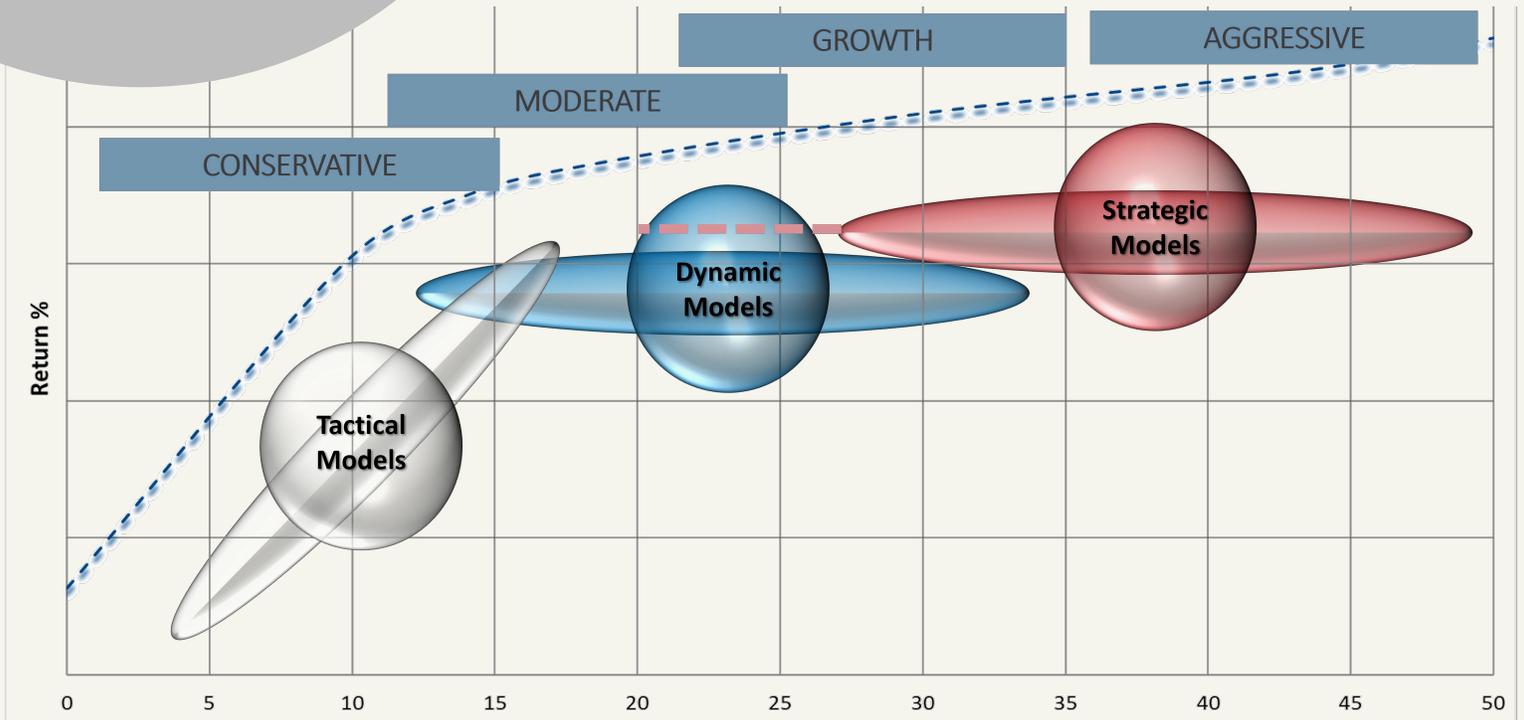


Adjusting your communication based on your clients' investment personality.



# Communication Strategies

## Conservative

Mostly “emotional”  
Afraid of losing money  
Does not like making mistakes  
Susceptible to hindsight & herding

KEY: Frequently communicating they are “ok”

## Moderate

Mostly “cognitive”  
Susceptible to hindsight  
Projects recent trends into future  
Fails to adapt to new information

KEY: Show them bigger picture DATA

## Growth

Mostly “cognitive”  
Seeks opinions that agree with their own  
Looks for similarities in markets & bases decisions on the same outcome  
Tends to be confident in own abilities

KEY: Provide data and ask “what if” questions

## Aggressive

Mostly “emotional”  
Tends to be confident in own abilities  
Often makes rash decisions  
Decisions often based on short-term vs. long-term benefits.

KEY: Allow some risky investments & frequently frame performance inside financial plan.