Mitch Anthony

Clients are most open to wisdom and input when they are going through life transitions. If we want to truly speak into the lives of our clients, we need to be prepared to help them through life's major moments with personalized planning around their unfolding life circumstances.

Job of the advisor: to help clients make wise financial decisions by drawing out their life story (Proverbs 20:5)

Life-centered planning questions to ask before funding analysis:

How did you arrive at your perspectives on money?

Understanding their past story

Are you getting the best life possible with the money you have?

Understanding their present story

Are you prepared for life's big transitions?

"It's better to prepare than it is to repair."

Understanding their future and giving them the wisdom they will need in the midst of changing circumstances

Segues tell us the unfolding story.

Advisors need to know about both the expected and unexpected transitions.

Over 60 life transitions between looking ahead to the cradle and looking back on the grave. Almost all have financial implications.

Financial services industry focuses on only three transitions with products attached: college, retirement, and death.

Goals-based planning:

Skips over reality

Out of order—Goals are what you want to happen. Transitions are what will happen anyway.

Does have a place

The Economic Law of Life: Money goes in motion when life goes in transition.

Kingdom Advisors is the leading advocate for the Christian financial industry.

We offer a step-by-step process to confidently deliver advice that aligns with Christian values.

Study Groups connect like-minded peers for encouragement, best practices, and accountability.

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Most advisors are chasing money in motion (the effect) rather than addressing life transitions (the cause).

Gain a competitive edge by being proactive about the cause.

Instead of a year-in-review meeting, have a year-in-preview.

Broaching the conversation around life transitions:

Who and what do you feel a sense of financial responsibility for? (Parental pension)

What's happening in your life right now that could have a major impact on your financial future?

What do you see coming?

Advisors who aren't in touch with life transitions run the risk of clients finding someone else.

Financial Lifeline, Segues - KA version

Chart out all the client's upcoming life transitions in 6 categories:

Family	Financial
Health	Retirement
Work and Career	Giving

Prioritize transitions in each category and map them onto their lifeline.

Gives advisor a tool for personalized, proactive planning.
Client sees why they need financial advice and wisdom.

Eliminates redundancy.
Unfolding of each client's story guides the planning process.

Each life event includes:

"Things to Think About"

"Questions to Answer" Interview guide for advisor to get client's whole story. Don't underestimate the power of empathy.

Spiritual goals of life-centered planning: reducing/removing confusion, stress, and chaos

Biblical input

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Can also be used to look back.

Emotional connectivity tool: the client needs to know the advisor knows their story. Once they know that, they're willing to trust us with financial advice.

The power of empathy

Empathy is when I know that you know me. It makes relationships work.

Discussion Questions

1. Mitch asserts that financial advisors typically focus on kids going to college, retirement, and death because those are the three life transitions that financial products are built around. Would you agree? Why or why not?
2. If "money goes in motion when life goes in transition," which client life transitions are most challenging for you to speak into? Which are most natural?
3. "Relationships work when I know you know me and you get me," according to Mitch. Think of a client or prospect you met with recently. Based on this teaching, what is a question you could use to learn more of their story?

Personal Reflection

1. What transitions are approaching in my own life?
2. Have I considered the potential money impact of those transitions?

What's my next step in learning my clients' stories?

How will I accomplish that?

By when?

Implement the *Financial Lifeline* process in your practice:

Visit roladvisor.com/kasegues to learn more about *Segues*, the faith-integrated Kingdom Advisors version of Mitch's digital tool, and subscribe.

Get a firsthand introduction to *Segues* in a one-hour webinar with Mitch on Monday, May 23 from noon-1:00 pm EDT. Register at ka1.co/Segues-Webinar.

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