
FROM PASSION
TO
PEAK PERFORMANCE
BY PAUL KINGSMAN
ASH

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PASSION
PRIORITIES
PRACTICE
PERFORMANCE
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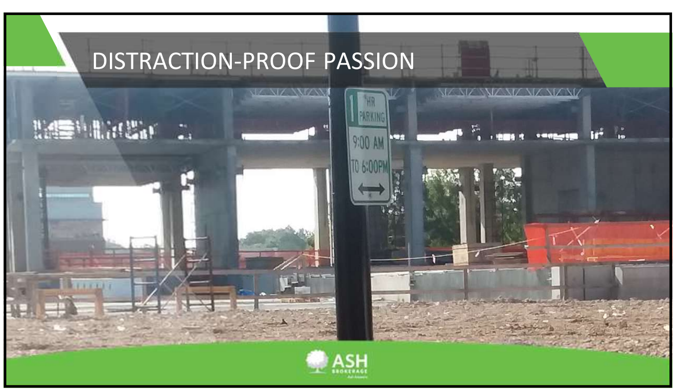
DISTRACTION-PROOF PASSION
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DISTRACTION-PROOF PASSION
SITE #1564
Office Space
Available for Lease
Delivery Early 2019
Charles Gouch
Doug Webster
+1 864 242 6169
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DISTRACTION-PROOF PASSION
SITE #1564
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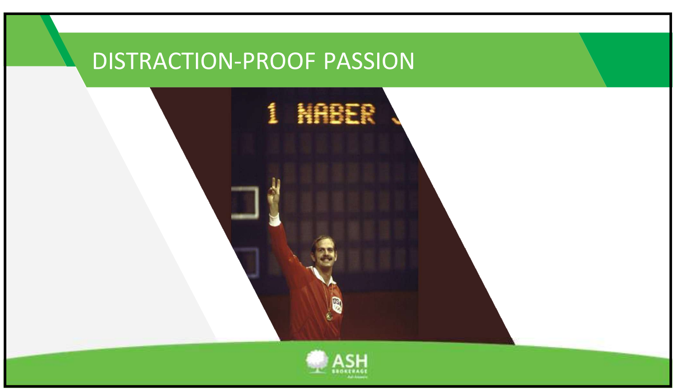
DISTRACTION-PROOF PASSION
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Priorities
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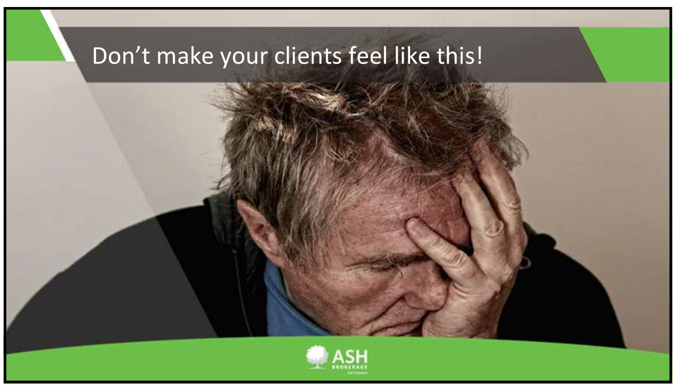
Don’t make your clients feel like this!
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Use language that leaves everyone feeling good.
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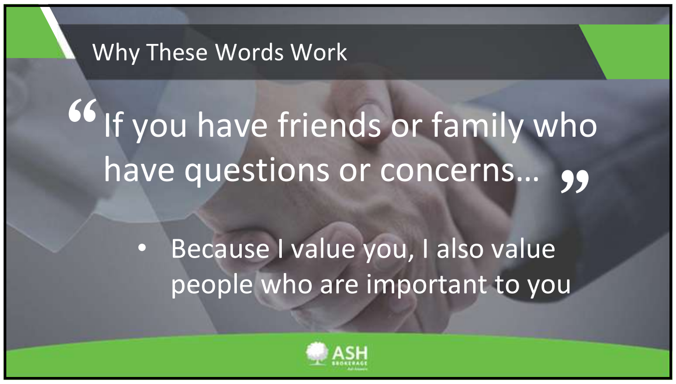
Why These Words Work
“If you have friends or family who have questions or concerns… ”
• Because I value you, I also value people who are important to you
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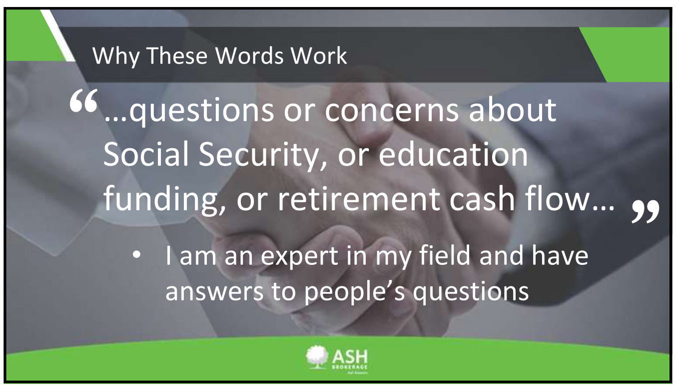
Why These Words Work
“…questions or concerns about Social Security, or education funding, or retirement cash flow… ”
• I am an expert in my field and have answers to people’s questions
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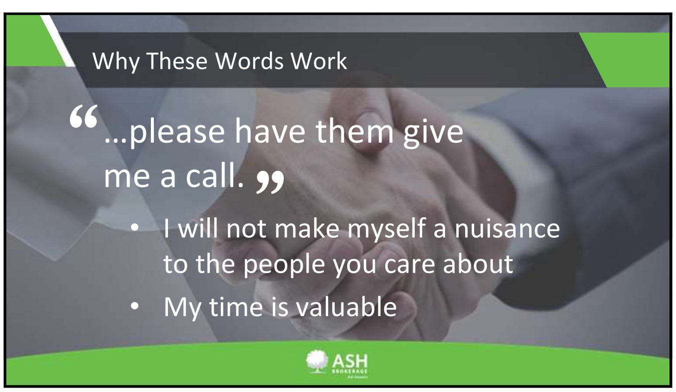
Why These Words Work
“…please have them give me a call. ”
• I will not make myself a nuisance to the people you care about
• My time is valuable
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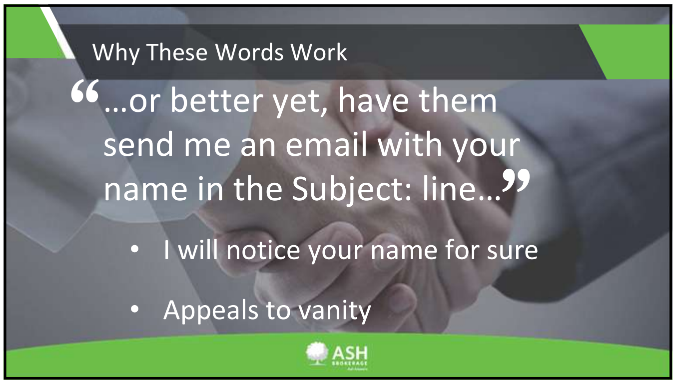
Why These Words Work
“…or better yet, have them send me an email with your name in the Subject: line…”
• I will notice your name for sure
• Appeals to vanity
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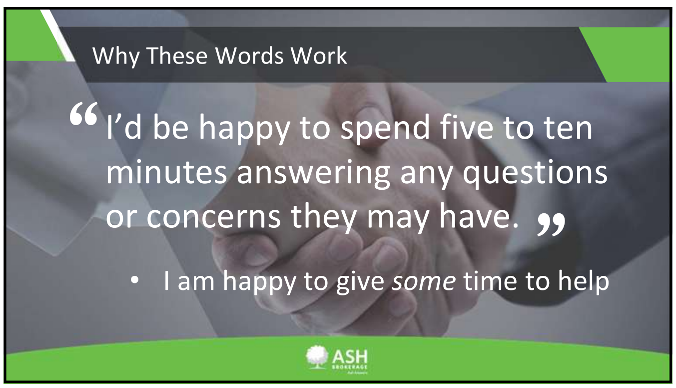
Why These Words Work
“I’d be happy to spend five to ten minutes answering any questions or concerns they may have. ”
• I am happy to give *some* time to help
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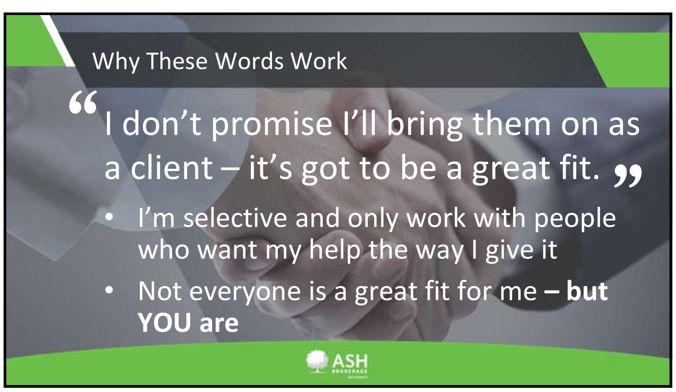
Why These Words Work
“I don’t promise I’ll bring them on as a client – it’s got to be a great fit. ”
• I’m selective and only work with people who want my help the way I give it
• Not everyone is a great fit for me **– but YOU are**
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PRIORITY IDEAS

- Setting and managing client expectations
  - Effective language from Day 1.
- Creating Model Portfolios
- Measuring metrics that matter most

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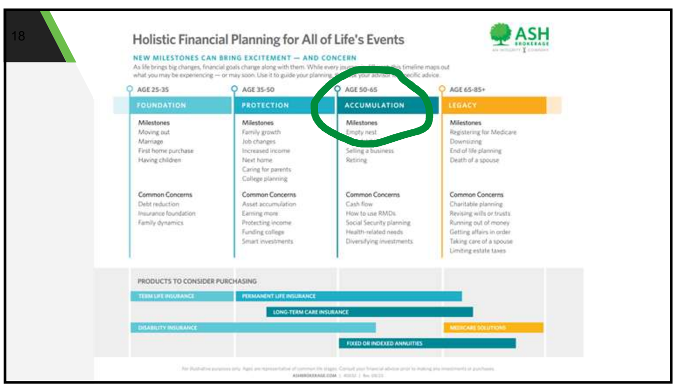

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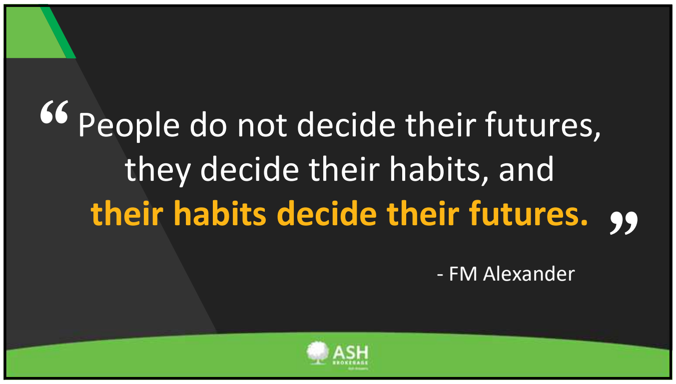

"People do not decide their futures,
they decide their habits, and
their habits decide their futures."
- FM Alexander
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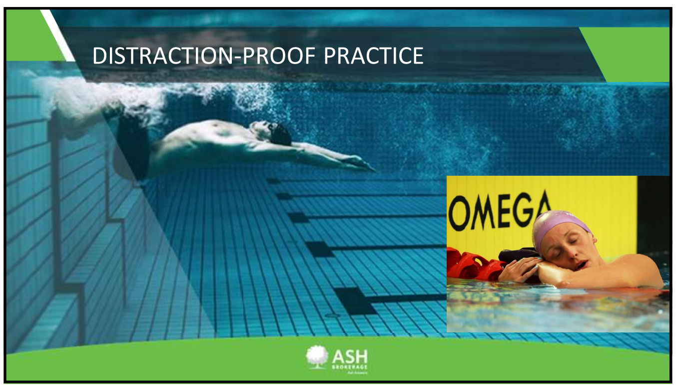

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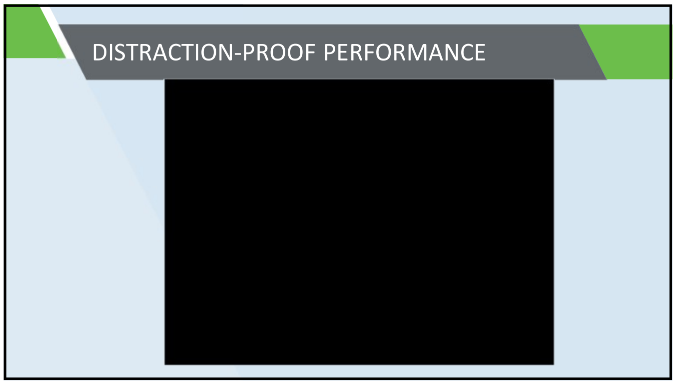
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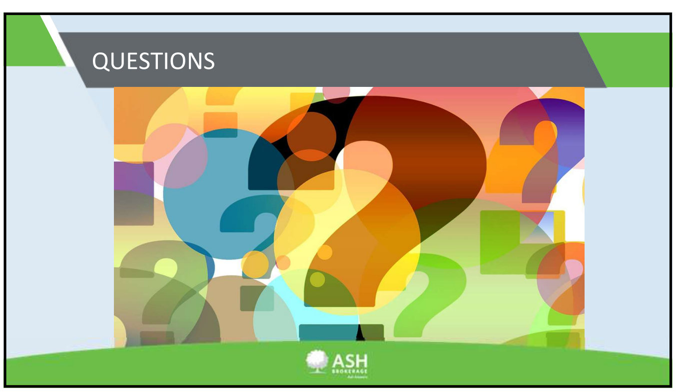
QUESTIONS
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BE
DISTRACTION-PROOF
More questions?
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