



Example Email Templates

Below are a few templates we've curated to help introduce the Risk Number® to your client or prospect. Feel free to copy and paste them directly or use them as a starting point and edit to add your own personality and flair. Let them know they can complete it right now. I mean, we all have a few minutes to spare, right?"

SAMPLE EMAIL 1

Hi {CLIENT NAME},

We recently partnered with Riskalyze, a company that quantifies your risk tolerance as an investor in a new, fun, and intriguing way that is built on decades of academic research. It introduces the concept of a Risk Number, which we will discuss at our next appointment.

To help prepare for our upcoming meeting, please follow the link below and answer a few brief questions by {DATE}. It should take about 5 minutes.

Before our next meeting, I'll review the risk in your current portfolio and your Risk Number from this questionnaire. This analysis will give me a lot of great insights on how to best serve your investment needs. I'm excited about the possibilities and I think you will be too!

{INSERT QUESTIONNAIRE LINK}

SAMPLE EMAIL 2

Hi {CLIENT NAME},

We've recently partnered with Riskalyze, a company that quantifies your risk tolerance as an investor in a unique and innovative way that is built on decades of academic research. They translate your risk tolerance into a Risk Number that gives us a way of comparing how your risk tolerance compares to the risk in your investment portfolio—I think you'll find it intriguing! There is a link below with a few brief questions, which should take about 5 minutes. I'd love to have you fill it out by {DATE} to help us as we evaluate your long-term goals and needs. This is the first step that we're taking behind the scenes to ensure you're invested correctly or set up to meet your long-term goals.

{INSERT QUESTIONNAIRE LINK}

Pro Tip: Many advisors choose to insert a link to the Riskalyze Client Facing video (<https://player.vimeo.com/video/188361232>) as well to easily add additional context to the Risk Number.

SAMPLE EMAIL 3

Hi Client,

Riskalyze is a software we recently started using at our firm that quantifies the risk of each person. It's a great tool—I think you'll like it. It'll introduce you to this concept of the Risk Number, in our next meeting, which I think will be as much benefit to you as it has been to me. It's grown my understanding of risk and how it's viewed by many people. I know it can help you, too.

It shouldn't take more than 5 minutes. Can you click on the link and answer a few questions for our meeting coming up on {DATE}? It'll help lay the foundation for our discussion and future goals we'll set. If you have any questions on it, don't hesitate to ask.

{INSERT QUESTIONNAIRE LINK}

SAMPLE EMAIL 4

Hi Client,

You know this already, but with me being such a visual person, I'm always looking for the best way of looking at concepts like risk and return. I think I've found it. It's called Riskalyze.

Riskalyze is a company that quantifies the risk tolerance of each investor in a fun and creative way (it's also built on decades of academic research). I think you'll find it intriguing and it only takes a few minutes.

Could you click on the link below and fill it out by {DATE} for our upcoming meeting? It'll set some of the discussion points for your long-term goals and needs. Don't worry—we'll have plenty to discuss but it'll help me get a better understanding of what areas we should explore.

{INSERT QUESTIONNAIRE LINK}

Need some more inspiration? Check out the [Prospecting Playbook](#) in our Knowledge Base.

Ideal Client Persona Builder



The Ideal Client Persona Builder template is helpful when your firm is trying to identify the investors with whom your firm has the best fit. This can be done before serving a new prospect persona or to determine similar characteristics of your top clients. It is helpful to think about a group of clients 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

Demographics	Motivations		Financial Knowledge/Attitude		Interests	Communications
Age / Life Stage	Primary challenges/needs		Career Stage		How do they spend time?	How often do they want communication?
			Exploration	Entry to mid-level with minor responsibilities.		
			Mid-Career	Stability, specific skill set has been developed.		
Gender			Late-Career	Less advancement with minimal job changes.		
			Retirement	Not working, or in a part-time role.		
	What is financial success?					
Marital Status			Where do they get financial information? (friends, family, TV/radio, advisor, etc.)		Do they belong to any social clubs/groups?	How and how often do they want to meet?
Profession						
			What is their demeanor about finances? (collaborative, seeking support, too busy)		What are their hobbies?	Do they enjoy catching up or want to get down to business?
Employer						
Investable Assets	Makes decisions easily?					
	Interested in details?					

Ideal Client Persona Builder

Persona Name:

6

7

8

An image of your ideal client persona:

	Client Service Model	Planning/Investments	Business Development
Processes			
Technologies			
Deliverables			



Marketing Activation Checklist

Use this checklist to ensure you have what you need for marketing success.

Marketing Plan	Strategy	Tactics	Collateral
<ul style="list-style-type: none">• We have a formal marketing plan• The plan has been communicated and has buy-in across the organization.• Our plan supports our business vision and goals.	<ul style="list-style-type: none">• It is realistic to reach our marketing and/or business goals with this strategy.• Our strategy is aligned to our target audiences' preferences and behavior.• We have (or have found) the strengths, resources, and capabilities to do this well.	<ul style="list-style-type: none">• Every tactic has an owner.• Our tactics are aligned to our audiences' preferences and behaviors.• We have (or have found) the strengths, resources, and capabilities to do this well.	<ul style="list-style-type: none">• We have the capabilities to build the collateral (copy and design assets) needed or have found a partner to help.• All collateral includes a clear and compelling call to action (CTA).• The content is focused on our audiences' needs.
Promotion	Execution	Metrics	Need help?
<ul style="list-style-type: none">• We have identified the right channels to reach our target audience.• We have a content calendar or plan to deliver content consistently.• Our content is high-quality and engaging to our target audience	<ul style="list-style-type: none">• We have broken our goals into smaller tasks, we know what we need to do this week, month, and quarter.• Every strategy and tactic has an owner.• We have the time, resources, capabilities, and commitment to execute the plan or have found a partner to help.	<ul style="list-style-type: none">• We have identified key performance indicators (KPIs) for each strategy.• We have the data and ability to report on these KPIs.• We review (or will review) these at least quarterly and adjust as needed	<ul style="list-style-type: none">• Find a marketing partner like Snappy Kraken, FMG Suite, or another provider focused on wealth management marketing.• Visit riskalyze.com/blog and riskalyze.com/resources for a list of various marketing resources and topics for your firm.



Referral Scorecard

How referable are you? Studies show that up to 80% of new business for wealth management firms comes from referrals. Use this scorecard to discover how to increase your firm's client acquisition process via referrals.

	YES	NO	IF "NO"...
Is your business driven by processes, including having a plan to get and convert referrals?	<input type="checkbox"/>	<input type="checkbox"/>	Being process-driven is the #1 referability habit. The first step here is to build your referral plan.
Do you specialize in an ideal client or technical area?	<input type="checkbox"/>	<input type="checkbox"/>	Develop an ideal client persona toolkit.
Do you talk about your ideal clients, their needs, and the unique value you can provide with your staff, centers of influence (COIs), and clients?	<input type="checkbox"/>	<input type="checkbox"/>	Identify conversations where you can introduce your firm's unique value prop and expertise. Could you include a referral reminder in post-client meeting follow up communications?
Are you getting referrals from COIs?	<input type="checkbox"/>	<input type="checkbox"/>	Make a list of local COIs that you have an established relationship with, and educate them about the range and nature of your firm's capabilities.
Do you tell clients and COIs how you prefer to be introduced?	<input type="checkbox"/>	<input type="checkbox"/>	How easy is it for someone to refer business to you? Sharing your contact information and responding within 24-hours is a best practice for maintaining referral relationships.
Do you close 75% or more of referrals received?	<input type="checkbox"/>	<input type="checkbox"/>	Identify where the disconnect is with the referrals. Is it an opportunity to add a new service? Are the referrals simply poor fits with your current business?
Do you have a strong digital footprint (e.g. website, SEO, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	Search yourself on Google; what comes up? Ensure your website, social profiles, and SEO speak to your strengths and make it easy to connect.
Are you happy with the amount and type of referral you are getting?	<input type="checkbox"/>	<input type="checkbox"/>	Connect with COIs, build out an internal Referral Program, and ask current clients for referrals.

NAME:

DATE:

Activating Your Referral Plan

Many advisory firms want more referrals but few have a plan to get them. Use this worksheet to outline your referral strategy and tactics. Share with you team, track and follow your process.

TO DO	OWNER / PARTICIPANTS	DUE DATE	COMPLETE
Address all “nos” on you Referability Scorecard			
Define and formalize your referral strategy and process:			
Complete and share your referral plan with your team			
Define and capture advocates in your CRM (i.e. create a reportable field or tag)			
Create necessary content and workflows (i.e. follow-up templates, an introduction landing page, etc.)			
Gain confidence planting referral requests.			
Define your referral request.			
Practice planting referral requests daily for a month			
Add “make referral request” to all client and COI agendas			
Set clear referral goals (activities and outcomes), and track and report your progress on a regular cadence (i.e. weekly team meeting)			



Staff Onboarding Guide

If people are the greatest driver of capacity, make the most of your investment by setting new hires up for success starting on day one. Be clear on your expectations of them, and what they can expect from you as their employer, manager, and leader.

Focus Areas	Success is...	Milestones
Before start date	Set-up for success <ul style="list-style-type: none">· Hardware· Software· Check-in, questions?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
1st week	People and firm <ul style="list-style-type: none">· Co-workers· Clients· Partners	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
1st month	Their job <ul style="list-style-type: none">· Responsibilities· Processes· Technology	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
1st quarter	Expand expertise, skills, and independence	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6 months	Independence in role	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

[illegible]



Talent Strategy Planner

Your people (and their talents) are the greatest driver of capacity and often the largest expense. Use this worksheet to identify how people inform your current and future business, and where to spend time in your business to make the most of your human capital investment.

People & Culture How strongly do you agree with the statement below? <i>0-5, 5 is you strongly agree</i>	Current Rating	Desired Rating	Describe what your desired rating looks like in your business
We have the right people in the right seats, and alignment in attitude and effort.			

Business Model & Objectives				
Current business model	___ Solo	___ Small Firm (1-2 Advisors)	___ Scaling (3-99 Advisors)	___ Enterprise (100+ Advisors)
Desired business model	___ Solo	___ Small Firm	___ Scaling	___ Enterprise
Business objectives If more than one, rank in order of priority	___ Growth	___ Efficiency and scale	___ Balance / Lifestyle	___ Maximize value

Metrics						
	Profitability revenue – expenses / revenue	% of revenue invested in people	Revenue per advisor	Revenue per staff Including advisors and partners	# of clients per advisor	# of clients per staff
Current						
Targets						
Example Targets	25% - 35%	65% - 75%	\$600K - \$800K	\$300K - \$400K	<150 outsourcing <100 not outsourcing	<60, average is ~35

Talent Strategy Planner

Below are the core components of a strong talent strategy.

Resource Checklist		Notes
<input type="checkbox"/>	We have an organizational chart of our current team and the next three years or more.	
<input type="checkbox"/>	We have a compensation and incentive philosophy and plan. It is sustainable as we grow. We have communicated it and our staff understands it.	
<input type="checkbox"/>	We stress test our compensation plan annually.	
<input type="checkbox"/>	We have a defined hiring and interview process.	
<input type="checkbox"/>	We have defined onboarding and exit processes.	
<input type="checkbox"/>	All team members understand the firm's goals and objectives.	
<input type="checkbox"/>	All team members understand their goals and objectives.	
<input type="checkbox"/>	Everyone has a job description and/or understands their and each other's roles and responsibilities.	
<input type="checkbox"/>	We have a structure to communicate to the entire team.	
<input type="checkbox"/>	We have a schedule and structure for individual check-ins, performance, and compensation reviews.	
<input type="checkbox"/>	We provide development opportunities and defined career paths.	
<input type="checkbox"/>	We have a succession plan (if applicable).	



Value Messaging Framework

Use this two-page tool to plan, create, and organize your firm's value messaging. Once completed share with your team and use the **Value Messaging Activation Checklist** on the last page to implement and update your messaging for consistency.

1

YOUR IDEAL CLIENT(S)

2

THEIR NEEDS

YOUR SOLUTIONS

SO THAT...

Financial Needs:

Emotional Needs:

Expertise & Services:

Your Unique Values:

The Benefits:

3

SYNTHESIZE BULLETS INTO SENTENCE(S) TO CAPTURE THE MOST RELEVANT NEEDS, SOLUTIONS, AND BENEFITS



Value Messaging Framework

Build flexible value messaging, which you can expand and contract as needed while consistently highlighting the same key points.

4	YOUR VALUE MESSAGE		
	Merge your synthesized sentences together, for example: I/we specialize in [solution] for [ideal client] to [benefit/address need(s)] <u>OR</u> I/we help [ideal client] [benefit] by [solution].		
5	MESSAGING POINT #1: WHAT	MESSAGING POINT #2: WHY	MESSAGING POINT #3: HOW
6	EVIDENCE	EVIDENCE	EVIDENCE



Value Messaging Activation Checklist

After finishing your Value Messaging Framework, it's time to put your new messaging to work. Use this planning tool and checklist to ensure you are consistently communicating your value across your business.

TO UPDATE	NOTES		OWNER	STATUS
Website	Homepage			Not Started, In Progress, Complete.
	About Us			
	Services			
	Other pages			
Social Media Profiles	Corporate			
	Personal			
Marketing Content				
Your Team				
Professional Partners				
Clients				
Conversations				

Firm Owner: Workflow Readiness Assessment

Firm owners and leaders, complete this assessment to determine if your firm is ready to institute workflows for all repeatable processes. You ideally need the entire team's buy-in and alignment in order for workflows to be successful. If your results say you are not ready yet, you should now know what to look for before beginning this process. Request that your staff complete the **Staff: Workflow Readiness Assessment** on the next page.

ASSESSMENT	NO	MAYBE	YES	SCORE
We can commit to a 5-month implementation.	0	8	17	
We have buy-in and alignment from the firm on what our processes are/should be in support of our service model.	0	8	17	
We are open to coaching and willing, motivated, and resourced to take action.	0	8	17	
We have more than 2 employees (including myself), over 90 clients, or want to grow significantly over the next few years.	0	5	10	
We have a standard operating procedure, checklists, or other written documentation outlining the process.	0	5	10	
Our client service model is well supported by our operations.	0	5	10	
Am I (owner or senior leader) committed to adopting workflows myself to model desired behavior and adoption within the firm?	0	3	7	
Tasks are consistently captured and completed. Things do not fall through the cracks.	0	3	7	
We are committed and have the resources to review workflows on a regular cadence (at least annually) to ensure effectiveness and accuracy.	0	2	3	
We utilize a CRM or tech vendor that can mechanize workflows.	0	2	3	

TOTAL SCORE	READINESS
0-30	Not ready, work on SOPs
30-65	Somewhat ready
65-100	Ready

Staff: Workflow Readiness Assessment

Take the assessment to determine if your firm is ready and aligned to institute workflows for all repeatable processes. If your results say you are not ready yet, focus on the areas where you answered “no” to improve readiness . Complete one assessment per employee.

ASSESSMENT	NO	MAYBE	YES	SCORE
We can commit to a 5-month implementation.	0	9	17	
We have buy-in and alignment from the firm on what our processes are/should be in support of your service model?	0	9	17	
We are open to coaching and willing, motivated, and resourced to take action.	0	9	17	
We have more than 2 employees (including myself), over 90 clients, or want to grow significantly over the next few years.	0	5	10	
We have a standard operating procedure, checklists, or other written documentation for our processes.	0	5	10	
Our client service model is well supported by our operations	0	3	7	
Are you committed to adopting workflows yourself to model desired behavior and adoption within the firm?	0	3	7	
Tasks are consistently captured and completed. Things do not fall through the cracks.	0	2	3	
We are committed and have the resources to review workflows on a regular cadence (at least annually) to ensure effectiveness and accuracy.	0	2	3	
Do you feel overloaded with tasks and overweighed with responsibilities in your firm?	0	2	3	
Do you feel that you are in the right role with the right responsibilities based on your strengths and experience?	0	2	3	

TOTAL SCORE	READINESS
0-30	Not ready, work on SOPs
30-65	Somewhat ready
65-100	Ready