

Market Volatility Checklist

Client Outreach

Goal: Educate clients, show confidence and calm to help clients stick to their plan

- » Send proactive emails about the relevant recent events and their effects on the markets
- » Make proactive phone calls to top clients and others who have historically shown exceptional concern around volatility
- » Hold a client webinar to educate clients on the relevant recent events and their effects on the market
- » Write blog posts educating the public about market volatility and the importance of planning
- » Record short videos and post them to your social media profiles
- » Thank your clients; showing gratitude and empathy can humanize you and your team

Add Value to Clients

Goal: Add value to clients through proactive planning and recommendations

- » Remind clients of the value of a planning-centered approach
- » Act as a behavioral coach to help prevent clients from making emotional, unwise decisions
- » Bring opportunities to light; market volatility can sometimes provide an excellent opportunity to refinance debt at a lower rate, make Roth conversions with lower tax implications, and do other smart things with their finances
- » Offer to provide counsel to your clients' friends and family, especially grown children

Play Offense

Goal: Leverage the opportunity volatility provides to expand the number of clients you serve

- » Remember the Cialdini principles and ask for introductions. REMEMBER: This is not about "pushing" yourself on people; there are many people out there who don't have advisors – or don't have good advisors – and desperately need help to avoid making bad decisions.
- » Hold educational webinars for clients' friends and family; invite your prospect list as well
- » Be proactive in marketing and business development

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Market Volatility Checklist (Cont.)

Train & Mentor

Goal: Use market volatility as an opportunity to speed up education and training for those advisors and team members who are newer to the profession

- » Include advisors on client calls and messaging so they can hear client concerns and how you respond
- » Include advisors and team on calls with investment managers
- » Take specific time to mentor advisors about your messaging, what steps you're taking in the business and for your clients, and why

Team Care

Goal: If you take care of your team, they will take care of your clients

- » Provide education about what's happening and talking points they should use when interacting with clients
- » Give them clear direction and a process for scheduling meetings with the advisor
- » Show appreciation! Gift cards, lunches, thank you notes, verbal thank-yous
- » Allow them to work remotely
- » Listen to their concerns about personal finances and job security and provide help and reassurance where you can

Self-Care

Goal: During and after the Great Recession, many advisors were affected by depression and PTSD. Reduce your own anxiety and stress so that you can take care of clients and your family. We need you in our profession.

- » Exercise regularly
- » Get plenty of sleep
- » Practice meditation and deep breathing exercises
- » Listen to music – make “happy music” playlists
- » Get outside in nature – it's been proven to help with anxiety and depression
- » Drink plenty of water
- » Eat healthy, nourishing foods
- » Practice good hygiene
- » Make a point to talk with friends regularly
- » Laugh – watch funny videos, movies, TV shows, tell jokes
- » Use a gratitude journal
- » Talk to your coach about your business and personal concerns. We are here for you!