



Deena Katz's Tools and Templates for Your Practice: For Financial Advisors, Planners, and Wealth Managers

By Katz, Deena B; Katz, Deena B.

Bloomberg Press, 2001. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Table of Contents Acknowledgments Introduction Section 1: Get 'Em in the Door Chapter 1- Marketing, Public Relations, and Courting the Media form 1-01 Customer Profile Chapter 2- Old and New Marketing Tricks form 2-01 Planning Our Estates Chapter 3- Designing prospect Packages form 3-01 Public Relations Material form 3-02 Client Profiles form 3-03 Features and Benefits form 3-04 Investment Philosophy form 3-05 Summary of Services/Tire Kicker Section 2: Then Qualify 'Em and Interview 'Em Chapter 4- Client Qualification tools and the First Interview form 4-01 Prospect Form form 4-02 Preliminary Data Gathering Questionnaire form 4-03 Client Fit Ratio form 4-04 Client Objectives Chapter 5- Data Gathering form 5-01 Confidential Personal Financial Profile form 5-02 Business Financial Planning Data Questionnaire form 5-03 Cash Flow Worksheet form 5-04 The Life Insurance Design Questionnaire form 5-05 Asset Titling Matrix Section 3: Figure 'Em Out Chapter 6- Client Education form 6-01 Risk Coaching Questionnaire form 6-02 Risk Tolerance Analysis Algorithm Chapter 7- Investment Policies and Financial Plans form 7-01 Investment Policy Summary form 7-02 Strategy Analysis form 7-03 Financial Market Projections form 7-04 Retirement Planning Projections form...



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