The DF
Retirement Checkup Process™

A complimentary 6-step process to help potential clients evaluate our firm.
To learn more, visit: www.definefinancial.com/start

1 — **S** — **SCHEDULE A CALL**

A 15-minute phone call will give us both a chance to make sure your situation matches our expertise. After all, you wouldn't see a Cardiologist if you needed foot surgery.

2 — **T** — **TEAM MEETING**

The next step is a visit to our office. During this one-hour meeting, our team will get crystal clear on your financial goals, needs, and concerns.

3 — **A** — **ANALYZE**

We will apply 15+ years of experience, decades of Nobel-prize winning research, and thousands of hours of training to answer three critical questions for you.

4 — **R** — **REVIEW ANALYSIS**

With the analysis complete, we will have a second meeting to review the results. In plain English, we will explain exactly what you need to do to reach your financial goals.

5 — **T** — **THINK ABOUT IT**

We are looking for long-term client relationships, not a quick transaction. It's important that you take as much time as needed to make a decision.

6 — **!** — **HERE WE GO!**

We are truly honored to be working with you. Before the fun begins, we will regroup (via phone or in-person) to answer any outstanding questions and set expectations for the new client process.

STEP 1: Confirmation Email

(Sent automatically via Acuity Scheduling)

Hi %first%,

Thank you for scheduling a **15-minute Intro Call** with Define Financial on **%time%.**

At our scheduled time, we will call you at **%phone%.**

This call will give us a chance to ensure we have the right expertise to help you. (After all, you wouldn't see a Cardiologist if you needed foot surgery!)

If we both agree there is a potential fit, we will move to Step 2 in our **Retirement Checkup Process™** -- a one-hour meeting with our team.

As a reminder, this complimentary process results in a personalized Retirement Assessment answering three critical questions:

1. Are you on track for retirement?
2. How can your tax bill be reduced?
3. How can your investments be improved?

Click here to view a sample Retirement Assessment [PDF].

If you have any questions, please reply to this email or call our office at **(858) 345-1197**.

STEP 1: 24-Hour Reminder

(Sent automatically via Acuity Scheduling)

Hi %first%,

Just a quick reminder that we will be calling you tomorrow, **%time%** at **%phone%** to answer your initial questions.

Because we only work with a select group of clients, we will also use this call to determine we have the right expertise to help with your situation.

Since most people aren't sure what questions to ask, the CFP® Board of Standards put together a list of 10 questions you should ask an advisor you are considering. Click here to review those questions.

Number four on their list is to ask, *"What is your approach to financial planning?"*

Click here to review our financial planning process and see exactly how we work with our clients after they decide to move forward and partner with us.

As you review these documents, please look for any questions you would like answered during our call.

If you need to reach me ahead of your appointment, please reply to this email or call our office at **(858) 345-1197.**

We are looking forward to talking to you tomorrow!

STEP 2: Scheduling Email

(Sent manually via TextExpander)

Note: Our workflow prompts us to manually send a follow up email after the 15-min phone call. We do not automate it through Acuity because not every phone call is a good fit. If they aren't a good fit, we have several templates to choose from to help get them in the right direction.

Hi [PROSPECT],

It was great talking to you [TIME OF DAY]. Thank you again for scheduling a call with me and considering our firm.

As mentioned, the next step in our **Retirement Checkup Process™** is a team meeting in our office. The purpose of this meeting is to get perfectly clear on your retirement goals and concerns.

Our conversation during this meeting, along with the documents you provide, will guide our analysis and result in answers to the three critical questions: **1.)** Are you on track to reach your long-term goals (e.g. retirement, or work-optional)? **2.)** How can your tax bill be reduced? **3.)** How can your investments be improved?

You can view our calendar and quickly schedule your meeting here: Click Here to Schedule Office Meeting

At least three business days prior to your scheduled meeting, please send us the following documents so we can make the best use of our time together:

1. Retirement Plan Statements (i.e. IRA, 401(k), 403(b), 457,etc.)
2. All Other Investment Account Statements
3. Complete Copy of Your Most Recent Tax Return
4. Each Spouse to Take our Risk Questionnaire: Click Here to Answer the Questions

You can safely and securely upload your documents here: www.definefinancial.com/upload

If you have any questions or concerns, please do not hesitate to contact me. We look forward to meeting you soon!

STEP 2: Confirmation Email

(Sent automatically via Acuity Scheduling)

Hi %first%,

I really enjoyed our phone conversation and look forward to meeting you in person on **%time%** at **12526 High Bluff Dr, Suite 238, San Diego, CA 92130.**

To make the best use of our time together, please send the following documents at least three days prior to our meeting:

1. Retirement Plan Statements (i.e. IRA, 401(k), 403(b), 457,etc.)
2. All Other Investment Account Statements
3. Complete Copy of Your Most Recent Tax Return
4. Each Spouse to Take our Risk Questionnaire: Click Here to Answer the Questions

You can safely and securely upload your documents here: www.definefinancial.com/upload.

If you need more time to collect your documents, please click here to reschedule your appointment.

As a reminder, **the purpose of this meeting is to get perfectly clear on your financial goals and concerns**. Our conversation during this meeting, along with the documents above, will guide our analysis and result in answers to the three critical questions we discussed.

Lastly, if you have any questions or concerns ahead of your meeting on **%time%**, please reply to this email or call our office at **(858) 345-1197**.

STEP 2: 7-Day Reminder

(Sent automatically via Acuity Scheduling)

Hello %first%,

This is a one-week reminder for your meeting with Define Financial on **%time% at 12526 High Bluff Dr, Suite 238, San Diego, CA 92130.**

If you have already sent us your documents, thank you!

If you still have documents to send us, please send them at least three days ahead of our meeting so we have time to prepare.

For your convenience, here is the document list:

1. Retirement Plan Statements (i.e. IRA, 401(k), 403(b), 457,etc.)
2. All Other Investment Account Statements
3. Complete Copy of Your Most Recent Tax Return
4. Each Spouse to Take our Risk Questionnaire: Click Here to Answer the Questions

You can safely and securely upload your documents here: www.definefinancial.com/upload.

If you need more time to collect your documents, no problem! Please click here to reschedule your appointment.

As a reminder, **the purpose of this meeting is to get perfectly clear on your financial goals and concerns.** Our conversation during this meeting, along with the documents above, will guide our analysis and result in answers to the three critical questions we discussed.

If you have any questions or concerns ahead of your meeting on **%time%**, please reply to this email or call our office at **(858) 345-1197**.

STEP 2: 24-Hour Reminder

(Sent automatically via Acuity Scheduling)

Hello %first%,

Your meeting with Define Financial is right around the corner! We are looking forward to seeing you in our office on **%time%** at **12526 High Bluff Dr, Suite 238, San Diego, CA 92130.**

If you have any questions or concerns ahead of your appointment, please reply to this email or call our office at **(858) 345-1197**.

STEP 2: Meeting Follow Up Email

(Sent manually via TextExpander)

Hi [PROSPECT],

Thank you for giving us an hour of your time yesterday. We enjoyed learning more about you and why you're seeking financial advice.

Over the next couple of weeks, we'll be taking everything that we have gathered to build your Retirement Assessment.

As a reminder, the purpose of our Retirement Checkup Process™ is to **help you make an informed decision about working with our firm**. We want you to know exactly how we can help before you pay us a single dollar.

If you think of anything else that you would like to share with us before our next meeting on [DATE OF MEETING], please send me an email or contact our office at **(858) 345-1197**.

STEP 4: Confirmation Email

(Sent automatically via Acuity Scheduling)

Note: The Step 4 meeting is scheduled during our previous office meeting (Step 2). We have Acuity open during the meeting and ask them to pick a time before they leave.

Hi %first%,

Your meeting is confirmed for **%time%** at **12526 High Bluff Dr, Suite 238, San Diego, CA 92130.**

During this meeting, we will present your completed assessment and share our findings and recommendations with you.

If we requested additional documents, please be sure to send them to us ASAP so we have time to build them into our analysis. You can safely and securely upload your document(s) here: www.definefinancial.com/upload

If you need to change your meeting date or time, please click here to reschedule your appointment.

As a reminder, at the end of this meeting we will simply ask you to take our analysis home and digest the information we discussed. We will follow up within a few days to see if you have any questions. There is never a hard sell or pressure to say yes.

If you have any questions or concerns ahead of your meeting on **%time%**, please reply to this email or call our office at **(858) 345-1197**.

STEP 4: 7-Day Reminder

(Sent automatically via Acuity Scheduling)

Hi %first%,

We're looking forward to our upcoming meeting on **%time%.** As a reminder, our office address is **12526 High Bluff Dr, Suite 238, San Diego, CA 92130.**

While we put the finishing touches on your Retirement Assessment, we encourage you to review the following Q&A we put together for potential clients who are evaluating our firm and others:

Questions We Think You Should Be Asking

If you have any questions or concerns ahead of your appointment, please reply to this email or call our office at **(858) 345-1197**.

STEP 4: 24-Hour Reminder

(Sent automatically via Acuity Scheduling)

Hi %first%,

Your meeting with Define Financial is right around the corner! We are looking forward to seeing you in our office on **%time%** at **12526 High Bluff Dr, Suite 238, San Diego, CA 92130.**

If you have any questions or concerns ahead of your appointment, please reply to this email or call our office at **(858) 345-1197**.

STEP 4: Meeting Follow Up

(Sent manually via TextExpander)

Hi [PROSPECT],

Thank you again for taking the time to go through our Retirement Checkup Process™.

We enjoyed getting to know you and hope we get the opportunity to create an ongoing, long-term relationship. I'm confident we would work really well together to **reduce your tax obligations, invest smarter, and create a successful retirement plan.**

As a reminder, we are looking for long-term client relationships, not a quick transaction. It's important that you take as much time as needed to decide if you would like to move forward with our firm.

To help you in your evaluation, consider answering these questions:

1. Do I like, trust, and respect the Define Financial team?
2. Do the benefits outweigh the cost?
3. Do I understand and agree with their investment approach?
4. Do their financial planning recommendations make sense?

I will follow up with you next week to check in and see if you have any questions. In the meantime, please do not hesitate to reach out if there is anything we can help clarify or answer.

STEP 4: Final Check-In

(Sent manually via TextExpander)

Hi [PROSPECT],

I just left you a voicemail and wanted to follow up with a short email.

As promised, I'm checking in to see if you have had a chance to digest and discuss everything you learned through our Retirement Checkup Process™.

If you are ready to move forward with my firm, the next step is a short phone call to kick things off and review the onboarding process.

If you need more time, have additional questions, or decided we aren't the right fit for you, please reply to this email or call our office and let us know.

In an effort to not be a pest, I will refrain from reaching out again until I hear from you.

Thank you again for considering Define Financial!