

LISA — LIVING THE FULL LIFE: NOW AND IN RETIREMENT

Do You See Her Among Clients and Prospects?

Lisa is a fictional person based on consumer research conducted by the **Alliance for Lifetime Income (ALI)**. Study results recommend shifting the end-goal of client conversations away from retirement planning to **financial security**. Start with what clients really care about, their deeply-held **values and emotions**, before discussing the **benefits and features** of your solution. For more, see **The New Client Conversation Guide** on page two. Use this client profile when you meet similar types of people in your life.

AMBITIOUS RISK TAKERS

CAUTIOUS PREPARERS

PURPOSEFUL PLANNERS

Financial Status:

Mass Affluent

Age: 57

Marital Status: Single/Divorced

Children: Carmen (27), Luis (26)

Assets: \$1.5 Million

- Diversified portfolio of equities, bonds and cash

AMBITIOUS RISK TAKERS

Financial Planning Personality Overview

- Have a strong desire to succeed
- Optimistic, confident, and ambitious — fully activated on the path to their next chapter
- Feel safe, secure, and proud of what they have achieved thus far
- Excited about what they will experience in retirement
- Open to guidance and new ideas



Lisa is an **"Ambitious Risk Taker,"** one of five personality types identified by ALI's research and available in the Investing Personality Quiz.

LISA'S STORY

"With eight years to retirement how can I best prepare for unexpected expenses and potential healthcare costs?"

Lisa is an energetic go-getter who values her work ethic and time with family and friends. Recently divorced, she enjoys being single, and hopes for the day that her adult children will bring her grandchildren.

A corporate VP, Lisa is a busy, high earner with a pension, 401(k), and stock options. She's always been a good saver and patiently takes moderate risks to grow her money over time.

While targeting age 65 for retirement, she sees herself working longer, but in a different job that offers more flexibility and aligns with her passions.

At 57, Lisa is looking forward to a more balanced life — doing things she loves — traveling, patronizing the theater, and socializing with family and friends.

Thinking ahead, she wants to maximize her savings while knowing she can cover day-to-day and unforeseen expenses, like potential healthcare costs in retirement. Lisa knows that a tax strategy is important and wants to be smart from that perspective too.

Alliance for Lifetime Income Research

- 71% of study participants followed the same emotional pathway about achieving Financial Security.
- Industry jargon, unique personalities, and unspoken client values and emotions get in the way of good communication and decision-making.
- Messages tailored to clients' unique personality types will result in more effective communication and deeper engagement.
- While we persuade through reason, **we motivate through emotion.**

TALKING WITH LISA [Ambitious Risk Taker]

Understanding Financial Security and the New Client Conversation Pathway

Don't be afraid to connect with clients on an emotional basis. Alliance research shows financial professionals can better engage with clients by showing them they understand where they're coming from — starting with what they value, tuning in to their emotions and then explaining what solutions best fit their needs.

PERSONAL VALUES	EMOTIONS	BENEFITS	FEATURES
What does Financial Security mean to you?	How do you feel about Financial Security?	Results they achieve	Solutions to help them gain Financial Security
<p>Consumers say:</p> <p>"I will be independent"</p> <p>"I will be free to live as I choose"</p> <p>"I will be secure"</p> <p>"I am successful"</p> <p>"I will enjoy my life"</p>	<p>Consumers feel:</p> <p>"Optimistic about my future"</p> <p>"Proud of what I've been able to achieve"</p> <p>"Excited about what I'll be able to experience"</p> <p>"Grateful I can maintain my lifestyle"</p> <p>"Relieved to be on track"</p>	<p>Consumers expect:</p> <p>"I will be able to maintain my retirement lifestyle, even if I live longer than I expected"</p> <p>"I will be prepared for adversity, including unforeseen healthcare expenses"</p> <p>"I will have a steady stream of income when I retire"</p>	<p>Consumer solutions:</p> <p>Income planning options that assure confidence in achieving hopes and dreams</p> <p>Protected products that support long-term care goals</p> <p>Products that balance some growth with moderate risk</p> <p>Draw-down strategies that offer tax benefits</p>

Meeting with Lisa

Consider structuring your meetings with Lisa by following the suggested Discovery Questions and Approach below.

SAMPLE DISCOVERY QUESTIONS*	THE APPROACH
<ol style="list-style-type: none"> 1. What are your top two financial planning goals as you move into retirement? 2. What's really important to you about living a full life in retirement? What does each day look like? 3. What special things do you dream of doing or buying in your retirement? 4. Have you thought about your family longevity and how you may address long-term care costs for yourself? 5. What are your thoughts about charitable giving after you've made sure you've taken care of your family? <p><small>*Excerpted from the ALI Investing Personality Quiz</small></p>	<ul style="list-style-type: none"> • Acknowledge her sophistication and confidence about what she's achieved financially. • Empower Lisa to transfer her success, ensuring a safe and secure retirement. • Inspire her with new ideas, concepts, and guidance. • Focus on the benefits of income planning. • Clarify the concept of protection and a "safe retirement." • Discuss preparedness for unforeseen healthcare expenses.

ALI Resources You Can Use Right Now

ALI's Financial Professional Resource Center offers you articles, presentations, tools, and guides.

- Over 40 FINRA-reviewed article reprints that can be customized for client use
- [ALI Investing Personality Quiz](#)
- 7 Persona Profiles (including this one)
- Presentations and handouts:
 1. [Building the Retirement You've Earned \(for clients\)](#)
 2. [The New Client Conversation: Financial Security and the Keys to Effective Decision-Making](#)
 3. [Three Keys to Income Planning and Answering, "What's next?" \(For clients\)](#)
- Tools: [Retirement Income Security Evaluation \(RISE\) Score®](#) and [Annuities Language Glossary for Consumers](#)

You can find these resources at:
resources.protectedincome.org