

Contents

Acknowledgments	ix
Part I The State of the Advice Industry and Your Opportunities	1
Introduction	3
Chapter 1 The Value of Advice	11
Part II Investment Counsel Advice for Life	29
Chapter 2 How to Develop a Compelling Investment Philosophy	31
Chapter 3 Creating a Defined, Effective Investment Process	55
Chapter 4 Setting Goals: What <i>Really</i> Matters?	63
Chapter 5 Defining Risk	97
Chapter 6 Diversification	117
Chapter 7 Alternative Investments	131
Part III Wealth-Management Advice for Life	149
Chapter 8 Managing Dreams and Fears	151

viii Contents

Chapter 9	You Can Help Clients Grow	161
Chapter 10	All in the Family and Keeping It That Way	171
Chapter 11	Money for Life	189
Part IV	Building Your Advisor for Life Practice	207
Chapter 12	What Is Your Value?	209
Chapter 13	How to Price Your Unique Value	231
Chapter 14	The Advisor-Client Tango	241
Chapter 15	Driving Referrals	263
Chapter 16	Selling Yourself	277
Chapter 17	Valuing the Advisor for Life Practice	293
Chapter 18	Taking Care of Number One	303
Appendix A	Practice Analysis	323
Appendix B	Investment Policy Statement	345
Appendix C	Top 20 Client Analysis	355
About the Author		357
About the Contributors		359
Index		363