

A career as a Financial Advisor (FA) can be tremendously rewarding, yet the early stages of building a financial advisory practice are often challenging. First, you must learn the basics of wealth management and the specifics of your firm's strategy and solutions available to help clients achieve their financial goals. Then there is the even greater challenge of finding affluent individuals with the potential to become clients and convincing them to entrust you with their assets.

A Financial Advisor's (FAs) success in the first 12 to 24 months is critical. In our experience there is an 85-90% correlation of an FA's relative performance between month 12 -24 and their long-term success. So, it is imperative FAs achieve client acquisition success early in their career.

Altius Learning created the Million Dollar Foundation (MDF[®]) Online Coaching Program[®] specifically to help new FAs like yourself develop the skills, strategies and work habits necessary to acquire clients and begin building a wealth management practice. The recommendations in this program are distilled from decades of practical experience in hiring and training top-performing new Financial Advisors across North America. For those with the ability and motivation, this program will help you channel your time and energy into productive client acquisition activities. In our experience these strategies consistently produce the best results for most new FAs. This program provides the techniques and tools you can immediately implement to launch your career. For Altius Learning's whitepaper on Building a Successful Financial Advisory Practice click [here](#).

There are 3 important benefits you will receive as a participant in this program:

1. A strong organization of your marketing efforts.
2. A proven process to aid you in your client development efforts.
3. A coach to hold you accountable for reaching your goals.

Program Format

The Million Dollar Foundation Online Coaching Program consists of two primary components:

- A set of 30+ **self-guided online learning modules and videos** (approximately 30-40 hours of material) for you to complete.
- A series of **live, group coaching sessions** delivered over six months, where you and 12-15 of your colleagues will participate in a bi-weekly video call with an Altius Learning coach. Your small group cohort coach will review your progress and answer your questions regarding challenges you're facing as you apply the MDF[®] tactics to acquire clients.

The purpose of the self-guided modules is to provide you with a complete understanding of the Million Dollar Foundation[®] approach. With this knowledge you will participate in the biweekly coaching sessions with a clear focus on putting the strategies into action.

What this Program Covers... and What it Does Not

Currently you are receiving a significant training from your firm on products, policies, etc. To help clarify where the MDF[®] Online Coaching Program fits in:

- The MDF[®] Online Program is all about **acquiring affluent clients and assets**. To this end, we will present practical advice on how to identify leads, engage with prospects and eventually convert prospects to clients, including:
 - How to tailor your practice to appeal strongly to specific niche markets of affluent individuals (e.g., business owners, retirees, executives, etc.)
 - How to manage your time to ensure you are devoting enough hours each day to marketing and client acquisition
 - How to leverage different tools and tactics such as seminars, event marketing or LinkedIn to fill your pipeline with qualified leads
 - How to conduct meetings with prospective clients and follow up with promising prospects
 - How to grow and maintain client relationships that are both personal and professional
 - How to elicit introductions and referrals from your clients and personal contacts
- That said, the MDF[®] Online Coaching Program does **not** cover the technical details of investments or financial planning. You will receive training on these topics from your firm. We will help you acquire clients: how you manage their assets is up to you and your firm.

Getting Started Checklist

- You will receive a **welcome email** with information on how to access the MDF[®] Online e-Learning modules and the self-guided learning resources. The email includes a **FA Profile Sheet** for you to fill out.
- Complete the **MDF[®] self-guided learning modules** by the assigned deadline (see the “Important Dates” section, below). Allow yourself 30 to 40 hours to complete the modules and the various preparatory assignments.
- You will receive an **email invitation from Zoom with a link to add the coaching sessions to your calendar**. If you don’t receive an Altius Learning communication, please contact us ASAP.
- Before your first coaching session, review the various **Market Action Plans[®] (MAPs[®])** covered in the self-guided modules and select 5 to focus on. Develop a **MDF[®] Implementation Plan** and set up a **MDF[®] Map Organizer** for each of your chosen Market Action Plans[®]. It is important you review your chosen MAPs[®], Implementation Plans and Organizers with your leadership team.

- ❑ Once you have completed your review of the MDF® e-Learning modules you should begin the process of amassing your initial list of **1,000+ names** following the guidance in your various Market Action Plans®. For additional sources of potential MAP leads use our [Source Leads Document](#). Begin approaching these individuals once your securities registration and licensing is complete.

- ❑ One of your top priorities will be to attend all your scheduled **group coaching sessions**. Taking advantage of the coaching program is one of the most important steps you can take to enhance the success of your practice.

- ❑ Every Friday you must complete the **MDF® Goal Sheet Survey** to help your coach identify areas of focus for the call. You are also encouraged to submit questions for discussion with the group during the next session. The progress reports are essential for the coaches to help you succeed.
 - [MDF® Goal Sheet Tracker](#)
 - NOTE: to be used for personal tracking, not submitted to Altius
 - [MDF® Goal Sheet Survey SAMPLE](#)
 - NOTE: if you see a blank page, please try any web browser other than Internet Explorer

Important Dates: To be filled out by each participant.

Milestone / Deadline	Date
Complete <i>all</i> online self-guided training modules	
Fill out the Implementation Guides for your five chosen MAPs and review them with your manager	
Set up your MAP Organizers and amass 1,000+ names for your selected MAPs	
Collect an additional 500 names for your selected MAPs	
Collect an additional 500 names for your selected MAPs	
Submit your FA Profile Information	
Submit your initial Goal sheet Survey	
Coaching sessions begin	

*Note regarding Internet Explorer: Our software is designed to take full advantage of the features and performance offered by the latest, publisher-supported versions of modern web browsers such as Google Chrome, Firefox and Microsoft Edge. Please note that this does not include Microsoft Internet Explorer.

List of Self-Guided Learning Modules

There are three groups of self-guided learning modules. Knowledge checks exist to determine your comprehension of the course material. They follow each module in a separate lesson.

Core Modules

These interactive modules walk you through the basics of the Million Dollar Foundation system. They should be completed in order before moving on to the MAP and Advanced modules.

Core Module 1: Introduction

Core Module 2: Motivation and Mindset

Core Module 3: Million Dollar Foundation Goals

Core Module 4: Market Action Plans[®] (MAPs[®])

Core Module 5: Getting Appointments

Core Module 6: Appointment Sequence

Core Module 7: Managing Prospects

Core Module 8: Your First Client

Core Module 9: Referrals and Introductions

Core Module 10: Time Management

Core Module 11: Thinking Like a Millionaire

Core Module 12: Your Value Proposition

Core Module 13: LinkedIn

Core Module 14: Conclusion

Market Action Plan[®] (MAP[®]) Modules

These modules are primarily text-based with embedded videos, surveys and assignments. They provide detailed, step-by-step guidance for implementing the various Market Action Plans[®] recommended by Altius Learning. These modules may be completed in any order, but you should view all of them and select 5 MAPs prior to your first coaching session.

MAP Module 1: Niche Marketing

MAP Module 2: Business Owners

MAP Module 3: Realtors

MAP Module 4: Executives

MAP Module 5: Retirees

MAP Module 6: Pre-Retirees

MAP Module 7: Past Experience

MAP Module 8: Women in Life Transitions

MAP Module 9: Networking Groups

MAP Module 10: Seminars

MAP Module 11: Alumni

MAP Module 12: Adopt a Town

MAP Module 13: Nonprofits

MAP Module 14: Personal Contacts

MAP Module 15: Event Marketing

MAP Module 16: Professional Referral Sources

Advanced Modules

These text-based modules with embedded videos, surveys and assignments offer more detailed guidance on important strategies introduced in the core modules.

Advanced Module 1: Working on a Team

Advanced Module 2: Leveraging Your Clientele Base

Advanced Module 5: Women in Wealth Management

Advanced Module 3: LinkedIn

Advanced Module 4: Building Your Value Proposition

Coaching Sessions- Rules of Engagement

- Coaching sessions are conducted biweekly (every other week) and are scheduled well in advance. The 13 coaching sessions are 60 minutes in duration.
- You will be assigned to a coaching cohort of approximately 12 to 16 FAs.
- You will receive an electronic MDF[®] Goal Sheet Survey every Friday. It's critical you respond to the MDF[®] Goal Sheet Survey upon receipt. The survey will report your progress against various goals (names collected, leads contacted, prospects added, etc.) and allow you to submit specific questions for your coach prior to the session.
- Each coaching session consist of:
 - Inspirational Message (5m)
 - Mini Lesson-review of specific core modules (10m)
 - Inquiry Based Coaching-discussion of questions submitted by the group (40m)
 - Review assignments to be completed before the next session (5m)
- Participation in all scheduled sessions is a requirement of the program. Please log into the video conference system 5 minutes before the start of each call.
- The expectations for coaching sessions include:
 - Give the session your full attention (no multi-tasking)
 - Everyone is expected to actively participate. You *will* be called on to share your thoughts and answer questions
 - Be willing to share your best practices
 - Listen carefully to your peer's comments - you will learn from each other
 - Submit questions/challenges to your coach prior to each coaching session
 - Regardless of our individual performance levels, we are here to help each other solve challenges and improve
 - There are no "stupid" questions: everyone is here to gain knowledge and skills
 - if we are unable to address each FA's questions, the coach will reply individually
 - Your coach is available between sessions via email, and as appropriate by telephone

Goal Sheets

- The Goal Sheets will measure 6 Key Metrics:

<ul style="list-style-type: none"> ○ Time spent on productive activities ○ Appointments with new prospects each week ○ Prospects generated each week 	<ul style="list-style-type: none"> ○ Total Prospects ○ Conversion of Prospects to Clients ○ New Assets
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New Financial Advisor Action Plan

- Commit to devote 7 hours a day to marketing activities (see the “Time Management” core module).
- Focus on five Market Action Plans[®] (MAPs[®]) initially (see the “Market Action Plans[®]” core module and the various modules on specific MAPs[®]).
- Write a value proposition that clearly identifies your niche and calls out your key differentiators (see the “Value Proposition” core module and “Building Your Value Proposition” advanced module).
- Optimize your LinkedIn profile and set aside a “Power Hour” each day for prospecting via LinkedIn (see the LinkedIn core module and “Using LinkedIn” advanced module).
- Leverage your personal connections to the greatest extent possible to secure introductions to qualified, affluent individuals (i.e., individuals with \$250,000+ to invest - see the “Referrals and Introductions” core module).
- For all your MAPs[®], the goal is to secure *face-to-face* appointments with qualified leads (see the “Getting Appointments” and “Appointment Sequence” core modules).
- Once you have met with a person face-to-face, confirmed they are qualified (\$250,000+ in investable assets) and they agree to either a second meeting or generally staying in touch, that person is considered a prospect and you should follow up with them on a regular basis (see the “Managing Prospects” core module).
- Your goal is to build and maintain a pipeline of 50 qualified, affluent clients as quickly as possible (see the “Managing Prospects” core module).
 - Once you reach 50 prospects, you should replace less promising prospects rather than adding more prospects (see the “Managing Prospects” core module).
- As you start signing up clients, have a structured onboarding process and well-defined escalation process, and follow up regularly (see the “Your First Client” module).
- Have a structured process for eliciting referrals and leverage your client base for additional prospecting opportunities (see the “Referrals and Introductions” core module and “Leveraging Your Client Base” advanced module).
- Over time, at least a quarter of your clients should have \$1M+ in investable assets (see the “Thinking Like a Millionaire” module).
- Take full advantage of the resources of your firm and your team (see the “Working on a Team” advanced module).

Coach Profiles

Carl Meyer

Carl Meyer has spent over 30 years working in financial services as a top performing Financial Advisor and four-time top national manager at Merrill Lynch. He was a founding partner at Concord Capital (where he generated over \$1.5 billion in life insurance sales), and as a managing partner at Cornerstone Financial Partners.

He is passionate about the value a good Financial Advisor can provide individuals and families. Carl draws on his wide range of experience to coach FA's on the most effective strategies to grow their practices and better serve their professional and personal goals.

Throughout his career, Carl has been in the position to hire, manage, recruit, and coach many top performers within the financial services industry. He joined Altius in 2012 and considers coaching to be his full-time calling.

Frank Collins Jr.

Frank Collins, Jr., enjoyed a 33-year career at Merrill Lynch and Bank of America. Frank spent 16 of those years as a Financial Advisor in New York City and 8 as a Market Executive in Westchester County NY and Central Pennsylvania. Some of his previous work includes: Sales Liaison for the Municipal Bond Desk, District Sales Manager (New York City District), and Regional Sales Manager (Soundview Region, Stamford, CT).

While at Merrill Lynch, Frank also served as assistant to the Director of the Tri State United Way Campaign in New York City. Additionally, he assisted Merrill Lynch's then Chairman Don Regan, working on the Campaign to elect Daniel P. Moynihan to the US Senate in New York.

Frank is a graduate from Vanderbilt University and in 1998 earned the Certified Financial Planner designation. Frank writes, reads, plays golf and tennis, and travels with his wife and family in his spare time. He is active in the Hershey, PA community serving on several boards. He currently lives with his wife, Mary in Hershey, PA. They have 3 children, Hannah, Clare and Francis James.