

CONTENTS

PREFACE ix

CHAPTER 1

The World of Financial Planning 1

Describes who is attracted to the field, the origins of financial planning, and recent trends in the industry

CHAPTER 2

Foundations of a Financial Planning Career 17

“Ten Must-Do’s” for structuring a successful financial planning business

CHAPTER 3

Developing a Client Management System 51

PIPRIM, a client management system that will help planners develop a comprehensive financial consulting practice

CHAPTER 4

The Spectrum of Financial Planning 93

An overview of the many disciplines in financial planning and strategies for overcoming client blind spots in each area

CHAPTER 5

Compliance and Legal Issues 157

How to comply with the many stringent laws affecting financial services

CHAPTER 6

Building the Practice Infrastructure 183

How to develop a business plan and the business infrastructure, including establishing a compensation model that represents the planner's practice philosophy

CHAPTER 7

Marketing Your Practice 215

Strategies to help your firm become recognized and well known

CHAPTER 8

The Art of Client Communication 245

Developing effective methods for communicating with clients

CHAPTER 9

Running an Integrated Practice 269

Three case studies incorporating the principles explained throughout the book

CHAPTER 10

Resources and Training 291

A discussion of professional groups, turnkey programs, software, books, and periodicals— including websites and telephone numbers

APPENDIX A 309

Certified Financial Planner Board of Standards
Code of Ethics and Professional Responsibility: Section I

APPENDIX B 323

Trends in Staffing and Compensation



CONTINUING-EDUCATION EXAM 327

for CFP Continuing-Education Credit and PACE Recertification Credit

INDEX 337