

THE PERSONAL PROFILE INTERVIEW®

SAMPLE INTERVIEW QUESTIONS

Here are some sample questions we might use, but we're not limited to these! We can take the interview in any direction that tells your story in the most interesting way.

- How did you get started in the business? Tell us about your background.
- I notice that you were a (*CPA, mechanic, athlete, engineer*) before coming into this business. How did that prepare you to become a financial advisor?
- What is your philosophy of investing? How did you arrive at that approach?
- Which specific areas, if any, do you specialize in? Why have you chosen to specialize in that?
- What value do you see in working with a financial advisor in today's world where everyone has instant access to market and financial information?
- What do you do that distinguishes you from other financial professionals?
- You have all these letters and designations after your name, what do they mean?
- Tell us about your team. Why did you form a team? How do you all work together?
- What kinds of clients do you like to work with...and why?
- How do you market your services and find new clients?
- How do you handle referrals from new clients?
- How do you construct a financial plan for high net-worth clients?
- What do you think about international investing (*annuities, commodities, hedge funds, or any other specific area of the financial world you want to discuss.*)
- Are there any favorite moments you have had as a financial advisor?
- Millions of Baby Boomers are panicked about retirement...do you have any good news for them?
- Do you use asset allocation, alternative investments, etc., or other specific strategies to reduce risk?
- What would you do with new money today?
- Many investors will be taking income from their retirement plans...any advice for them?
- What's the value in working with a company like yours and with you in particular?
- What made you (*move to, settle in*) _____ current location?
- Do you work in the local community in any way?
- What are the best and worst parts about being a financial advisor?
- If you could look back ten years, what would you change about your business?
- What advice would you give someone who _____? (*describe a situation you deal with in your practice regularly, ie., retired today, inherited a million dollars, won PowerBall, sold their business.*)
- What do you think your clients would say about you if asked?
- The market has been _____ (*in free fall, up really big, flat*) lately. Any advice for clients in this environment.
- With inflation coming back and interest rates rising what do you recommend for reliable income?
- There has been a lot of press on _____ (*equity indexed annuities, hedge funds, tech stocks*) lately. Do you recommend these to your clients?
- I notice you do a lot of public seminars...why?
- What do you think about "Crypto-currencies" as an investment?