

THE REALITY

During the first investment discussion with your client, you need to demonstrate three facts:

1. In the long term, shares outperform all other mainstream investments and compound interest will make a significant difference to their final balance.
2. A well-diversified share portfolio is not risky, but it will be volatile.
3. No one truly knows what the market is going to do day to day, week to week, month to month or year to year.

— **Guy Munro Mankey**

North Sydney, New South Wales, Australia, 14-year member

FOCUS ON BUSINESS

Take time out from the business to focus on it. Ask yourself the following:

1. What did my business look like five years ago? Now write down in another column where you are today.

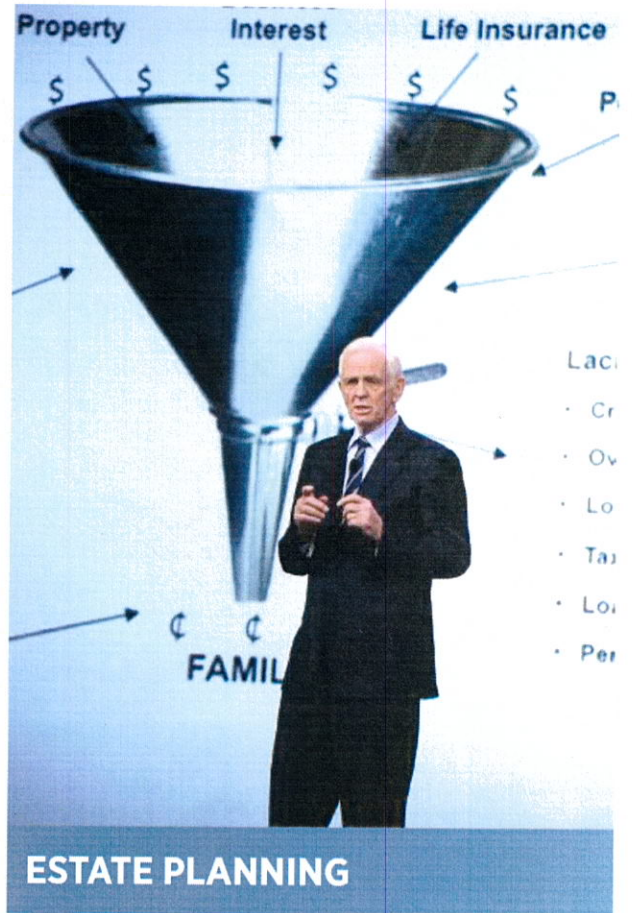


Realize how far you have come and start planning your future with a positive start. Now imagine what your business will look like in five years' time. Think of yourself as you wish to be, not as you are today.

2. If you were starting your business today, how would you do it? What is the client journey/experience? What literature would you be showing them? What is your website like? Who is your ideal client? What is your specialty or niche? Who would you have on your perfect team and what are their job roles?

— **David Braithwaite, Dip PFS**

Tonbridge, England, 8-year member



ESTATE PLANNING

When discussing estate planning with business owners, I always include two questions:

- Will your heirs inherit a gross estate or a net estate?
- If you had died yesterday, what amount of shrinkage would your estate have suffered?

The response to the first question about gross or net estate is usually, "What do you mean?" My brief response is that debt would be the difference between the two estates.

With the question about estate shrinkage, the usual response is, "I would need to think about that." I mention that its purpose was to help them identify how quickly their estate could shrink overnight because of their debt situation and lack of estate planning.

Your role is to ensure that at the business owner's death, by providing the life insurance to pay out creditors, their gross estate and net estate will always be one and the same.

Therefore, because of your efforts, a lifetime of work will never be wasted.

— **Russell Collins, Dip LI**

Elanora Heights, New South Wales, Australia, 44-year member