

Metrics for building a successful “she-business”

Analyzing your book today

Total # women clients

% of book

Total # Boomer clients (1946 – 1964)

Total # GenX women 50+

A closer look at Boomer women you serve

	Married	Divorced	Widowed	Single
#Boomer women				
Total Assets				
Avg AUM				
Estimated outside assets				
# who have a 401(k)/403(b)				
# who own an IRA				
# overfunded				
# constrained				
# underfunded				
Average tenure with you				
# lost over last 5 years				

Building a relationship with “her”

Questions to ask about your current business model

- How many women’s events do you hold each year? How well-attended are they? Are they generating leads? _____

- What woman-centric cause(s) do you support? _____

- How much of your charitable giving goes to women-focused efforts? _____

How much interaction do you have with women clients?

- How many wives attend meetings regularly with their husband?
- How many Qs are wives asking during meetings?
- How do you handle the situation when a husband says she doesn’t need to be involved?
- How do you handle the conversation when she can’t get a word in?
- How many phone calls do you get from women clients?
- How many women have sent recommendations/referrals your way?
- Over the last 5 years, how many clients have left? How many were women? How many were couples where you had no real relationship with her?
- Over the last 5 years, how many women prospects have you converted to clients? What share of wallet did they bring to you?
- On a scale of 1 – 5, how do you think your women clients would rate your relationship?

Plans for business success

12-month plans focusing on women

	Q1	Q2	Q3	Q4
Client appreciation				
Client education				
Prospect plans				
Community Outreach				

Send a survey to your women clients

Create a simple survey and send it to all your women clients. Use email and mail. Ask 5 – 10 questions about how they view your practice, what they find most valuable from you, and how you are helping them achieve their goals. Ask if they are comfortable talking about money, if they look forward to your time together, and other practice-specific input. Be open to their feedback and follow up with each about their input.

Create a 5-year plan

	Women clients retained	Asset growth	New women clients acquired	New assets
Year 1				
Year 2				
Year 3				
Year 4				
Year 5				