

## **Business Development Consulting Services Advisor Information / Application**

**To determine how we can be of the most value to you,  
please answer the questions below, to the best of your ability.**

Name: \_\_\_\_\_ Title(s), credentials, etc.: \_\_\_\_\_

Company Name: \_\_\_\_\_

Bkr/Dlr or Primary Custodian: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Home Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Alt. Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

What specific service or consulting program are you interested in?: \_\_\_\_\_

How did you hear about our consulting services? \_\_\_\_\_

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

### **Background and Current Situation**

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 clients do you have? \_\_\_\_\_ How many are ideal (\$1 million+)? \_\_\_\_\_

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

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

7. What was your personal net, taxable income for the last calendar year? \_\_\_\_\_

8. What is your annual net, taxable income goal? \_\_\_\_\_

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

1. What is your vision of the ideal business, for you?

a. Clients

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b. Services

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c. Key Vendors

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d. Team

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e. Office

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f. Free Time / Integrated Interests, Fun Aspects

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

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3. What has to happen for you to feel that you are accomplishing question # 2 above?

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4. In addition to financial payoffs, what personal payoffs (purpose, passions, interests, spirituality, growth, relationships, etc.) do you want your business to support? \_\_\_\_\_

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

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6. What is the one thing that you most want to delegate in your business or your life?

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## Key Business Goals

1. How much net income do you need to feel successful? \_\_\_\_\_
2. What will your gross income need to be in order to net that amount? \_\_\_\_\_
3. What percentage of your gross income needs to be recurring for you to feel comfortable? \_\_\_\_\_
4. How many ideal clients will it take to achieve your income goal? \_\_\_\_\_
5. How many ideal clients do you have now? \_\_\_\_\_
6. What other key business and/or personal goals do you have?

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9. What's challenges are keeping you from achieving your goals? Please prioritize.

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8. What have you tried, so far, to close the gap between where you are and where you want to be? (workshops, books, consultants, business systems, etc.)

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7. When do you want to get started closing the gap between where you are and where you want to be? \_\_\_\_\_

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8. What process will you use?

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**Your Current Business Model** (please use information for last calendar year)

- 1. Securities commissions \_\_\_\_\_ % of total income
- 2. Annuities commissions \_\_\_\_\_ % of total income
- 3. Insurance commissions \_\_\_\_\_ % of total income
- 4. Fees for advice, coaching 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
- 10. Do you do live, "scenario planning" with your wealthiest clients?  yes  no
- 11. Please explain you advisory process by the different steps you take with a typical new prospect.

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12. Briefly describe your current business, services and support system including your office team and key vendors.

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13. Briefly describe how you add value and stand out as different and better than your competitors.

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14. Are you currently offering any non-financial, value added services like life planning, vision coaching, life coaching, career consulting, etc. Please explain any services, interests regarding this emerging area.

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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 time and money do you currently spend annually identifying and attracting new clients for your business?

Nurturing existing clients: \_\_\_\_\_ Public seminars: \_\_\_\_\_

Serving niches: \_\_\_\_\_ Direct mail \_\_\_\_\_

Special events: \_\_\_\_\_ Coaching/consulting: \_\_\_\_\_

Cultivation centers of influence \_\_\_\_\_ Advertising: \_\_\_\_\_

Surveys, interviews, etc.: \_\_\_\_\_ Other: \_\_\_\_\_

3. Briefly describe your target markets and ideal clients.

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## Your Satisfaction with Your Current Business

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 compelling, written personal mission and business purpose statements.</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 implementation plan and month-by-month budget and goals. 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 and vendors deliver the services effectively without my daily involvement.</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 my expectations and 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 at least one clearly defined target market full of profitable and receptive wealthy 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, qualified, wealthy prospects who want and need my services.</i>	1 2 3 4 5 6 7 8 9 10	
3. <i>Every month a larger percentage of my new 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 consistently generate enough new qualified leads each month to achieve my goals.</i>	1 2 3 4 5 6 7 8 9 10	

Your Product and Service Delivery Processes (Value Added Services)	Disagree	Agree
1. <i>I have a very competent support team who take care of all of my data analysis, proposals, reports and administration. It's fast, easy and fun to sell, open and service new accounts.</i>	1 2 3 4 5 6 7 8 9 10	
2. <i>My money management, service delivery and reporting is flawless, effortless and always on time.</i>	1 2 3 4 5 6 7 8 9 10	
3. <i>My team and services transform my clients and centers of influence into raving fans. We create positive emotions on purpose and avoid information overload.</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% client retention.</i>	1 2 3 4 5 6 7 8 9 10	

Your 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	

**I have completed this form on:**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Print name

**Fax your completed form to: Steve Moeller at 714-505-8035**

**I will call email with a few times that we can spend about an hour together discussing how we might work together to optimize your current business and quality-of-life.**

Call 800.678.1701 with any questions or  
e-mail: [smoeller@businessvisions.com](mailto:smoeller@businessvisions.com)

**We Look Forward to supporting in your success and happiness!  
American Business Visions, LLC**