



INTRODUCTION: GET ACQUAINTED

1. Meeting Prep.

- (CRM) Review widow-client profile for name, deceased's name, DOD
- (CRM) GO/NO GO notes and Progress Check (Download these items and have them to refer to)
- Review this script
- Understand our process (have Financial Coaching Process flyer pre-loaded on your desktop to share)

“Failing to prepare is preparing to fail. “

John Wooden

2. Introductions.

- Names, including deceased spouse's name
- Acknowledge deceased spouse, appropriate comments
- Client is encouraged to involve others she trusts in her/his journey - family members, friends, or clergy. (“We don't want to replace the support you have; rather, we hope to enhance your support team”)
- Thank her for completing Progress Check (make sure you have reviewed it – it's a starting point to understanding her current situation, what she has been able to accomplish, or not)

3. Explain who you are.

- Volunteer with W4W since:
- Credentials:
- “I have worked with widows in my regular practice, and I look forward to working with you.”
- Do NOT refer to your broker-dealer/firm - it's irrelevant

4. Purpose of today's meeting.

- “Our goal is to help new widows manage the shock of early widowhood. It's a road few have traveled twice, so how are you supposed to know what do to? Not knowing can compound

your loss, and you certainly don't need that. Simply, I'm here to help you deal with the practical stuff that follows the loss of a spouse."

- "We're glad that you made this decision to seek help and that you're here today. Over the next few minutes, I would like to review our coaching process with you, talk more about your current situation, and address anything that's keeping you awake at night, your "hot topics."
- How's that sound? Any questions so far?"

5. Guidelines.

- "Every situation is unique, so I don't assume to know anything. If you are willing to work with me through our process, I am confident that I can help you navigate the uncertainties ahead. I'll guide you and educate you. I will help you take control of your financial wellness. Uncertainty will give way to certainty. You'll gain clarity and with that, confidence.
- I hope you will complete all coaching sessions, because it's important to avoid missed opportunities and costly mistakes. I'll help you do that. But, if you prefer to stop at any time during our engagement, you can do that. There is absolutely no obligation.
- I also like to mention that we'll work at your pace. Some want to get it all done in a few weeks; others simply need more time. If we have a meeting scheduled and you're having a bad day that day, we can reschedule. It's no problem. Okay?"

6. Our Process.

- (Share Screen: Financial Coaching Process) Walk through the process on your own or use script below:
 - "Starting today and as we proceed, I'll be asking questions to understand your current financial situation. We call this building a "financial snapshot." Today we'll also talk about your Hot Topics.
 - We use a three-pillar approach: Get Organized, Get Prioritized and Get Stabilized.
 - Our next session – Get Organized – will include such topics as your credit report, how do you pull it, what do you do once pulled, and how to place credit freezes. We'll also talk about getting organized, outstanding medical bills and helpful hints to keep you and your identity safe.
 - The following session is Get Prioritized. We will discuss high-priority items like benefits, cash flow, budgeting, how to simplify banking, and your investments.
 - Our last session is Get Stabilized. During this session we'll discuss asset ownership, your beneficiaries and legal documents, health and life insurance, and taxes.
 - Any questions about how we're going to proceed?"

7. Widow's Guidebook.

- Make sure the client has received it and has it with her/him.

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- Turn to Table of Contents. “You can see that the Table of Contents aligns with the process I just showed you. There is a lot of material here, but not all of it will pertain to you. So, we may jump around a bit to focus on those topics that are most relevant to you.”
 - “Please turn to page 25. Each Session covers a number of topics. At the end of each topic is a checklist, and this is very important. We will use these checklists to ensure the most important to-do items have been completed. You can and should check your progress as we work through the guidebook. Again, not all will apply, but our engagement is completed when we’ve addressed all of these items.”
 - “The guidebook is a handy reference as well with hints and tips, activities, and an appendix full of helpful resources.”

8. Expectations.

- “Our coaching is meant to be interactive. That means, that it is not just me telling you what to do! That’s no fun! We’re going to talk about what needs to be done and how to do it. You’re expected to then work on the things that need doing. The more you do, the better you’ll feel. You’ll gain a sense of accomplishment. As you progress through these items, you’ll gain confidence and a sense of financial wellbeing. We’ve seen it over and over. It works.
- If you stick with it, do the homework, dig in and ask questions, our coaching process is transformative. On the flip side, the coaching will have very little value if you just listen and don’t take action.
- Any questions? Okay, let’s get started.”

9. Hot Topics.

- If the concerns can be addressed in Session 1, great. Some may be postponed simply because they are topics that will naturally be addressed as part of our process. Let her/him know this. Many can be addressed while in the process of data gathering – asking questions to complete a financial snapshot of the client’s current financial situation.

10. Session 1 Deliverables.

- Address Hot Topics
- Develop financial snapshot of client’s current financial situation