

## Coaching/Consulting Services Client Information / Application

To maximize the benefits of the time you spend with Steve,  
please answer the questions below to the best of your ability.

Name: \_\_\_\_\_ Title(s), credentials, etc.: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Bkr/Dir: \_\_\_\_\_  
Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

How did you hear about our coaching program? \_\_\_\_\_

Have you read Steve Moeller's book, Effort-Less Marketing for Financial Advisors?  Yes  No

### Where Are You Now?

1. How long have you been in financial services? \_\_\_\_\_

2. What branch of the financial service industry did you start in? (insurance, financial planning, brokerage, etc.)  
\_\_\_\_\_

3. What financial products and/or services do you currently provide? (Rank by importance to you)

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

4. How many hours do you work a week? \_\_\_\_\_ What is your goal? \_\_\_\_\_

5. How many weeks do you take off each year? \_\_\_\_\_ What is your goal? \_\_\_\_\_

6. What was your personal net income for the last calendar year? \_\_\_\_\_

What is your goal? \_\_\_\_\_

7. What is stopping you from achieving your goals?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. What have you tried, so far, to close the gap? (workshops, books, consultants, business systems, etc.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Your Mission & Goals (Vision of Success)****Disagree****Agree**

1. <i>I have clearly defined values and beliefs.</i>	1 2 3 4 5 6 7 8 9 10
2. <i>I have a clear and compelling personal mission &amp; business purpose.</i>	1 2 3 4 5 6 7 8 9 10
3. <i>Each team member sees their work as fulfilling &amp; meaningful.</i>	1 2 3 4 5 6 7 8 9 10
4. <i>I have a clear vision of my ideal business, my ideal clients and my ideal future.</i>	1 2 3 4 5 6 7 8 9 10

**Your Management Systems (Implementation & Coordination)****Disagree****Agree**

1. <i>I have a detailed business plan and month-by-month budget. I use them to focus my resources to achieve the most important results.</i>	1 2 3 4 5 6 7 8 9 10
2. <i>I spend most of my time building my business and creating new opportunities. My staff runs the business fine without me.</i>	1 2 3 4 5 6 7 8 9 10
3. <i>My staff takes responsibility for their areas of responsibility and usually exceed their goals.</i>	1 2 3 4 5 6 7 8 9 10
4. <i>We have effective results tracking systems and improvement processes.</i>	1 2 3 4 5 6 7 8 9 10

**Your Business Development Processes (Marketing)****Disagree****Agree**

1. <i>I have a clearly defined target market full of profitable and receptive prospects.</i>	1 2 3 4 5 6 7 8 9 10
2. <i>I have a low cost, effortless way to consistently meet, motivated, wealthy prospects who are eager to work with me.</i>	1 2 3 4 5 6 7 8 9 10
3. <i>Every year more of my clients are referred to me and they are mostly pre-sold.</i>	1 2 3 4 5 6 7 8 9 10
4. <i>I get wealthier clients, who increasingly value my services, every year.</i>	1 2 3 4 5 6 7 8 9 10

**Your Product and Service Delivery Processes (Operations)****Disagree****Agree**

1. <i>I have a very competent support staff who takes responsibility for all of my data analysis, proposals and administration. I delegate but I don't abdicate.</i>	1 2 3 4 5 6 7 8 9 10
2. <i>My money management and internal financial reporting is flawless, effortless and always on time.</i>	1 2 3 4 5 6 7 8 9 10
3. <i>My staff provides outstanding customer service and advice. I meet periodically only with the top 10% of my (favorite) clients.</i>	1 2 3 4 5 6 7 8 9 10
4. <i>My clients greatly value my company's service and advice and feel lucky to have a relationship with us. We have almost 100% retention.</i>	1 2 3 4 5 6 7 8 9 10

**Your Information & Administrative Processes****Disagree****Agree**

1. <i>I have a foolproof system for hiring phenomenal employees. They are better at their jobs than I am.</i>	1 2 3 4 5 6 7 8 9 10
2. <i>I have flawless compliance and administrative systems that run with almost no involvement from me.</i>	1 2 3 4 5 6 7 8 9 10
3. <i>I have outstanding and timely business information and financial reports and controls.</i>	1 2 3 4 5 6 7 8 9 10
4. <i>My office equipment and technology is state of the art and always works perfectly.</i>	1 2 3 4 5 6 7 8 9 10

## Business History & Goals

1. What has happened in your past?

Year	Gross Revenue (GDC and Fees)	Net Income (taxable, take home income)	% of gross from transactions	% of gross from recurring fees	\$ under fee-based mgmnt	Number of clients	Number of employees	\$ spent on marketing
200__								
200__								
200__								

2. What are your goals for the future?

Year	Gross Revenue (GDC and Fees)	Net Income (taxable, take home income)	% of gross from transactions	% of gross from recurring fees	\$ under fee-based mgmnt	Number of clients	Number of employees	\$ spent on marketing
200__								
200__								
200__								
200__								

3. How much net income do you need to feel successful? \_\_\_\_\_

4. What will your gross income need to be in order to net that amount? \_\_\_\_\_

5. What percentage of your gross income needs to be recurring for you to feel comfortable? \_\_\_\_\_

6. How many great clients will it take to achieve your income goal? \_\_\_\_\_

7. How many great clients do you have now? \_\_\_\_\_

8. When do you plan to close the gap? \_\_\_\_\_

9. What process will you use?

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10. Historically, what has been your biggest challenge that hindered you from exceeding your goals?

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**Your Business Model**

- 1. Securities commissions \_\_\_\_\_ % of total income
- 2. Annuities commissions \_\_\_\_\_ % of total income
- 3. Insurance commissions \_\_\_\_\_ % of total income
- 4. Fees for advice and planning \_\_\_\_\_ % of total income
- 5. Percentage of assets for portfolio management \_\_\_\_\_ % of total income
- 6. "C" shares \_\_\_\_\_ % of total income
- 7. Other: \_\_\_\_\_ % of total income

**100% of total income**

- 8. Do you:  use third party money managers  manage the money in house  both in house and third party
- 9. Do you prepare written financial or investment plans for your prospects and clients?  yes  no

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10. Briefly describe your business, clients and staff.

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**Your Current Marketing Processes**

1. What marketing efforts produced the majority of your current clients?  public seminars  referrals  
 centers of influence  mass mail  phone calls  other: \_\_\_\_\_

2. How much do you currently spend marketing your business?

Advertising: \_\_\_\_\_ Seminars: \_\_\_\_\_  
Direct Mail: \_\_\_\_\_ Other: \_\_\_\_\_

3. Briefly describe your processes for identifying and attracting qualified wealthy prospects for your business.

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## What Do You Want From the Business Development Process?

1. How would you describe the perfect business, for you?

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2. What is the **one thing** that you want most from this program?

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3. What has to happen for you to feel that you have achieved your objectives?

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4. In addition to financial payoffs, what personal payoffs (psychic income) do you want to enjoy from your business? \_\_\_\_\_

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5. What do you want to do more of in your business?

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6. What is the one thing that you most want to delegate?

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