainted with me and my financial consulting services.

Before we talk business, I'd like you to know a thing or two about me personally.

Shot 1.2

I am married and the father of

Shot 1.3

Today, I want to talk with you about my passion to see individuals and families prosper and manage their prosperity wisely.

For over 25 years, I have led a team of professionals providing clients with premier financial consulting services. That's important to you. Between 2000 and 2003, over a third of the nation's financial consultants closed shop. I bring you the wisdom of experience and the strength of having weathered the storm.

Shot 2.1

To me, there is no *typical* client, but a common factor would be high net-worth individuals and families with a long-term view – people with “serious money” who are serious about managing it. The primary outcome of my relationship with clients is to create and preserve wealth.

Shot 2.2

I use a broad range of professional services to develop, implement, and monitor a sound financial strategy. That's the heart of the financial consulting process.

Shot 3.1

I think of the financial consulting process this way. You have a **Destination** in mind – retiring well, building an estate, maybe significant charitable work. That's your destination.

Shot 3.2

The time between now and reaching your destination is the **Journey**. What you do on that journey determines whether you will reach your goals.

Shot 3.3

Finally, you need a **Navigator** – a financial consultant who can chart the course and guide you to your destination. I'd like to have that relationship with you. I consult with entrepreneurial, high-net worth individuals to create, preserve, and pass on wealth. As your navigator, I develop, implement, and monitor a sound financial strategy so that you reach your destination.

Shot 4.1

Let's talk for a few minutes about these three aspects of the consulting process. My goal is for you to understand and be comfortable with my approach to managing and preserving your wealth.

Shot 4.2

What is your destination? What dream are you reaching for? Successful consulting includes understanding your plans. Whether you are anticipating retirement or a self-styled, financially independent lifestyle, I listen to when, where, and how you plan to live and team with you to achieve those goals.

Shot 4.3

What are your present and future financial commitments? Are you retiring debt? Are you planning any significant acquisitions? I keep your commitments in perspective to help you reach your destination.

Shot 4.4

I also consider your plans for your estate as a vital part of your destination. When and to whom you will someday transfer your wealth and assets is a strategic aspect of the financial consulting process.

Failure to plan is devastating to you and the people you care about. Note these famous people who were able to amass vast wealth in their lifetimes, but suffered tremendous losses because they did not plan to secure their assets for future generations.

Shot 5.1

Your destination is the basis of our relationship. Helping you reach your destination is my commitment and my service to you. Your journey toward your destination is the focus of my professional services. The decisions we make along the journey – successfully navigating some strong currents – are the key to you reaching your destination.

Shot 5.2

A successful journey requires purposefully utilizing the client's present resources and future resources. To create an effective financial plan, I consider your assets and ensure that they are properly allocated and diversified. I work with your income streams to ensure that they are optimized to fund appropriate investments and minimize tax burdens.

Shot 5.3

Your future resources such as inheritances, IRAs, pensions, and life insurance are all carefully weighed as we chart the course toward your ultimate goals.

Shot 5.4

Together, we will also look at your “mid-stream” obligations. Many of my clients foresee opportunities such as funding college education or significant charitable work between now and retirement. You want to accomplish those things in the short term and still arrive at your destination as planned.

Shot 5.5

One of the most important factors in your journey is... well, how fast do you want to sail? Your tolerance and comfort with risk is a paramount concern. A properly diversified portfolio, allocated over varying levels of risk, can both perform well and afford you the security that you desire.

Shot 5.6

Finally, together we want to anticipate potential hazards on your journey. Tax reduction, wealth and asset protection are just two of many key strategies that we employ to ensure safe travel along your journey.

Shot 6.1

So, you have a wonderful destination in mind and you know there is logical way to embark upon your journey – having a Navigator to guide you along the way is essential to the success of your plans.

As your financial consultant, I accomplish a number of things for you. We live in a very complex world – international uncertainties, the changing climate of Wall Street, and even local economics require

constant monitoring and response. After a few short years of individual investing, there is now a nation-wide trend back to financial consultants who can be vigilant and pro-active in promoting the security of your wealth, your assets.

Shot 6.2

My clients have found that they trust me to listen. I take care to understand your needs, personal and financial circumstances, and to hear your dreams. Once I have confirmed that I understand, I can begin to chart the course – the journey toward your destination.

Shot 6.3

As your financial consultant, I will organize the resources, tools, and information you need to make wise decisions about your financial future.

You can count on me to participate with your accountant, lawyer, and other professionals to advance your progress toward dreams.

To the extent that you need it, I will educate you about the options you have and the possible consequences of your options. Because your future is significant, I will invest in time with you to ensure that you are comfortable with the risks and the expectations that shape your journey.

Risk in life is inevitable and while there are few guarantees, there are proven and reliable methods to create, preserve, and pass on wealth. As your navigator, I will chart a conservative course – one that is reasonable, patient, and disciplined. Most of all, I will make sure that we are moving in a direction and at a pace with which you are comfortable.

Shot 6.4

What I most want you to know about me is that I am not just a nameless captain on the deck. Being an effective navigator means that I have a personal relationship with my client – that you realize I truly am a partner with you on your journey.

Your arrival at your destination as planned... as dreamed, is my greatest reward. Since 90% of my business comes from client referrals, I am confident that my clients are seeing their dreams fulfilled.

Shot 7.1

Thank you for taking your valuable time to watch this presentation. On the closing screen I provide you with my telephone number, my address, and my email. I am looking forward to hearing from you soon. I have some resources I'd like to share with you at no cost. I'd also like to offer you an initial consultation at not cost. It's important that we learn about each other to make the best decision about moving forward.

Your dreams... my navigation... our journey – the best of what can be.