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THE ENROLLMENT NARRATIVE™

We believe you can enroll your dream clients in a way that is story-based, void of tactics, feels good, and is incredibly effective.

We also believe you deserve to be seen as the Preeminent Advisor in your market. How you enroll your clients has a lot to do with that.

You want to enroll in a way that is distinct. In a way that doesn't have you sound and feel like every other advisor.

You want to be seen and experienced as preeminent. You want to be seen as different from every other advisor.

If you want to be the #1 go-to advisor in your market you have to enroll in a way that is different.

This guide will allow you to dramatically accelerate your results as an advisor when leading your prospective clients through your client discovery process.

THE ENROLLMENT NARRATIVE

We believe you can enroll your dream clients in a way that is story-based, void of tactics, feels good, and is incredibly effective. This guide will allow you to dramatically accelerate your results as a financial advisor when conducting discovery meetings with your prospective clients.

THERE ARE NINE COMPONENTS OF THE ENROLLMENT NARRATIVE.

01 MINDSET FOR ENROLLMENT

02 FRAMING UP THE CONVERSATION

03 THEIR STORY

04 THE POSSIBILITY AND THE COST

05 YOUR SOLUTION

06 YOUR STORY

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08 OVERCOMING OBJECTIONS

09 THE SECOND MEETING

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COMPONENT 01

MINDSET FOR ENROLLMENT

We believe enrollment **is** leadership.

How you see yourself, coupled with the mindset you bring to enrollment opportunities, has as much or more to do with success as the words you use.

WE CALL IT THE ENROLLMENT NARRATIVE FOR A REASON.

The name is to create a distinction between selling and enrolling.

We believe that when you sell, you make it about you. Your prospective client feels like you are trying to convince them.

We believe that when you enroll, you make it about those you are having a conversation with. Your prospective client feels like you are trying to connect with them.

We believe that the purpose of a client discovery meeting is to create a deep connection with your prospective clients.

PRO TIP: We actually encourage advisors to call it a Connection Visit rather than a discovery meeting.

Which meeting would you rather attend? A client discovery meeting or a connection visit?

A further distinction is when we talk about enrolling someone; you are NOT enrolling them into working with you. You ARE enrolling them into an expanded vision of what is possible in their life and business. You are also enrolling them in the cost of not creating that vision. If you enroll them in an expanded vision of what is possible, they will naturally look to you to lead them there.

What we have found is that having the intention to enroll someone before you have even connected with them usually means that you are showing up with an agenda that has a predefined outcome. Oftentimes, that agenda only allows us to hear and say what we want to hear and say to “get” the enrollment. And if that is the case, you miss multiple opportunities to truly see and hear them, and more importantly, to have them feel seen and heard by you. But when you show up with no place to get, you show up as leaders who are free, present, and committed to making a difference for that person, whether they enroll or not.

Your only intention is to serve them.

We would also caution you against going into ‘teaching mode’ in an enrollment conversation. Sometimes, you just can’t help yourself. You just want to share and teach all that you know so badly. When you do this, you overwhelm them with information that gets in the way of connection. You are not there to teach. You are there to connect and help them see what is possible.

Lastly, we would encourage you to show up to the conversation with the energy of “I have arrived”.

Not from a place of ego.

Not from a place of having everything figured out, and there is nothing left to learn. But simply from a place of “I have put in the work throughout my life to have arrived at this place where I am now able to make a profound difference for the clients I serve.”

Remember, the one thing you take into every meeting with prospective clients is your mindset.

COMPONENT 02

FRAMING UP THE CONVERSATION

When you create the space for connection to take place, anything is possible.

Framing up the Conversation is where and how you create the space for possibility.

MOST PEOPLE COME INTO AN ENROLLMENT CONVERSATION WITH ANXIETY AND UNCERTAINTY.

They feel it and are wondering, ”Are they going to try and sell me something?” ”Is this going to cost money?” “Will it be expensive?” “Am I going to have to make a decision today?” This pressure makes it difficult for you to truly connect with them and for them to truly hear what it is you can possibly do for them. It is your responsibility to release that pressure as quickly as possible to ensure the best outcome for the meeting.

Also, many advisors begin their enrollment conversations with prospective clients in a very casual approach that does not have them show up as a leader in the conversation. **Remember, they are speaking with you because of what you can potentially do to lead them to a new possibility in their life and or business.**

By framing the conversation, you are showing up as a leader and releasing the pressure from the conversation, so both of you can be present with one another.

If you do not do this, they will likely miss a great deal of what you are actually saying because they are having to filter it through all the noise in their minds.

Here is what we recommend you say after you have made small talk.

“I am really grateful for the opportunity to meet with you today. And, today’s meeting is all about you and what is most important to you and your family. But I think it would be important if I shared with you just a little bit about (me or our firm).

“What we are known for is...”

You don’t want them to come up with what they think you are known for. This isn’t open for interpretation. You want to tell them what you are known for, like a leader would.

Example: “First, what we are known for is helping our clients build amazing lives of significance.”

Next, share with them what you believe they deserve.

“What we believe more than anything is you deserve...”

We call this your ‘Big Idea of Impact’ statement.

The “you deserve” language is very intentional. When you tell someone that they deserve something they want and have worked hard for, they often feel seen and heard.

Example: **“What we believe more than anything is you deserve to have an amazing life of significance, which will allow you to take care of the people you love, support the causes you care about, and make a real difference in the world.”**

Next, you want to give them a sense of who you work with in a way that is relevant and relatable to them. If your prospective client believes that you have worked with someone like them, it is easier for them to believe that you can help them as well.

We call this the ‘We often work with” statement.

Example: **“We often work with affluent families who have created a lot of success financially and now are concerned about creating the same amount of significance for themselves and their family.”**

Finally, you want to share your intention for the conversation with them.

“I want you to know what my intention is for our time together. My intention is to add value and clarity to you and your life, whether we work together or not. The best way I know how to do that is to learn more about you. I would love to know what your goals and dreams are for you and your family or business. I also want to know what it is you are struggling with and what isn’t working in your life or business.

And here is the promise I will make to you... If at any point in time in this conversation I believe I can help you create an amazing life of significance, you can count on me to tell you that and tell you exactly what it would look like to work with me and how I would help you get where it is you want to go. And the next step would be to schedule a second meeting together. That is the only decision to make today.

And if I don’t believe I'm the best person to help you accomplish your goals, you can count on me to tell you that. However, I will still help and serve you in any way I can.

How does that sound?”

When asked the question “How does that sound?” most people will say, “That sounds great.” And that is because it does sound great. Think of the power of what you have just done. You have been direct and authentic with them. You have let them know that your intention is to serve them, and they can count on you to ask them to work with you if you feel you can help them. Or, they can count on you to let them know that it would not be a good fit to work together.

Basically, you have removed any reason for them to feel anxious or uncertain. You have removed all of the tension and pressure from the conversation so both of you can be present with what is possible.

Here is what it looks like together.

“First, what we are known for is helping our clients build amazing lives of significance. What we believe more than anything is that you deserve to have an amazing life of significance that will allow you to take care of the people you love, support the causes you care about, and make a real difference in the world.

We often work with affluent families who have created a lot of success financially and now are concerned about creating the same amount of significance for themselves and those they love.

Lastly, I want you to know what my intention is for our time together. My intention is to add value and clarity to you and your life, whether we work together or not. The best way I know how to do that is to learn more about you. I would love to know what your goals and dreams are for you and your family. I also want to know what it is you are struggling with and what isn't working in your life.

And here is the promise I will make to you… If at any point in time in this conversation I believe I can help you, you can count on me to tell you that, and I'll ask that we schedule a second meeting. And that is the only decision that needs to be made today. Will we meet a second time? There are no other decisions to make today. We have nothing to sell you.

And if I don't believe I'm the best person to help you accomplish your goals, you can count on me to tell you that. However, I will still help and serve you in any way I can.

"How does that sound?"

Now that you have released the pressure and they feel that you are there to serve them, you can really begin to connect with them.

You have let them know that your intention is to serve them, and they can count on you to ask them to work with you if you feel you can help them. Or, they can count on you to let them know that it would not be a good fit to work together.

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“How does that sound?”

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COMPONENT 03

THEIR STORY

"Frankly, there isn't anyone you couldn't learn to love once you've heard their story." - Mr. Rogers

A person isn't fully connected to you until they have shared with you their story.

NOW WE WANT TO TRANSITION INTO THEIR STORY.

THEIR story is the most important story told in the entire discovery meeting.

Their story is not the place to do fact-finding. This is about who they are and what they care most about.

Here is how you can do that after asking the question, “How does that sound?”

They respond, “That sounds great.”

“Ok, great. Before we dive right into business and start discussing your goals, I would love to learn more about you and your family. Tell me about you.”

The reason we love “tell me more about you” is it gives them the space to talk about what they want. They can go anywhere they feel comfortable. However, keep in mind that some people will jump right into the business at hand (business, retirement, finances, career, etc.) even though you asked them to tell you about who they are.

It will be very tempting to allow them to take the conversation there, but you will definitely want to bring it back to their story. It is critical that you learn a bit about them and that they share a bit about who they are with you. Here is how this could look

You ask someone to tell you a little about them, and they jump right into the challenges they are having in their business and why they are so excited to speak with you that day. You could say;

“Thank you! I am excited as well and want to dive deeper into your business, but first, I would love to get to know a little about who you are outside of business.”

When they share with you about who they are, keep in mind that you aren’t listening for things to “use” for or against them to get them to enroll. You aren’t practicing active listening as a tactic. You aren’t listening to think of what to ask or say next. You are listening because they are human beings with lives, dreams, and a family they care deeply about. You are listening to hear them and for them to feel heard. If people feel heard, they feel seen, valued, and understood.

This is deeply rooted in neuroscience.

The more someone shares who they are with you, it signals to the brain that they must trust you, or they wouldn’t be sharing this with you. And then because they are sharing with you, they trust you more, which leads them to share more, and now they trust you even more, and so on. It’s called a Reinforcement Feedback Loop, and it is incredibly powerful.

And don't just listen to what they are saying; listen to what they are not saying. Listen in a way that gives you access to ask inspired questions and share inspired thoughts.

If they share something personal or meaningful, ask them additional questions. Dig in and listen in a way that has them truly feel seen and heard by you.

One of the most powerful things we have discovered is that people connect with us through THEIR story more than our story. They want to hear your story and get a sense of who you are and why you do what you do, but it is very difficult for people to connect with us if they haven't shared who they are with us. The more of who they are they share with us, the more connected they feel to us. Connection is the foundation for conversion.

We often say, "Conversion happens at the point of connection." Is it possible to convert/enroll clients without connection? Absolutely. However, it typically takes much longer, and they aren't nearly as committed or enjoyable to work with if they are enrolled without connection.

Again, you are not connecting only to enroll. You are connecting because they are real people who have given us their time, and you want to help them feel seen and heard by you. Interestingly enough, the most powerful thing you can do to allow them to feel seen and heard by you is to listen to them. You will do more to help them feel seen and heard by listening, hearing them, and asking insightful questions than you could ever do by telling them you see what you do.

A word of caution: Unfortunately, most people in the world today haven't had anyone connect with them or listen to them at this level in a LONG time.

It could be so therapeutic for them that they could go on for hours without taking a breath. Remember, you are the leader in the conversation. As healing as it could be for them to have a long time to share their story with you, the enrollment conversation is usually not the time to do that. You will have plenty of time to connect with them at an even deeper level once they are a client.

Last piece of advice: Those who talk least are in control of the conversation. The more you talk in the enrollment conversation, typically, the less space there is for them to feel connected, seen, and heard. However, the more they talk, the more space there is for them to feel connected, seen, and heard.

It is so simple and yet so difficult, but you have to exercise discipline and not be the one doing the majority of the talking in your enrollment conversations.

ADDITIONAL QUESTIONS YOU COULD ASK TO GET TO KNOW THEIR STORY:

Where are you from?

What do you love to do when you are not working?

Where are your favorite places to travel?

If you could live anywhere, where would it be?

Who is your hero? Why?

What is your favorite family vacation?

If you could write a book about your life, what would the title be and why?

COMPONENT 04

THE POSSIBILITY AND THE COST

We believe one of the greatest acts of service you can give someone is to help them get present to what is truly possible for them AND help them see the cost of not achieving that possibility.

NEXT, YOU WANT TO TRANSITION INTO THE POSSIBILITY AND THE COST.

Or, in other words, get into the "business at hand." This is where we dig a little deeper into their goals and challenges.

CAUTION: You do not need to cover everything related to their goals and challenges in this first meeting. You will have plenty of time to do that in the second meeting, where you do a deep dive into their statements and financial situation. This is just to get enough information and insight to see if we can help them.

It is VERY IMPORTANT that you take detailed notes on everything they say in this part. We will share why at the end of this section.

Here is a great question that is still about who they are, but also moves the conversation along in a natural way from their story to 'Their Story' to 'The Possibility and The Cost.'

"So, how did your life lead you to where you are today in your business/career?"

This question allows them to tell you more about themselves, but in a way that allows you to start talking about their goals and where they want to go from here.

Once they have told you how their life led them to where they are today in their business/career, you an ask them about their goals.

"Thank you for sharing with me how your life has led you to where you are now. I'm curious, where is it you want to go next? What are your goals?"

Now, what really creates urgency and commitment for someone isn't just asking about their goals, but what could be possible beyond their goals.

Here is what is interesting. When you ask most people to share with you their goals, they will share with you what they think is possible. They won't share what is TRULY POSSIBLE. There is usually a big difference between what they think is possible and what is truly possible.

Again, this is where leadership comes in. Often, leaders can help us see beyond what we think is possible. Same for you. You can often see more that is possible for your prospective clients than they can see for themselves. And the difference between what we think is possible and what is truly possible is where hope and inspiration live. It is inspiring and moving for people when someone speaks and breathes life into their dreams and possibilities in a way that helps them see more than what they have previously seen.

The most powerful thing you can do at this point is to help them get present to what's truly possible. Here is what that could look like.

"Thank you for sharing your goals and what it is you want to create. What about if anything was possible?
What would that look like? What is it you dream of for yourself and your family? If money were no object, what would you do?"

A really powerful thing you can do to help people get present to what is truly possible once they begin to answer some of these questions is what we call "the imagine exercise."

The statement is, "Imagine what your life could be like if…"

"Imagine what your life could be like if you could confidently take care of those you love."

"Imagine what your life would be like if you could make the difference in the world you want to make."

"Imagine what your life would be like if you never had to worry about money again."

"Imagine what your life would be like if you could receive the maximum value from the sale of your business much faster than you ever thought possible."

Speak and breathe life into their dreams. Help them see what is truly possible. People want to follow and be led by people who help them see more for themselves than they can see on their own.

If you are the one who helps someone expand their own vision of what is possible, they will naturally look to you to be the one who leads them there.

Next, you want to understand what is not working that could prevent them from achieving what is possible.

"Wow, thank you for sharing that. That is inspiring. So, I'm curious as to what might not be working, or are there any areas you feel stuck right now?"

Once someone starts sharing what is not working or where they feel stuck, it can be really powerful to ask them, "How long have you been working on this or felt this way?"

Some of us have been struggling with something for so long that we have forgotten or chosen not to think about how long it has been.

We have found that this question can help someone start to see not only what is not working but also begin hinting at what it is and what it has been costing them.

At this point, the most powerful thing you can do is to help them get present to the cost of NOT going for what's possible.

REALLY important to note is that there is a difference between what isn't working in someone's life, health, finances, business, etc., and the COST of not doing anything about it. Most people will not change simply because something isn't working. However, if you help them see the present and future costs of not changing what isn't working, the current challenge typically becomes real and creates the urgency to take action.

Once they have shared with you what isn't working, here are some questions that can start to uncover the present and future costs.

"How long have you been struggling with this?"

"How much time and money have you invested in solving this problem?"

"When you look at your overall financial plan, what are the things you are most concerned about?"

"What has been the cost of that, and what is the continued cost of that?"

"What could be the cost of not resolving this?"

In our experience, when you ask someone what the cost is, it may require some time for them to think about it. Most of us do not want to think about the cost, and therefore have not thought about it because it is too painful.

We are much more comfortable thinking about our problems than we are thinking about what those problems are or could be costing us.

Asking someone about the cost can feel bold and scary, but if you are committed to serving them, you owe it to them to help them see what could be possible for them and to see the cost of not doing anything about it.

Unfortunately, most people will stay stuck between what they think is possible and what is not working unless they meet someone like you who has the courage and commitment to help them see what is TRULY possible and the TRUE cost of not doing something about it.

Helping people see the difference between what they think is possible and what is truly possible is your leadership.

Helping people see the difference between what is not working for them and the cost of what is not working is your leadership.

This is where you are truly helping people take a stand for themselves, their families, and their businesses.

Once we have explored with them what is truly possible and the cost of not doing something about it, it is at this point in the conversation that we typically know for certain whether we can or cannot help them. This is where we deliver on the promise we made to them in Component 2, "Framing up the conversation". We promised that, whether we could help them or not, they could count on us to tell them that.

Before we share with them whether or not we can help, it is critical that we demonstrate we have heard them. We do this by saying, "First of all, thank you for everything you have shared with me. Second, I want to make sure I have accurately captured what you have shared."

Remember that part at the beginning of this section about taking detailed notes.

Now, you repeat back to them in as much detail as possible everything they have shared with you regarding their goals, what is truly possible, what isn't working, and the cost.

And then you say, "Did I capture most of that correctly?"

First, most people will be blown away that you actually listened and that you are now demonstrating that you listened. Again, you will make them feel heard, seen, and understood.

Once they have said something like, "Yes, you captured everything, and I can't believe you listened to all of that!," you can tell them whether or not you believe you can help them.

TWO OPTIONS

Not a fit to work together

"Based on everything you have shared with me, I don't feel that we would be the best solution to help you get where it is you want to go, but I would love to give you some advice and make a couple of recommendations..."

In your business, it is just as important to be clear on who you are not a good fit to work with as to who you are a good fit for.

Just because you are not the best person to help them at that time does not mean that you may not be a great fit to work with them in the future, and it does not mean that you cannot still serve them in some way.

Great fit to work together

"Based on everything you have shared with me, I truly believe that we could make a profound difference for you and help you achieve your goals and dreams. You are someone we would love to work with. Would it be okay to show you our unique process that we guide all of our clients through?"

COMPONENT 05

YOUR SOLUTION

When people can’t see where they are going, it is easy to stay where they are.

Help them see where your solution is going to lead them and how you will help them get there.

THIS PROCESS IS CALLED... INSERT THE NAME OF YOUR PROCESS OR FRAMEWORK

Example:

“This framework is called The Virtual Family Office. This framework will allow you to create and implement your optimal financial world. There are three simple but powerful steps to this process:

1. The Human Element
2. A Cohesive Team
3. Systematic Processes

This is the framework we take all of our clients through to help them create and live amazing lives of significance. This process will allow you to take care of the people you love, support the causes you care about, and make a real difference in the world.”

Your solution is your proprietary planning process. You may call it a process, blueprint, framework, methodology, etc. Regardless, it is the HOW you are going to help them. It is also one of the things that makes you the most unique. What you do does not make you unique. How you do what you do, does.

Also, having a process that is branded, outlined, and possibly trademarked gives your prospective client a feeling of confidence that you know how to help them and where you are going to lead them. When people feel like they know how you are going to help them and where you will lead them, they have more confidence in following you there.

As you walk them through your process, it is important that you do not get bogged down in the details of what you do in each step. Rather, you want to give them a high-level overview of what you will do for them in each step of the process and how it will benefit them.

Also, we recommend that your process be no less than three steps and no more than five. Less than three doesn’t feel thorough, and more than five is confusing.

Something key to remember: It is not important that they understand exactly how your process works. Simply, that you have a process and that it will help them achieve what they want most.

Again, if we feel that we can help them, we want to make it very clear how we would help them. In addition to telling them about your process, you can also share with them the story of one of your current clients that you feel would be relatable to their situation.

This demonstrates that not only do you have a process, but you have guided someone like them through the process with success.

Here is what that could look like.

“Your situation and what is most important to you remind me of one of our current clients. We had the privilege of going through the exact process I just told you about with them. Would you mind if I shared with you a little about what we were able to do for them?”

People love knowing that you have successfully worked with someone like them.

If you do share a client success story with them, here is a simple but very effective way to do that.

First, share what your client was struggling with when you first met them and what they wanted to achieve.

Example:

“When we first met with the Smith family, they were most concerned about three things. First was how to receive maximum value from the sale of their business. The second was how to support the causes they care most about, and the third was how to pass their wealth to their children in a way that was both tax-efficient and also didn’t ruin their family.”

Second, share what you did for them and HOW you did it, i.e., your process. You have already told them about your process at a high level, and now you can go deeper into the process if you would like, as it relates to how you helped your client.

Example:

“We knew that we could help them accomplish each of these priorities through our Virtual Family Office Framework.

In the first pillar of our framework, the Human Element, we helped them get absolutely clear on what mattered most to them as a family. We also helped them clarify their Optimal Financial World, as we refer to it. This allowed them and their children to be aligned on the purpose of their wealth and how it could help them become even more connected as a family. We also helped them identify the causes they care most about as a family that they want to support. As a family, they are more confident than ever in their ability to make a real difference in the world.

Next, we created a Cohesive Team of coordinated elite professionals to work on their behalf. Part of this team included the professionals who could guide them through the sale of their business.

Last, we walked them through a series of Systematic Processes with proven methodologies that create comprehensive results. For the Smith family, the result was receiving maximum value from the sale of their business.”

Third, share the result and what their life, business, family, etc., looks like now as a result of your process.

Example:

“As a result, the Smith family was able to maximize the value from the sale of their business. They are able to take care of those they love. They are able to give generously to the causes they care about. As a family, they are clear on what they stand for and more connected than ever before. They are truly making a real difference in the world.”

Then let them know you are committed to leading them to a similar outcome. Again, if they can’t see where they are headed, it is easy for them to stay where they are.

Example:

“Just like the Smith Family, we would love to show you how we can create this same type of outcome for your family.”

COMPONENT 06

YOUR STORY

People won't know what you are truly capable of without knowing who you are.

When you share your story, you are real and relatable.
People want to work with people they can relate to.

FIRST, WE WOULD ENCOURAGE YOU TO KEEP YOUR STORY TO 3 – 5 MINUTES.

At this point, your prospective clients understand that you believe you can help them, they are aware of your process, and they have now heard a story of one of your clients that is relatable to them and that you have served. However, they have still not heard your story.

You may notice that you are not sharing your story until much later in the conversation. Unfortunately, many sales trainings will teach you to share your story very early on in the conversation to build trust and connection. But as we shared earlier, the most powerful thing you can do early in the conversation to build trust and connection is to hear their story. Their story is the most important story told, and that is why we start with it.

Yet, they want to hear your story. They want to feel like you are a real person who understands where they are at, what they are going through, and what is most important to them. They want to know how your life led you here and what establishes you as a credible expert in your field.

Remember, when telling your story, THEY DO NOT CARE ABOUT WHAT YOU DO. They want to know who you are.

All of this can be accomplished by sharing your story.

Here is how we recommend transitioning to your story after talking about your solution/process.

“I would love to share with you a bit of the journey of how my life led me here and why I feel so called to do this work.”

Notice we are not encouraging you to say something like “now I would like to share my story with you.”

We want them to know that your life has indeed *led* you to this time and place of being able to make a real difference for them. You didn’t just wind up here by accident. We want them to know that this is more than just a career for you. This is part of what you feel called to do.

Would you rather work with an advisor who tells a story highlighting that this is a great career for them? Or, would you like to work with an advisor who tells a story that highlights that this is part of why they were put on this earth? That this is part of what they feel called to do.

And when we say “called to do,” we aren't talking about the tactical part of being an advisor. We haven’t met many advisors who feel like planning, investment strategies, risk management, and asset allocation are what they feel called to do.

But what they do feel called to do is help their clients achieve what is most meaningful to them and their families. They feel called to help their clients create and live amazing lives of significance. We want you to share those parts of your story.

When you share your story and message from a place of your "calling," it literally calls to those you are meant to serve.

Unfortunately, many advisors share their story and message from a place of what they are supposed to say or think they should say to "get" business. Unfortunately, this really gets in the way of connection and trust.

The reality is that most advisors we have had the privilege of serving do what they do because they feel called to it. But they rarely share that calling in their stories and messages.

Let your calling "call" to those who are your people.

Your calling calls to the people you are meant to serve. We believe everyone has a calling in this life— something you are called to do, called to say, and called to share with others. When you begin to share your story and message from a place of your calling, it calls to people

For more details on how to craft and share your story, refer back to the “Your Story” videos in the Enrollment Narrative™ online course.

In the meantime, here is a simple but powerful framework for sharing your story.

First, share why you felt called to become an advisor. For some advisors, this is a story that can go all the way back to their childhood.

Maybe your family experienced significant challenges and hardships financially, and you felt called to do something about it.
Maybe your family had tremendous success financially, and you felt called to share that wisdom and success with others.

For other advisors, maybe it was something that happened later in life.

Maybe you experienced some type of challenge or setback later in life that had you go to work on creating what was most meaningful for you and your family, and you then felt called to help others do the same.

Whether it was an event from your childhood or later in life, talk about how this experience shaped your path and ultimately helped you know that part of your life’s mission was to become an advisor.

Second, share your experiences as an advisor that shaped the type of firm you have today. For example, maybe early in your career as an advisor, you were at a larger company and realized you couldn’t serve clients at the level you wanted. Thus, you might tell the story of how you decided to go independent or switch to a different firm so you could make a bigger difference for your clients.

Or maybe you had an experience with a particular client or situation that helped you change the way you look at your work, and you have a desire to serve your clients in a more impactful way. You might tell the story of why you knew that with a more holistic approach, you could make a bigger impact on your clients.

Or maybe you had a moment in your career when you realized your work had a deeper meaning than just financial success. You might tell the story of how your approach evolved beyond just helping your clients and their families be successful financially, but also generationally.

Not every advisor has experienced this, but if there was a defining moment in your journey where you realized that being an advisor or approaching your work a certain way was the thing you were called to do, you would want to tell that clearly in your story.

Example:

“And when I saw the hardships my parents had gone through and how all of that could have been prevented with the help and support of an advisor who truly cared about them, I knew that my calling in life was to be the advisor for other families, that my parents never had.”

Third, share what your work means to you.

What does it mean to you when you take a client or family through your process/framework and see the difference it makes for them?

Vhat does it mean to you when you take a client or family through your process/framework and see the difference it makes for them?

In the example we have been using thus far, you might tell them what it means to you when you help a client create and live an amazing life of significance.

Example:

“And when I am able to help a family like the Smith family not only achieve success, but also significance, it means the world to me. I have realized that, for me, my work is not about the difference I make for my clients, but the difference they make in the world because of the difference I made. It’s about the difference *the difference* makes. To know that the work we do is having a profound impact not only on their wealth but also on their family is everything to us. It is inspiring to see them supporting causes they care about that make a real difference in the world.”

COMPONENT 07

THE ENROLLMENT

Have you noticed that you are more likely to increase enrollments if you invite people to enroll?

This is how you invite someone to enroll in a way that feels good for you and them.

FROM HERE, WE WANT TO ENROLL THEM INTO THE SECOND MEETING.

This is where we can present the plan of how we are going to help them.

PRO TIP: We call the second meeting a Possibility Session.

Here is what that could look like.

“Again, as I said earlier, I truly believe we can make a profound difference for you and help you create an amazing life of significance. You are someone we would LOVE to work with. I think that we should work together. However, before we make that final decision, why don’t we set up a second meeting called The Possibility Session? The reason we call it The Possibility Session is that we want to go much deeper into what is actually possible for you. We will look at your financial situation in detail and share with you exactly where you are. In our experience, most people are in a better position than they think they are. At the end of the Possibility Session, you will likely have much more clarity on exactly where you are.”

It is critical that you set a date for the second meeting while you are together. You will also want to make it crystal clear what statements and documents you need from them prior to the second meeting and how far in advance of the meeting you need the documents to create the plan.

Here is what that could look like once you have set the day and time for the second meeting.

“First off, I can’t tell you how excited I am to show you what is actually possible for you and your family in the Possibility Session. Second, in order to serve you, and for you to get the most out of our time together, we will need to collect specific statements and documents from you at least ___ days before our meeting. This will allow us to add the most value to you in the Possibility Session to help you achieve your goals. Is there anything that would keep you from getting those documents and sending them to us by (insert date)?”

PRO TIP: A great question you can ask at the end of the meeting...

“Based on everything we have discussed today, is there anything you can see from your perspective that would have you concerned about us working together long term?”

99% of the time, they will say no. This may seem simple, but it is profound. They are now enrolling themselves in the possibility of working with you.

COMPONENT 08

OVERCOMING OBJECTIONS

How you show up and respond to their objections in the enrollment opportunity is you demonstrating your commitment to them if you end up working together.

PART OF ENROLLMENT IS OVERCOMING OBJECTIONS.

In reality, we aren't overcoming their objections. We are helping them see why their objections often aren't real, but rather stories they are telling themselves that are holding them back from accomplishing what they want most.

Unfortunately, sometimes we fear objections and immediately hear them as a "no, I can't do this."

Most objections are not a 'no,' and even if someone does say no, it often doesn't mean no. What if 'no' was viewed as just another ingredient in the recipe? What if it were simply another thing to work with in the enrollment process?

It seems that the most common objections advisors hear fit into two categories.

1. I don't have enough time right now, or I am too busy.
2. I am loyal to my existing advisor.

You may not encounter either of these very often, but if you do, here are some ways to respond that are powerful and respectful.

Interestingly, we have found that a person's initial objection, i.e., 'I don't have time right now,' is rarely the actual objection. Rather, it is usually a reaction rather than an objection.

When someone says they don't have enough time or they are too busy, what they really might be saying is:

- I don't see the urgency of doing this right now
- I don't know if I would be committed to doing the work
- I've invested in something like this in the past, and I didn't experience value
- I don't know how to manage my time
- I see this as another thing for me to do
- I don't know how to prioritize this

For example, when someone says, "I have a loyalty to my existing advisor," what they really might be saying is:

- I don't see enough increase in value for the work required to change over
- I don't trust you
- I don't see how I will get a return on investment from this over and above what I am already getting.
- I am unhappy with my current advisor, but I don't know how to end the relationship
- I am not clear on where we are headed if we work together
- I have worked with other advisors, and it didn't "work" for me
- I am not the decision-maker or the only decision-maker

So, if what they object to initially isn't the real objection, wouldn't it be important to uncover the actual objection so we can still create a possibility with them?

Also, it is really important when they present an objection that you do not feel threatened by the objection and feel the need to counter or be defensive. Do not react to their reaction. Regardless of the objection, the first place we recommend you start is to come from a place of curiosity.

Curiosity is how we uncover the real objection. Research has shown that curiosity promotes a desire to learn. People usually are not threatened by someone being curious, but rather put at ease by it. By being curious about their objection, they typically open up. However, if you get defensive, they are forced to do the same because now they have something to defend. When you are curious, they have nothing to defend. They feel safe, in control, and open.

Here is what this could look like.

You say, "Why don't we set up a second meeting so we can show you in detail exactly how we can help you achieve what you want most?"

They say, "I would love to, but I'm just too busy right now."

You say, "That's interesting, tell me more about that."

What's interesting is that by encouraging them to 'tell you more about that,' they have to think, "Yeah, what do I truly mean by 'I am just too busy right now'? Is that real? Is there something deeper?"

Most people state their objection as a reaction to what they are feeling in the moment, but rarely is it what they feel or believe deep down. Sometimes they need time and help from you to discover what is real versus what they initially react to.

Basically, we keep the conversation moving forward and continue to explore what is possible. Remember that how you show up to the enrollment conversation is you demonstrating what they can count on from you if you work together. If you let them out of the enrollment with every objection they pose, then why would working with you be any different? But if you hold them accountable to what it is they said they wanted most in their life, family, business, etc., you are demonstrating what it would look like to work with you.

When you say, "That's interesting, tell me more about that," you keep possibility in the conversation. How they answer will give you more insight, but more than likely, you will have to ask additional questions. For Example, "So maybe instead of being too busy, what it really sounds like is you don't see the urgency in doing this now. Is that more accurate?"

Another way to get to the real objection is by taking it away. For example, if they say, "I think your fee is too high," then we need to isolate that and remove it from the conversation in order to see if there is something deeper. Here is what that could look like.

“You said that you feel that our fee is too high. So, what if that wasn’t an issue? What if I eliminated the fee? If the fee wasn’t an issue, what else are you concerned about?”

By taking their objection away, it causes them to really dig and see if there is something else, and usually, there is.

Specific to the idea of your fee, many advisors are asked in the first or second meeting, “So, what is your fee?”

Many advisors are usually annoyed by this question. First, you should LOVE this question. If you know how to handle it, it can set you up beautifully to demonstrate what makes you unique as an advisor.

If someone asks you what your fee is, DO NOT tell them—at least not right away. There is a reason they are asking that question, and you want to know what it is.

For example, if someone asks, “So, what is your fee?”

You would respond, “I would be more than happy to share our fee with you, but if you don’t mind, I would love to know why you asked that question.”

Their response will tell you a lot about them and, in our experience, whether you want to work with them. Most advisors lament having to work with clients who are fee-conscious and fee-focused. It seems that you can never do enough to satisfy them. That could be what they respond with. Or, maybe, they would be a dream client and simply curious.

If they respond, "Well, my current advisor charges us a fee, and, to be honest, I’m not sure what we are getting for it. When we first started working together, he was awesome. Now, we never hear from him except for an email once a year or so.”

This would be an amazing opportunity to share with your prospective client how you are different.

Also, this could be an opportunity to say something like…

“Our industry is really good at getting people to focus and obsess over fees to hide the fact that they aren’t adding much value to their clients. Rather than asking what the fees are, people should be more concerned about the value they are receiving. It’s one thing to pay low or no fees and receive very little in return. It’s another thing to pay a reasonable fee and receive tremendous value as a result. That is the world we live in. We add significantly more value to our clients than what is represented by the fee we charge. In fact, we do more things for our clients than we get paid to.”

Another really powerful thing you can do at this point is to remind them of “The Possibility and The Cost”. Remind them of what is possible and what their dreams are. Also, remind them of what you discussed regarding the cost of not doing something about it. It is interesting how easy it is for people to quickly forget about their goals and dreams when the reality of investing in and committing to them sets in.

Sometimes, we all need someone who is committed to us enough to hold us accountable for what it is we want most, and what we are truly capable of.

COMPONENT 09

THE SECOND MEETING

The possibility session

This is where we have the opportunity to present the plan of how we are going to help them.

HELP THEM SEE WHAT IS ACTUALLY POSSIBLE.

Again, the purpose of this second meeting is to help them see what is actually possible and to help them see more clearly what is in their way and the cost of not doing anything about it.

In order to do this, you may need to challenge them and support them.

You will likely have opportunities in this meeting to challenge them to think bigger about what is possible.

You will also have opportunities to show them how you will support them in achieving what they want most.

Just like at the beginning of the initial Connection Visit, we want to frame up the conversation and set the intention for the meeting.

We want to remind them of what we are known for and what we believe.

You might be thinking, we already told them that! Why would we need to say it again? Because people need to hear our messages often before they take action. Repetition is the master of all teaching.

Read what American Express had to say on a blog it publishes for its business customers:

So, how frequently must your communications be to reach and activate your audience? Long-standing research in advertising tells us that it takes three to seven impressions before a message registers. A frequency of fewer than three messages is a waste of money. But a frequency beyond seven continues to have a cumulative benefit; diminishing returns don't set in for a good while. You'll get tired of your ads long before your prospect does.

Here is what this could look like.

"As you know, what we are known for is helping our clients build amazing lives of significance.

And we believe that, by building an amazing life of significance, you can take care of those you love, support the causes you care about, and make a real difference in the world.

As we shared in our first visit together, we believe you deserve it. You deserve to have an amazing life of significance. You deserve to be able to take care of those you love, support the causes you care about, and make a real difference in the world.

We are excited to dive deeper into how you could do exactly that."

Next, state your intention for the meeting.

“Our intention for this meeting is to show you the plan we have created for you and make a decision to work together if it feels good to both of us by the end of the meeting. How does that sound?”

They say, “That sounds great.”

Now, before you dive right into their statements and ask questions, there is something very powerful you can do to make sure that they are a client you would love working with and give them another opportunity to enroll themselves in seeing the possibility of working with you.

Here is what that looks like.

“Before we dive in today, I think it would be important to share with you the type of clients we have come to realize that we love working with and the clients we make the biggest difference for.

First, they are financial delegators. This means they want to be educated and knowledgeable about the plan, but ultimately, they want to delegate the work to a team of professionals.”

This helps them realize you aren’t looking to work with financial armchair quarterbacks who will call you often to tell you how to do your job.

Second, they are fee-conscious but value-focused. This means they want to be aware of our fee, but they are most focused on the value we and our team of coordinated elite professionals provide.

Third, once we have made a transformative difference in their lives, they naturally want to introduce us to their friends and family so we can do the same for them.

This helps reinforce that you plan to make a transformative difference for them and increases the likelihood that they introduce you to their friends and family.

Fourth, we want to work with clients who are coachable. They value having a plan and be guided along the way to implement the plan.

This helps them realize you are serious about planning and implementing the plan.

Fifth, we want to work with people who value creating an amazing life of significance as much as they do success. For them, this is bigger than just money. They truly want to make a difference in the world.

This helps them realize you aren’t looking to work with someone because of how much money they have. This can help keep someone’s ego in check.

Now, these are examples of things you could say. You may want to make them more specific to your clients. The key is to share 3 - 5 character traits of the clients you love serving most and make the biggest difference for.

Once you have shared these, you can simply ask, “Any questions or concerns with any of these?”

Now, you can dive into what you would typically do in a second meeting.

We STRONGLY recommend that you continue to bring your planning process and core message to this meeting. Often, when advisors start diving into statements and fact-finding, it is easy to forget to continue to bring into the conversation what makes you distinct.

At the end of this meeting, you and your prospective client will likely know if you are a fit to work together. If so, you want to communicate that powerfully to them and set up the third meeting, which we call the Vision Meeting.

"You are someone we would LOVE to work with. We would be honored to guide you through the Virtual Family Office Framework and help you achieve what is most meaningful to you and your family. We would love to invite you to become a member of our family here at our firm."

"Do you have any questions about becoming a client of our firm?"

COMPONENT 10

BONUSES

Something we often help advisors with is being more proactive and bold when asking for referrals.

When we first begin working with advisors, their referral strategy typically consists of one of two things:

1. They are hoping that, due to the value they provide, their clients will personally walk friends and family into their office and introduce them. We call this the **hope and pray** method.

1. Sometimes, advisors say something like, “If you ever have any friends or family who would like a second opinion, don’t forget to tell them about us.” **We call this the wish list.**

The reality is that we need to be clearer and direct if we want to generate referrals consistently. The bottom line is that most advisors are not comfortable asking for referrals. Oftentimes, it doesn’t feel genuine or natural. For most advisors, it feels forced and awkward.

But it doesn’t need to feel that way. You can feel very authentic and confident when asking for referrals. Here is an idea of how to do that.

First, authentically acknowledge your client. “I just want you to know how much I enjoy working with you. What you are committed to, what I have been able to watch you create, and what we have created together is really inspiring to me. I wish I had a business filled with clients just like you. I would love to work with more people like you. **Who do you know** that we could at least sit down with and get to know them to see if there was a possibility of helping them?”

es, you are going to have to ask them very directly, **“Who do you know...”**. You may think that asking, “Do you know anyone...” is the same thing, but it isn’t. If you ask if I know anyone, now I have to think about everyone, and because I already have a million other things going on in my mind, I probably won’t be able to think of anyone. **But if you ask *WHO* I know, my mind assumes that I do know someone, and when I scan my mental Rolodex, I am much more likely to come up with a name.**

Here are the different stages of asking for referrals.

1. **Weakest** - Hoping they introduce us because of the value we provide.
2. **Weak** - “If you ever think of someone we can help, be sure to tell them about us.”
3. **Okay** - “Do you know anyone we could speak with who might be interested in going through the same process we took you through?”
4. **Best** - “We love working with you and would love to work with more people like you. Who do you know that we could at least sit down with and get to know them to see if there was a possibility of helping them?”

I also want to touch on how to directly ask for the opportunity to sit down with a prospective client in a way that is bold and authentic.

Recently, I had an advisor who was a private client. He is amazing, articulate, polished, and authentic... I could go on and on.

But he lacked a little bit of confidence when asking for an opportunity to sit down and talk with someone he genuinely felt he could help.

He had three different relationships that he had been fostering for years. And, for years, he had hoped that simply by telling them he was an advisor, they would respond and want to sit down with him. Crickets.

So he ratcheted up his confidence and got so bold as to say, “Hey, as you know, I am an advisor and if you ever want a second opinion on what you are doing with your money, I’d be happy to sit down and talk.” Crickets.

I worked with him on an approach he was nervous about, which was much more direct and authentic. He approached all three relationships and said, “You know, based on what you have shared with me over the years about what you are doing in your business career and what you want to create, I couldn’t help but realize that what you want to create is EXACTLY what I do for my clients. I would love to sit down with you to understand more about what you want to create and how I could possibly help you get there faster than you ever thought possible. When can we meet?”

This time, there weren't any crickets.

All three of them agreed to a meeting, and all three are now clients.

Collectively, they were worth $8 million in AUM. While I can’t guarantee that you will experience results like this, I can guarantee that if you are more bold and direct in asking for the opportunity to meet with someone you feel you can make a difference for, you dramatically increase the odds in your favor.

TESTIMONIALS

THE ENROLLMENT NARRATIVE™

Scott Ford, Managing Director, Partner & Wealth Advisor at Carson Wealth Management

"PSBLTY allowed myself and our firm to uncover and articulate the through line of my life and message which is FREEDOM and living NOW. This is our greatest differentiating factor and I believe we now have the story and messaging that captures what we do in a way that is as powerful as what we actually do. It allows us to stand out and differentiate ourselves in a very commoditized, crowded industry. Also, it allowed everyone on my team to see how their life and story is connected to what we stand for as a firm."

Lan J. Shaw, CFP®

"Prior to PSBLTY I was not sharing the story of who I was or why I had such a passion for being an advisor. Also, I knew who I truly felt called to serve as clients but was nervous to fully commit and declare that to the world. The process not only helped me uncover my authentic story, but also gave me the courage to share it with the clients I feel most called to work with. It has completely changed the dynamic of my conversations with prospective clients. AND I was able to bring on the two largest clients in the history of my firm in one month! Most importantly, this process, for the first time, I connected all the dots on my journey, I fully accepted and made a deep connection with who I truly am. I am inspiring, impactful and unstoppable!"

Mark Aho, Financial Advisor MBA, CFP®, CIMA®

"I have been a Financial Advisor for about 25 years. When people asked me what I did for a living... I always disliked saying, 'I am a financial advisor' or 'I manage money' or 'I work with money.' So, after listening to Chris at one of my meetings speak about developing your own personal story which comes from your heart as well as your mind, I decided to go to Gilbert AZ for a session with him. Well after 25 years I finally have the right story for 'What do you do?' It is all about who you are as a person. My values are now my message. I am now re-designing all of my messaging content. To say the least it feels great! If your story/message is important to you... I would highly recommend PSBLTY. I feel like some magic occurred during my time with PSBLTY. Again, my advice... don't delay, you won't be sorry."

Casey Weade, Financial Advisor

"Before working with PSBLTY I had trouble communicating what we do and explaining that in a simple to understand proprietary process. I was struggling with spending so much time running live events, I was exhausted and my closing rates were going down. We developed a framework that made it very easy to explain what I do, and now other advisors can easily duplicate the work I do. I have seen our scheduling rates double and now I have more free time while my business continues to grow."

CHRIS SMITH

Chris' story begins in Arizona, where his family was among the first to settle this wild and beautiful land. **He grew up a cowboy, surrounded by storytellers, soaking up wisdom that can't be found in books.**

He pursued a few vocations and found a measure of success in each. None spoke to him. Instead, he spoke into each of them – **connecting with people to create a narrative, find meaning, and unlock growth and change. And in doing so, he discovered his purpose.**

His favorite quote is from Mark Twain, who said:

"The two most important days in your life are the day you were born and the day you found out why."

He found out why he was put on this earth. **To help people see that they are the authors of their story and can create anything they want.**

PSBLTY

PSBLTY

READY TO TURN CLARITY INTO GROWTH?

You've just explored a powerful tool to articulate the real value you bring to the families you serve. Now it's time to activate it.

Schedule a quick call with one of our Growth Leaders.You'll receive strategic support on how to use your Enrollment Narrative to:

- Strengthen your client conversations
- Increase engagement and trust
- Turn interest into committed, aligned relationships

This isn't a sales pitch — it's a working session to help you take the next best step for your firm.

Let's bring your value to life in a way your clients can feel.

TAKE THE NEXT STEP:
PSBLTY.COM/GROWTH