



MQ In Action

Integrating* Money Quotient into the XYFPN Tech Stack

James Hindes | June 2022

*Integrating in a not very technical sense

A Little Background

ENOW Financial

A fee-only, solo (hopefully not for long) RIA providing comprehensive financial planning to people under 55 that incorporates appreciative life planning to unearth the client's concerns, transitions and desired future.

Money Quotient

Money Quotient focuses on both the subjective and objective factors that either enhance or hinder financial satisfaction and quality of life. According to their underlying philosophy, an individual's "real" financial well-being (MQ) is comprised of two essential components: emotional intelligence (EQ) and financial knowledge (IQ).

Tools Mentioned Today



Wealthbox (part of the XYPN stack)



RightCapital (part of the XYPN stack)



Calendly

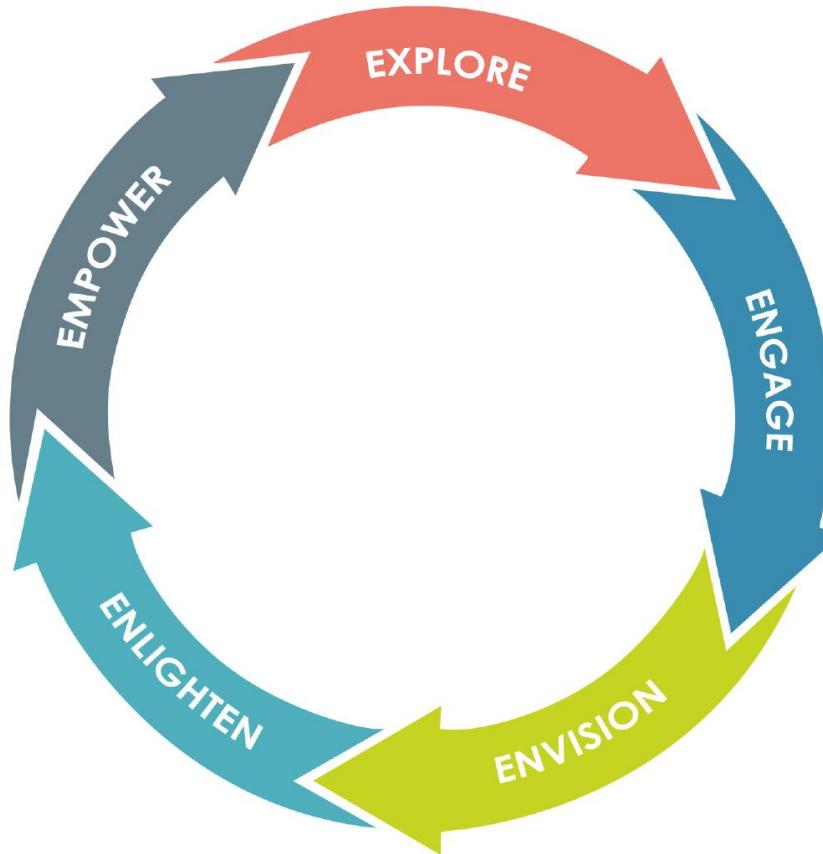


Pulse 360



Zapier

MQ True Wealth™ Process



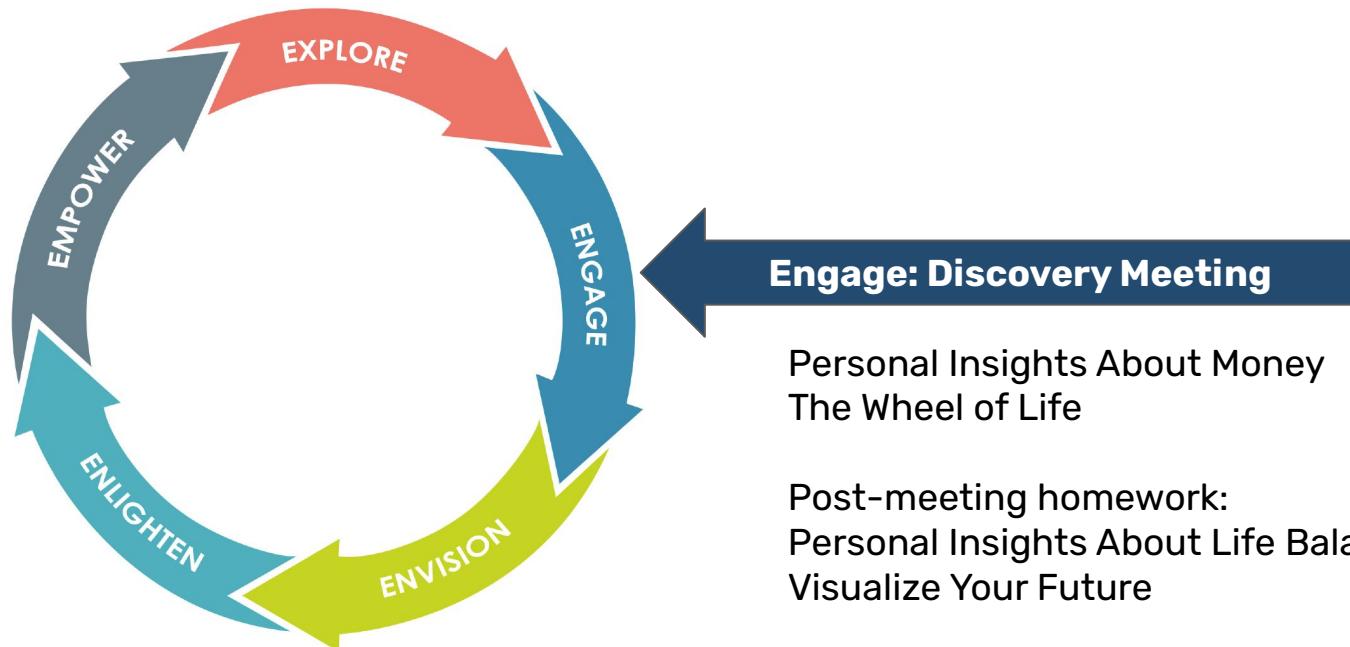
Objective

Capture the desired qualitative data from Money Quotient conversations:

- 1) Keep the client's "Keys to Your Financial Plan" visible, referenceable.
 - a) Vision, Values, Transitions, Concerns, Goals
- 2) Capture relevant qualitative data into client deliverables.

Context: A Single Meeting

MQ True Wealth™ Process



Map your client's journey to process and tools



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

Book Meeting
[Calendly]

Receive Prep Work
[email]

Learn
[email or web]

Complete Prep Work
[web forms]

Conversation
[Zoom]

Hands On Activities
[Zoom]

More Conversation
[Zoom]

Takeaways Conversation
[Zoom]

Next Steps
[Zoom]

Notes, Next Steps
[Email]

Step may have been completed by Advisor

Light reading about the MQ stage

Note: today is focused on the Money Quotient objectives in the process

Pre-Meeting Automations



Start workflow in Wealthbox CRM when invitee created in Calendly
Calendly + Wealthbox CRM



0.0 Relate WB Event to WB Client



Meeting parameters imported from Wealthbox via live integration

Pre-Meeting Activities



Assemble and Send the Agenda

In-Meeting Activities



Take notes

Post-Meeting Automations



Meeting notes, tasks, workflows exported to Wealthbox via live integration

Post-Meeting Activities (Manual)

Pulse: Capture Keys

Pulse: Capture Recommendations (incorporate Keys)

Pulse: Keys to PDF if appropriate

Post-Meeting Activities (manual)

Keys to Your Financial Plan -> RightCapital

Keys to Your Financial Plan -> Wealthbox

The Keys to Your Financial Plan -> RightCapital

Snapshot

Add Item >

Notes

What's the Money For?

I am rich in time that I can spend with people that I care about. I am not defined by my career or how much money I make, and am able to bring my authentic self to whatever I am doing with my time. The money is for making sure that I can feel secure to do that without depending on a spouse or becoming a burden to my family if my circumstances change.

17.5%

17.4%

Effective federal

This is a simple cut/paste of the client's "Vision" key into the top of RightCapital's snapshot page.

Notes

Ratios: S

This is one of my primary, ongoing deliverables, and it's great to have this everpresent reminder at the top of the page.

Historical Net worth - Last 12 months

Balance Sheet

The Keys to Your Financial Plan -> RightCapital

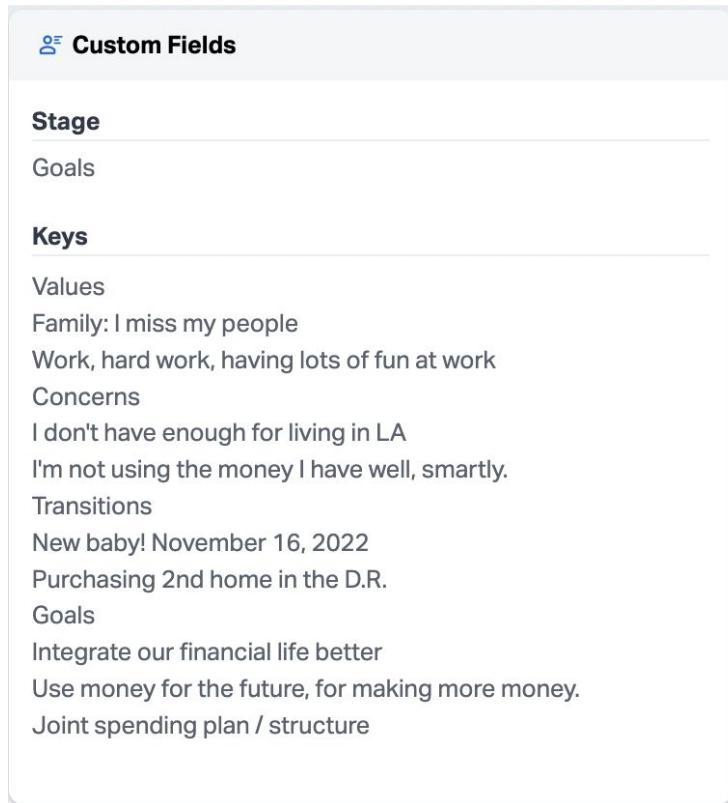
Current Tasks

Add Task >

Due Date	Assign to	Tasks
Future		
<input type="checkbox"/> 06/26/2022	James Hindes	<p>! Increase your 401(k) savings percentage</p> <p>...from 4% to 14%.</p> <p>Key Concern: I'm not using the money I have well, smartly.</p> <p>Expository / background text starts here.....</p>

This is a copy/paste from the Pulse 360 note into a Rightcapital task, with some quick formatting. Again, keeping the "Keys to Your Financial Plan" front and center.

The “Keys to Your Financial Plan” -> Wealthbox



The screenshot shows a contact record in Wealthbox. At the top, there is a header with a person icon and the text "Custom Fields". Below this, there are two main sections: "Stage" and "Keys". The "Stage" section contains the word "Goals". The "Keys" section contains the following text:

- Values
 - Family: I miss my people
 - Work, hard work, having lots of fun at work
- Concerns
 - I don't have enough for living in LA
 - I'm not using the money I have well, smartly.
- Transitions
 - New baby! November 16, 2022
 - Purchasing 2nd home in the D.R.
- Goals
 - Integrate our financial life better
 - Use money for the future, for making more money.
 - Joint spending plan / structure

The screenshot is from a contact record.

This is a one step cut/paste from the “Keys” document in pulse (copy document) into a single custom field in Wealthbox.

I recently migrated from five custom fields to one to optimize this step.

This provides me a quick checkpoint as I enter any client interaction.

Questions?