Ideal Client Persona Builder.

Use this template to create an investor persona using the data from your book of business. Think about a group of clients that you want to replicate and complete the inputs on the front page to summarize their demographics, motivations, financial knowledge/attitude, interests, and communication preferences. On the back, use your ideal client inputs to map out how your ideal client will inform your approach to planning, investments, client service, and business development to take a client-centric approach to service, retention, and growth.

START HERE

1 → 2 → 3 → 4 → 5

1 Demographics

Age / Life Stage

Gender

Marital Status

Profession

Employer

Investable Assets

2 Motivations

Primary challenges/needs

What is financial success?

Makes decisions easily?	
Interested in details?	

3 Financial Knowledge/Attitude

Type of investor profile

Validator	
Delegator	
Family Steward	
Maven	

What is their attitude toward investing?
(long/short-term, goals/performance-based?)

Where do they get financial information?
(friends, family, TV/radio, advisor, etc.)

What is their demeanor about finances?
(collaborative, seeking support, too busy)

4 Interests

How do they spend time?

With whom do they spend time?

Do they belong to any social clubs/groups?

What are their hobbies?

5 Communications

How often do they want communication?

Preferred method of communications?

How and how often do they want to meet?

Do they enjoy catching up or want to get down to business?

Ideal Client Persona Builder.

Persona name:

YOUR PERSONA-CENTRIC APPROACH: 6 · 7 · 8

	Client Service Model	Planning/Investments	Business Development
An image of your ideal client persona **Not sure? Click on the category below for a list of processes, technologies, and deliverables to consider**			
Processes			
Technologies			
Deliverables			

Ideal Client Persona Builder.

Use this template to create an investor persona using the data from your book of business. Think about a group of clients that you want to replicate and complete the inputs on the front page to summarize their demographics, motivations, financial knowledge/attitude, interests, and communication preferences. On the back, use your ideal client inputs to map out how your ideal client will inform your approach to planning, investments, client service, and business development to take a client-centric approach to service, retention, and growth.

1 Demographics

Demographics
Age / Life Stage
40's to early '50s
Gender
Male
Marital Status
Married - Spouse works
Profession
Contractor/Business owner
Employer
Self
Investable Assets
$750K but Larger Net Worth in Business

2 Motivations

Primary challenges/needs

- *Funding Retirement a priority - shorter work life*
- *College planning*
- *Aging parents*
- *Large cash reserves for business - health line of credit*
- *Benefits for employees*
- *Disability ins. review*
- *Estate plan update*
- *Business Valuation?*

What is financial success?

- *Freedom from being on call*
- *Enjoy lake home*
- *Customers' are in good hands*
- *Employees are like family*
- *Ability to "pass" kids the business*

Makes decisions easily?	*Yes*
Interested in details?	Just the facts

3 Financial Knowledge/Attitude

Type of investor profile

Validator	
Delegator	
Family Steward	✓ *Family focused*
Maven	

What is their attitude toward investing?
(long/short-term, goals/performance-based?)

- *Long term investor*
- *Values advice*

Where do they get financial information?
(friends, family, TV/radio, advisor, etc.)

- *Radio*
- *Internet*
- *Financial Advisor commentary*

What is their demeanor about finances?
(collaborative, seeking support, too busy)

Delegator
Big Picture

4 Interests

How do they spend their time?

- *Lake home*
- *Active in community*
- *Like to do more but business is demanding*

With whom do they spend time?

- Family
- Various other contractors
- Workshop is near other contractors'
- Repeat customers

Do they belong to any social clubs/groups?

Communities based activities

What are their hobbies?

Left blank

5 Communications

How often do they want communication?

Semi annual check-ins and "when needed"

Preferred method of communications?

Texts/emails

How and how often do they want to meet?

- *Annual face to face*
- *not during traditional working hours*

Do they enjoy catching up or want to get down to business?

Time is money!

Ideal Client Persona Builder.

Persona name:
RANDY – Get his hands dirty
Contractor/Business Owner

YOUR CLIENT-CENTRIC APPROACH

6 · 7 · 8

	Client Service Model	Planning/Investments	Business Development
	Straight and to the point, Randy knows that time is money. He needs access to consolidated reporting, timely communication but don't go into the weeds. Communications is personal but to the point, phone/text-first. Six month check-ins including annual meeting, semi-annual calls. Monthly, not weekly market update	While traditional and comprehensive planning is important, step into planning in a modular way (like a contractor). Focus aggressively in retirement planning, disability and employee benefits. As a family steward, volatility is a concern. Less tax sensitive.	Connector and well known in the community - a good referral source - given the right opportunity. Events should be low key and not weekday evenings or lunches.
Processes and/or Technology Infrequent proactive use but Randy will need on-demand access to consolidated net-worth and account snapshots outside of business hours	• CRM field (e.g. client type) = "Randy" to trigger communications and workflows • Workflows and tech to digitally coordinate and complete modular planning in first year • Secure text messaging • E-vault for secure doc access • Electronic signature	• Modular planning – retirement and disability focused first • Visual vs spreadsheet • Goals-based vs. cash-flow based • Business owner/employee benefits partners • Retirement planning high priority, consider tech to support	• Website/social media content and brand speaks to "Randy" • Customized sales process and proposal • Strong follow-up process, that uses video, he's busy • Online scheduling tool • Advisory board
Deliverables Short to the point, and visual. Modular content with clear blueprint of plan.	• Firm branded website with aggregated accounts • "Randy" targeted client communications only • 24-hour response time • Casual meetings, mostly checking-in on him and his goals	• Visual and goals based vs. cash flow statement • Planning step-by-step visuals to "know where he is" in process • Progress to goals investment reporting • Business CPA coordination	• "Randy" targeted marketing communications that speaks to his needs and interests • "Randy" type events - BBQ, sporting clays etc. • Community involvement and support of relevant causes
Partnerships	• Health insurance • Employee benefit consultant	• Right-fit CPA and attorney • Disability insurance specialist	