

## IARFC - Financial Planning Process™ course - 4-Day Curriculum

Time	Scheduled Content, Learning Objectives and Student Assignments
9:00-9:20	Distribution of Materials and Mutual Introductions by all Participants
9:20-10:10	<b>Psychology of Prospecting – What It Takes to be a Prospect – Hurdles to Prospecting – Psychological Keys to Success</b> Break
10:20-11:10	<b>Knowing Your Market – Business Models – Natural Markets – Niche Markets - Class Fishing Trip – Networking – Contacts versus Relationships</b>
11:10-12:00	Centers of Influence – Mentoring – Social Mobility and Activism - What Do You Do? – Lunch
1:00-1:50	Elevator Statements – <b>Unique Selling Proposition</b> – Developing Your Message -
1:50-2:40	<b>Boards of Advisors – Creating Alliances – Rating Your Service – Client Satisfaction Extra-Ordinary Service – 8 Laws of E.S. – Green, Red &amp; Yellow</b> Break
3:00-3:50	<b>Introduction to Marketing – Developing a Marketing Plan – Media Relations – Media Kits</b>
3:50-5:30	<b>How To Become Famous by Wally Cato</b>

### Financial Planning Process™ course - Day 2

9:00-9:20	Review of Day 1 Material – Introduction to Day 2 Material
9:20-10:10	Review Homework Assignments – Share Elevator Statements and USPs
10:10-11:00	<b>Financial Planning – Financial Planner Definitions – Financial Planning Process</b> Break
11:10-12:00	<b>Keys to a Successful Engagement – Pre-Meeting Considerations – Meeting Considerations</b> Lunch
1:00-1:50	<b>Financial Planning Pyramid – Client Builder Presentation Software</b>
1:50-2:40	<b>Introduction to the Client Archive System – Introduction to Practice Builder</b> Break
3:00-3:50	<b>Practice Builder Hands-On Work</b>
3:50-4:40	<b>Ethics</b>
4:40-5:30	<b>Ethics</b>

### Financial Planning Process™ course - Day 3

9:00-9:20	Review of Day 2 Material – Introduction to Day 3 Material
9:20-10:10	Review Homework Assignments Break
10:20-11:10	<b>Learning Objectives – What is Fact-Finding - Discovery</b>
11:10-12:00	<b>Discovery (How, When &amp; Why) – Listening Skills – Group Activity (Playing with blocks)</b> Lunch
1:00-1:50	<b>Communication Skills – The Power of Language – Matching &amp; Mirroring</b>
1:50-2:40	<b>Questioning Skills – Relationship Building – Pillars of Planning – Discovery Tools</b> Break
3:00-5:30	<b>Plan Development Software</b>

### Financial Planning Process™ course - Day 4

9:00-9:20	Review of Day 3 Material – Introduction to Day 4 Material
9:20-10:10	Review Homework Assignments
10:10-11:00	Virtual Financial Advisor – Modular Planning Break
11:10-12:00	<b>IPS AdvisorPro – Investment Policy Statements</b> Lunch
1:00-1:50	<b>Creating the actual comprehensive plan</b>
1:50-2:40	<b>Use of the comprehensive planning checklist</b> Break
3:00-3:50	<b>Review of requirements for homework assignments</b>
3:50-4:40	Questions – Student Dismissal

## Follow-up Activities after the Four Days of Intensive Classes

*Some of these steps are required for successful completion of the course. Others are part of the follow-up to help maximize the effectiveness of the course. Depending on the current role of the RFC student (advisor, staff support, recruiting, training or plan writing, etc.) some will be applicable for others in the organization, such as the NCR/OCR Analysis and the 4-part Marketing Foundation.*

- Modular Plan #1** – Education funding Analysis
- Modular Plan #2** – Retirement Income Analysis
- Modular Plan #3** – Survivorship Cash & Income Analysis
- Modular Plan #4** – Debt Restructuring Analysis
- Modular Plan #5** – Estate Analysis
- Comprehensive Financial Plan** – to be **submitted directly to the IARFC** for review and evaluation. The plan will not be returned, but the student will receive an evaluation. Unsatisfactory plans will have to be revised and resubmitted.
- Comprehensive Curriculum Review.** – A question booklet with essay questions covering each of the 10 textbooks furnished with the course. To be included with the Financial Plan.
- Your Marketing Foundation** – Consists of four brief elements, Target market Analysis, Unique Selling Proposition, Elevator Statement and Elevator Statement Extension.
- NCR/OCR Analysis** – An Excel spreadsheet with the numbers of revenue sources for New and Old clients. This is used to justify the efforts spent in engaging new clients and servicing existing clients with periodic contacts and mailings – to move to a referral-based practice.
- Client Interview Folders**, with inserts – Client File Folder and Advisor File Folder. These should contain all of the items necessary to properly conduct the Client engagement Interview. Mailed or delivered directly to the Instructor.
- Practice Management Quick Start** – Nine pages; to be send electronically to both the instructor and to the IARFC with check off and notes on the actions taken by the RFC student.
- Five Examinations** – for each of the five basic course elements – Client Engagement, Gathering Information, Problem Identification, Developing Recommendations and Implementation & Monitoring. Tests will initially be administered on paper, and then completed on the Internet. Results conveyed to IARFC.