



*How To Build a Residual*

# 6 FIGURE INCOME

Go From Insurance Agent to  
Investment Advisor Representative



# How To Build a Residual 6 Figure Income:

Go From Insurance Agent to Investment Advisor Representative



Since you've picked up this eBook, we'll assume you're an insurance agent, a new advisor, or have hit a plateau and are looking for a way to progress to that next level. Best intentions aside, you've probably realized that those who hit six figures or more in their business on a consistent basis, are doing something different – **following a different path** – than those who run themselves ragged with less payoff (both financially and psychologically). And you'd be right.

For the purposes of this eBook, we use a six-figure business as the first goal you'll achieve as an Investment Advisor because with the compensation model, most aim for at least ten million in total Assets Under Management. And if your fee is 1%, that means \$100,000 in income (more to come on this).

Of course, a six-figure business can mean anywhere from \$100,000 to \$999,999 and there's a huge difference between those two figures, but what we'll focus on is getting past that \$100K threshold and continuing to earn that year over year. From there, as you continue your efforts, your income has the potential to far exceed that baseline – in direct relation to the value you provide your clients. In this eBook, we'll dive into exactly what needs to happen for you to increase your chances of success in achieving this first milestone.






Of course, there might be other ways you could hit six figures in your business, but the way we'll outline, is in making the transition to an Investment Advisor. When you make this shift, you can bring in more high net-worth clients, provide comprehensive value that increases client loyalty, take advantage of the lifetime value of a client, and ultimately – grow your business to six-figure level, quicker and easier.

It's time for you to play a **bigger game!**

IMPORTANT DISCLAIMER: Results may vary based on a financial professional's skill level and competence.



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## Step 1: Make the Decision to Become an Advisor



Whenever you set out to achieve a big goal in life and business, one of the first things you must do is *make a decision*. A decision draws a line in the sand. The Latin root of DECIDE is DE-CAEDERE, which means to “cut off”. Once you decide, you cut off all other options. You can read all the books, watch all the videos, but until you decide you want to take on the role of financial advisor – it’ll be nearly impossible to achieve the success you’re looking for.

What prevents most agents from earning a consistent six-figure income is that the transactional salesperson mindset is so ingrained. But if you ever feel like you’re leaving “scraps on the table” after you sell your client a life insurance policy or annuity and collect your commission check, then you’re likely ready to get unstuck from this transaction-style business. By only having limited options to offer your clients, your business may not be providing the stable, six-figure income you’re hoping to achieve.

The key to earning a residual six-figure income, is to be able to charge a set fee for your services and have that income come in like clockwork. As your assets under management grow, so does your impact on your clients’ lives, which translates to an increase in residual income. But first, you have to implement the habits and processes of a trusted financial advisor.

### ACTION STEPS

**#1:** Read this blog post [5 Traits of the Most Successful Financial Advisors](#) and step into the mind of a six-figure advisor.

**#2:** Align yourself with an IMO that can walk you through how to put all these elements in place:

- Developing a written plan
- Establishing a marketing budget
- Conducting client meeting in an office rather than their home
- Hiring office staff
- Working with a coach that’s guided others to success

## Step 2: Acquire Proper Education, Certifications, and Licenses



You’re an insurance agent, so you already have your life insurance and health licenses and complete continuing education on an ongoing basis. But to become a financial advisor, additional certifications and licenses are required.

To charge a fee and regularly provide advice on securities, you'll need to pass your **Series 65: Uniform Investment Adviser Law Exam**. You're allowed 180 minutes to complete the exam. And as the name implies, the exam will cover the uniform laws for investment advisors across all 50 states. The main areas of focus are fiduciary responsibility, State Blue Sky laws, SEC regulations, the way investment vehicles work, and Know Your Customer.

For the Series exams, you don't need to be sponsored by a broker-dealer in order to take them. Yet unfortunately, many agents still let these tests stand in the way of them becoming an Investment Advisor where they would have greater potential of reaching more clients, earning more income, and achieving more freedom in their professional lives. **Don't let that be you.**



### TEST TAKING TIPS

- #1:** Focus your attention on the sections of the test that will have the greatest number of questions.
- #2:** Remember to answer the first questions in the section as those have been statistically shown to be less difficult with difficulty level increasing as you move through the section.
- #3:** Don't spend a ton of time memorizing formulas as test takers report only one to three questions requiring a calculator.
- #4:** Register for the exam, pay a nominal fee, file a U10 form. You'll have 120 days from then to take the test. If you don't pass, you'll have to wait 30 days to retest.

Be sure to take advantage of the study guides and classes available to help you prepare to take the Series 65, with one of the most popular being Kaplan's Series 65 live review and practice exams. Other options include: ExamFX or Robert Walker's book, *Pass the 65*.

### Step 3: Utilize Prospecting Programs and Tools



Now, even though you may have more credibility after passing your exams, none of it matters if you aren't consistently acquiring clients. Two of the most important aspects of running a successful investment advisory business are marketing and business-building. Meaning, you always need to be bringing in leads via your marketing AND using systems to cut back on what you do manually, which will help you scale your business.

Almost every financial professional we speak with says their biggest challenge is with prospecting. Just as you advise clients to diversify, **you should be diversifying the way you bring in leads.** You wouldn't put all your prospecting eggs in the LinkedIn basket, for example. You want to explore all options and then focus your efforts on the ones that provide the highest returns.

In addition to using prospecting programs that put you in front of high net-worth clients and produce leads on-demand, utilizing technology tools will reduce the amount of time you spend doing things manually. Not only that, tools help your clients get the best service, including:

- Proper asset allocation
- Ongoing communication
- Increased probability of long-term financial success

#### ACTION STEPS

**#1:** Enroll in multiple prospecting programs. Choose ones that offer a full range of services from finding qualified leads, delivering them directly to you, and providing the engaging content you need to convert them into clients.

**#2:** Implement technology tools in your business – ones that are simple to use, make client data collection easy, and help streamline your back-office so you can stay in front of prospects.

### Step 4: Leverage Artificial Intelligence



It wasn't too long ago that we had to fumble with a map because we didn't have the Google Maps app on our phones or only imagined telling a "robot" to play a song, read a recipe, or turn out the lights before we had Alexa. Back then, this was the stuff science fiction movies were made of. It's

now become part of our everyday life. So, it's no surprise that Artificial Intelligence (AI) can be used in your professional life as well.

Contrary to what some may believe, AI isn't replacing advisors but is helping them do their jobs with greater ease. And those who don't fight these technological advances but use them to their advantage, will get ahead faster.

As an investment advisor, you're responsible for managing clients' money – clients who put their trust in your advice. When you use AI in your new financial services practice, you're backed by algorithms that help determine the best portfolio mixes to minimize risk. Those who apply AI in their practice, will have an ally in personalizing risk profiles for clients and developing strategies that better meet clients' needs.



Without having to be an expert, you're able to be the face of the optimized returns your clients could enjoy.

## **ACTION STEPS**

**#1:** Learn about investment portfolio monitoring tools.

**#2:** Allow AI to serve as a personal assistant helping you with day-to-day tasks of running your business.

**#3:** Request the eBook "How to Leverage Artificial Intelligence to Grow and Redefine Your Business"

## **Step 5:** Help Clients Manage Cumulative Assets



Assets Under Management (AUM) is the total amount of a client's money a financial advisor has a fiduciary responsibility to monitor regularly. In other words, it's the total market value of the investments you handle on behalf of investors. Having a significant amount of clients' assets under management is important because your fee as a financial advisor is a percentage of your total AUM.

Switching your compensation model to fee-based from commission-based, means that if the DOL rule were to come back around, you'd be well-positioned because you receive ongoing level AUM fees as opposed to upfront commissions, and as a financial advisor are required to disclose conflicts of interest.

As an investment advisor, you're able to offer your clients a full-range of products and solutions so that you can become their go-to financial professional for their entire financial life.

With this operating model, financial professionals have reported having more satisfaction in the service they are providing to their clients. They become a "command central", making sure everything is running smoothly.

## **ACTION STEPS**

**#1:** Use software programs that allow you to see the big picture of a client's financial life and provide more holistic advice. Let the programs determine for you how the different pieces of the puzzle fit together and identify what could be missing. Then perform ongoing reviews and analysis as their situation inevitably changes. A program like this keeps drawing clients back again and again for your guidance and expertise.

**#2:** Build strong, long-term relationships with your clients. This is the hallmark of the investment advisor business model. When you first consider bringing someone new on, do your client profiling – you won't be working with anybody and everybody.

Once you've acquired a client, keep communication flowing between the two of you, ask the right questions, and be able to identify client triggers. You won't be making a sale and then moving on, never to speak to them again. So, investing time in creating a stellar client experience should be paramount and will likely lead to referrals and continued business in the future.

## **What To Do Next**



Being part of this six-figure club means no more losing sleep worrying over where your next sale is coming from. There'll be no more losing that "sure sale" when a client's advisor gets involved because you'll already be providing comprehensive value to your clients. And if building equity and value in your business matters to you, as we're certain it does, down the road you can sell it at a profit and leave a legacy for your family.



But this guide is just the starting point on your journey to generating a six-figure residual income from your financial services practice.

Marshall Goldsmith **says it well** –

“ *What got you here, won't get you there.* ”

You can't just read the eBook; you have to use it and the resources to start mapping out your plan to achieve your six-figure financial goals over the next two years.

And if you want a *complete program* that will help you implement what we've outlined in this eBook, so that you don't become overwhelmed and slip into inaction, be sure to contact Partners Advantage to walk you through each step in the Direct Path to success. We'll give you the game plan, additional resources, and coaching to help your business evolve. You can begin playing a bigger game RIGHT NOW.

To learn more, call **888-251-5525 | Ext 555** or **[register here](#)** for the upcoming live meeting, exclusively for elite agents and professional advisors.

To **elevating** and **innovating** within your business,

The Team at **Partners Advantage**





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