Discovery (KT/NCA) Appointment Script

1. INTRODUCTION & PURPOSE (5 mins)

- Greet and introduce the trainee (if present).
- Explain the mission: helping families get out of debt, save, and be properly protected.
- Mention this is an educational appointment, not a sales pitch.
- Use FORM (Family, Occupation, Recreation, Money and Motivation) to connect.

2. MISSION & DISCOVERY QUESTIONS (5 mins)

- Ask: 'What's important about money to you?'
- Explore family situations, debts, savings, goals, current insurance, retirement expectations.
- Listen and take notes. Don't rush.

3. FIN TOOL DISCOVERY (4 Key Numbers + Visual Plan) (15 mins)

- FIN (Financial Independence Number): Use the FIN tool to model the income goal, assumptions, and target number (3 mins)
- Monthly FIN: Show the monthly amount needed to reach the target using the FIN page bottom toolbar (3 mins)
- Fully Funded Amount: Show the lump sum needed today if no further monthly contributions are made (3 mins)
- IPN (Income Protection Number): Show the protection number beside the retirement plan so both risks are visible (6 mins)

4. EDUCATE ON CONCEPTS (Simplified)

- Rule of 72: How interest rate affects doubling time
- Theory of Decreasing Responsibility: Insurance needs go down over time while savings need to go up
- Funny Savings: Hidden traps in cash value insurance
- Buy Term & Invest the Difference: Smart strategy for protection and growth

5. WRAP-UP & NEXT STEP

- Summarize findings, the future of them being on track for the FIN and other goals
- Book a second appointment to review recommendations
- Invite them to the Free How Money Works Course / Register them
- Invite to learn about the business opportunity if appropriate
- Answer questions and thank them for their time

[INTRO][Field Training Appointment]

Hey ______ (Potential Clients Names), great meeting you today.

The reason for this appointment is to get ______ (trainee's name) name out, learn about what they will be doing, such as how we help our clients get out of debt faster, grow their investments, become financially free, and save money on their life insurance.

You most likely know people that ______ (trainee's name) doesn't know, and you may be able to send some referrals their way. If there's anything that we do that interests you in any way, we are here to help.

I'm gonna show you a couple of things. Feel free to ask questions. Any questions you ask, help ____ (trainee's name) learn. Any slides I show you, I'll email you, that way you can review it later as well, sound good? (WFA)

FORM (Family, Occupation, Recreation, Money motivation), ask lots of questions.

Our Mission is to create financially independent individuals and families. Before I jump into it, what's important about money to you? (WFA) Great, what else? (ask a few times and take notes of what they are saying)

Great. What does Financial Independence mean to you? (WFA)

Great, in your view, it's ________________________ (what they answered). For us Financial Independence is pretty much what you said, having enough money coming in every month without you having to work for it, period. Said another way, it's being able to pay all your bills every month without having to punch in at work in order to get paid.

[FIN number]

To reach Financial Independence, we need to calculate your Financial Independence Number and then see whether your current plan is on track.

Are you working with anyone like an advisor or the bank that has helped you calculate this number already? (WFA)

[If yes] Fantastic, not too many people get that done for them from our experience. What number did they tell you, and what assumptions did they use?

[If no] Perfect. The most important piece of information I can give you today is your Financial Independence Number, along with the strategy to reach it.

Let's have some fun. I want you to see how simple this is. Instead of making you do all the math manually on a calculator, we'll use the FIN tool so you can see the result instantly and test real-life scenarios.

Open the FIN page. How much money do you need coming in every month so that absolutely all of your regular bills are paid? (WFA) (4k, 3k, 6k, etc.)

Great, so the next question is, do you need that income every month or just once a year? (WFA) (They usually laugh and answer every month.) Perfect. The tool annualizes that income goal behind the scenes and calculates the pool of money needed to support it.

Now take note that this is a planning illustration. We can include assumptions such as growth rate, inflation, savings, other income, life events, and timeline, but the point is to understand the target and what needs to happen to get there.

Before we enter the timeline, when do you want to not have to work anymore, is it by the age of 95, 85, 75, 65, or earlier? (WFA) (They usually laugh and say 65, 60, or even 50.) And you are what age right now? (WFA)

Enter the monthly income goal, current age, target retirement age, any savings they already have, and what they are currently saving monthly.

Now we can choose a reasonable long-term growth assumption. I do not want to base your plan on the best recent return or a perfect year. I would rather use a reasonable planning assumption and then review it over time. Does that make sense? (WFA)

Behind the scenes, FIN is driven by a simple idea: the annual income you want divided by the assumed return needed to help produce it. For example, $4,000 a month is $48,000 a year. At 4%, that points to about $1,200,000. At 9%, that points to about $533,333. Which number are you closer to reaching, $533k or $1.2M? (WFA)

That is why the quality of the plan matters so much. Rate of return is one part of the picture, but it is not the whole answer. What matters is building a realistic plan, investing consistently, and making sound choices when markets are up or down, or when family, health, work, or income circumstances change. The return assumption still needs to be reasonable and reviewable.

If appropriate, show a real investment example, such as the AGF fund or other approved illustration, to explain history, risk, long-term performance, and why we are not using a bank savings-account assumption. The point is not to promise a return; the point is to show why the right investment vehicle matters.

The FIN tool now calculates your FIN automatically. The FIN number is the pool of money needed to support the monthly income goal you chose, based on the assumptions we entered.

Now look at the graph. The blue line is the Target Plan. That is what would need to happen to reach your goal. The orange line is Your Plan, based on what you are actually saving or have saved today. The question is simple: are those lines close, or is there a gap? (WFA)

If the orange line is below the blue line, there is a gap. We can solve that by increasing savings, improving the rate of return, adjusting the timeline, reducing the income goal, or including other income sources. If the orange line is close to or above the blue line, you may be on track based on these assumptions.

[Monthly FIN]

The bottom toolbar shows Monthly FIN. That is the estimated monthly amount needed to reach the target by the retirement age we entered.

How much do you think you need to put away monthly into investments so that you can reach that number? (WFA) (The usual answer is, "I don't know.")

Now compare that to the Monthly FIN number. How doable is that kind of investment in your future self? (WFA)

How much are you putting away right now into investments monthly? (WFA) ($200, $100, $0, etc.)

(If it is lower than the Monthly FIN) You are not off track forever. Based on this plan, you are short by about ______ per month. Now we can decide whether to increase the monthly amount, adjust the timeline, include other income, or improve the investment strategy.

(If it is the same or about the same as the Monthly FIN) Great, based on these assumptions, you are close to being on track as long as the money is invested in the right tools and reviewed regularly.

(If it is higher than the Monthly FIN) Perfect. That may give you choices: retire earlier, save less later, increase the income goal, or build a larger cushion.

How does that look? (WFA)

[Fully Funded Amount]

Let me show you one more concept. How much money do you think you would need today so that you would not have to add any more monthly contributions and could still reach your goal? (WFA)

The Fully Funded number shows the lump sum needed today, assuming no more monthly contributions, to still reach the target. If you already have savings, we enter them in Savings Now and the tool shows how much that helps.

How close are you to that number today? (WFA)

(If they have savings) Great, you have already started. Now it is a matter of optimizing those dollars so they grow effectively and efficiently toward your goals.

[Other Income, PAC Schedule, and Life Events]

Real life is not always one straight line, so the tool lets us make the plan more realistic.

If you expect CPP, OAS, GIS, a pension, rental income, or another income source, we can enter that under Other Income. That reduces how much income needs to come from investments.

If your savings will change over time, we can use PAC Schedule. For example, $200/month now, then $500/month later. The tool calculates those periods instead of pretending the same contribution happens forever.

If you expect a major life event, like an inheritance, house sale, debt payoff, car purchase, down payment, or care cost, we can enter that under Life Events so the graph reflects it.

Now that is pretty exciting, because instead of guessing, we can see the plan, test the assumptions, and decide what needs to change. (WFA)

[IPN - Income Protection Number]

The last number that I like to calculate for my clients is their IPN number or Income Protection Number. That's basically the amount of money you need to leave behind so that your loved ones are not buried in bills, mortgage payments and having a lower lifestyle than they are used to.

What's your understanding of what Life Insurance is for? (WFA)

There are really 3 problems that stop people from reaching their Financial Independence.

Problem number one is that they live a long life and outlive their money, in other words, they don't have enough savings to live on in retirement, whenever that is.

We just went through the strategy on how to resolve that problem, didn't we? (WFA)

The 2nd Problem is that they die too soon, and don't leave enough money behind. It's extremely affordable to have income protection in place. Do you have life insurance in place right now? (WFA)

How important would it be for you to leave some money behind should the unimaginable happen and you pass away? (WFA)

See, you can't just buy life insurance, you have to qualify for it.

How the life insurance process works is that we send in the request to the company with answers to medical questions, and with the initial deposit you are temporarily insured while you are going through the medical exams. Doing the medical tests reduces the cost of insurance. That deposit is held in place until everything is done and then applies to the first month once the policy is issued. So effectively it's like having insurance temporarily for 2 or 3 months, however long it takes to complete it, for the price of one month. You get the medical report that you can download and review, that information is private to you, and you can take that to your doctor for any review you might want to do in case it's not looking great. So essentially it's a free way for you to complete medical tests that you would normally have to pay if you went to your doctor and wanted such a detailed test done for you.

In the end, you have 3 options. When the policy is issued, you can accept it as is and the premium is applied to the first month. You can modify the coverage and benefits. Or you can cancel it altogether and get your deposit back, no questions asked. So no risk to you. Only benefits.

I recommend we apply and find out at what level you qualify and in the meantime, you will have coverage while you go through that process. We will have a couple of months to complete it and when it's done we'll do what you want to do, adjust it to meet your budget, etc, whatever needs to be done.

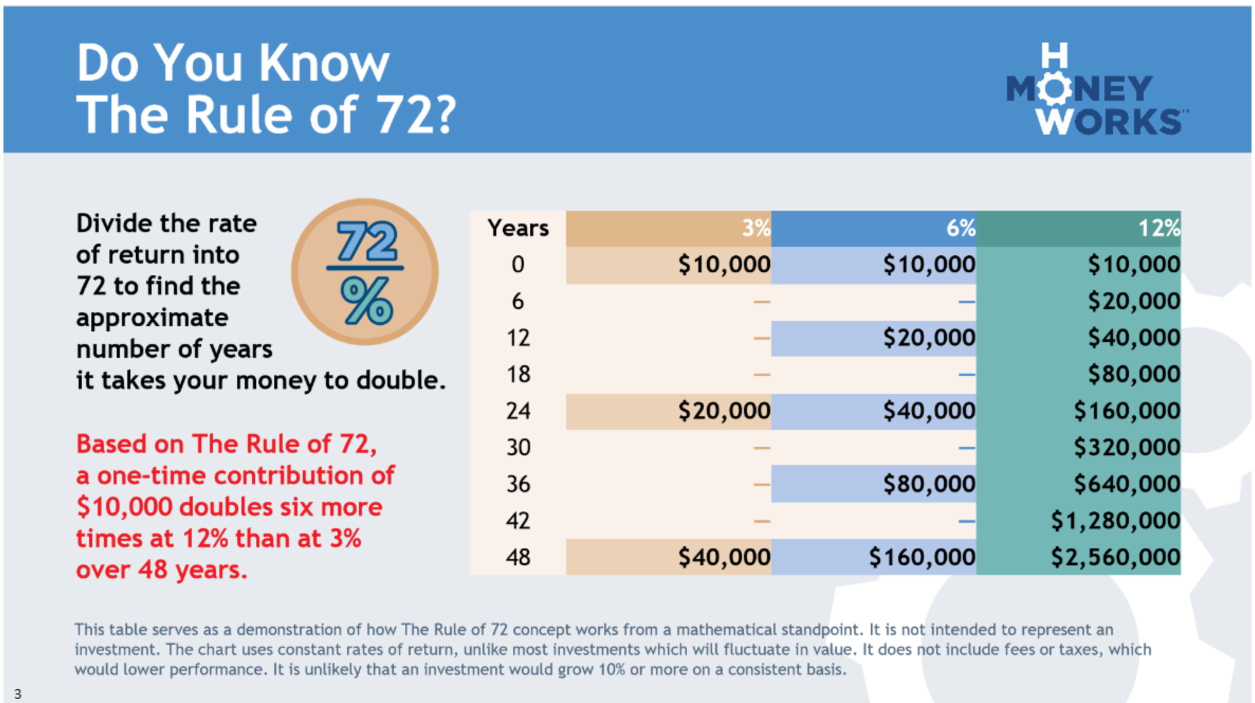
Does that make sense? (WFA)

The 3rd problem we solve for people is that we find a lot of people aren't on track to reach their financial independence number. There is often a shortfall to pay for all their hopes and dreams. Do you feel you are making enough to get all you want out of life? (WFA)

We help people make sure their money is making money, (we refer to this as passive income) and that their income is enough to help them achieve what they want out of life. Are you currently working more than one job or have your own business, (like some kind of side hustle)? (WFA)

If you aren't currently making enough to meet your goals we also offer the ability to come on board with us, learn exactly how to do all the stuff I'm working with you on today, and assist you in training others to learn what others should have learned in school about the basics about how money works, (while making money, as you go about it, on a part-time, full time or even spare time basis). If you could build your own hours to do this would that interest you? (WFA)

[SLIDE] RULE OF 72



Have you heard of The Rule of 72? (WFA)

One of the problems we solve is people living too long and running out of money. Knowing this concept shows a person the difference between their money growing and their being able to retire or not.

Simply put, you Divide the rate of return that you are getting on your investment by 72 to find the approximate number of years it takes for your money to double. Have you ever heard of this? (WFA)

As you can see, based on The Rule of 72, a one-time contribution of $10,000 doubles six more times at 12% than at 3% over 48 years. Most people think double the amount is double the money, but as you can see that's not true! So,let's break it down. If your money is invested and getting a 3% rate of return, your money will double over the next 24 years, as 72 divided by 3 is 24. So $10,000 turns into $20,000 24 years later. And over the next 24 years, $20,000 turns into $40,000.

This means that if I give you a dollar today and it grows at a 3% average rate of return, in 48 years you will have $4. Do you want to wait 48 years for that to happen with your money? (WFA)

Have you heard of the devastation of inflation? (WFA) Do you know how inflation works against this rule? (WFA) [So if inflation is 3.5% (the historical average), your future 40,000 will only be able to buy about $7600 worth of stuff in present value.] Can you see how if you don't get the rule of 72 working for you it's working against you? (WFA)

So what if we were to find an investment vehicle that could potentially generate a 6% rate of return? The $10,000 grows into $20,000 over 12 years as 72 divided by 6 is 12. Therefore, 48 years later, $10,000 has grown into $160,000. So quadruple the money, that sounds better, doesn't it? (WFA) However, realistically, how many years is $160,000 gonna last you when you aren't making money anymore? (WFA)

What do you think the bank is doing with your money, are they holding onto it and not spending it or are they using it to make more money for the bank? (WFA) Banks are historically getting 12%, now according to this rule, the investment will double every 6 years.

So instead of making $40,000 or $160,000 48 years later, how much does the slide show the bank has made on your $10,000 investment? (WFA $2,560,000).

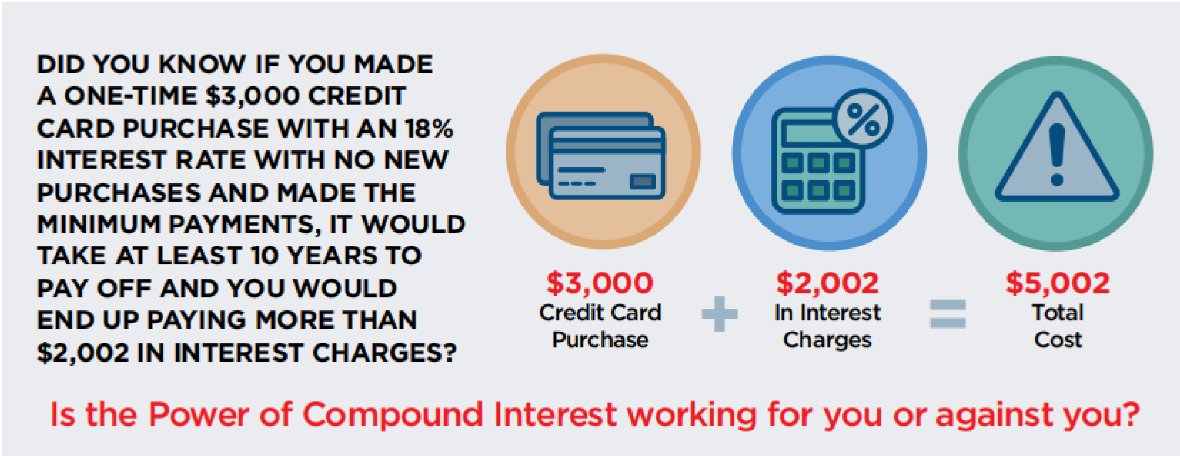
So using the same rule, think about what most people get as a rate of return at their local bank. Say it's 1%, according to the rule, it will take 72 years for that money to double. If it takes 72 years for your money to double, how many doubling periods do you have left in your life? (WFA)

Our entire investment strategy is to help you invest directly in the global economy rather than helping the banks get richer. We want you to get as close to that 12% return or better as we can. We try to make sure we are being conservative by basing your numbers on the average rate of return of the stock market at 9%. Does that sound like a good place to begin? (WFA) Don't you think your friends and family should know about this? (WFA). Is there any reason you wouldn't want me to share this with them? (WFA)

[SLIDE] The Bad News About Compounding

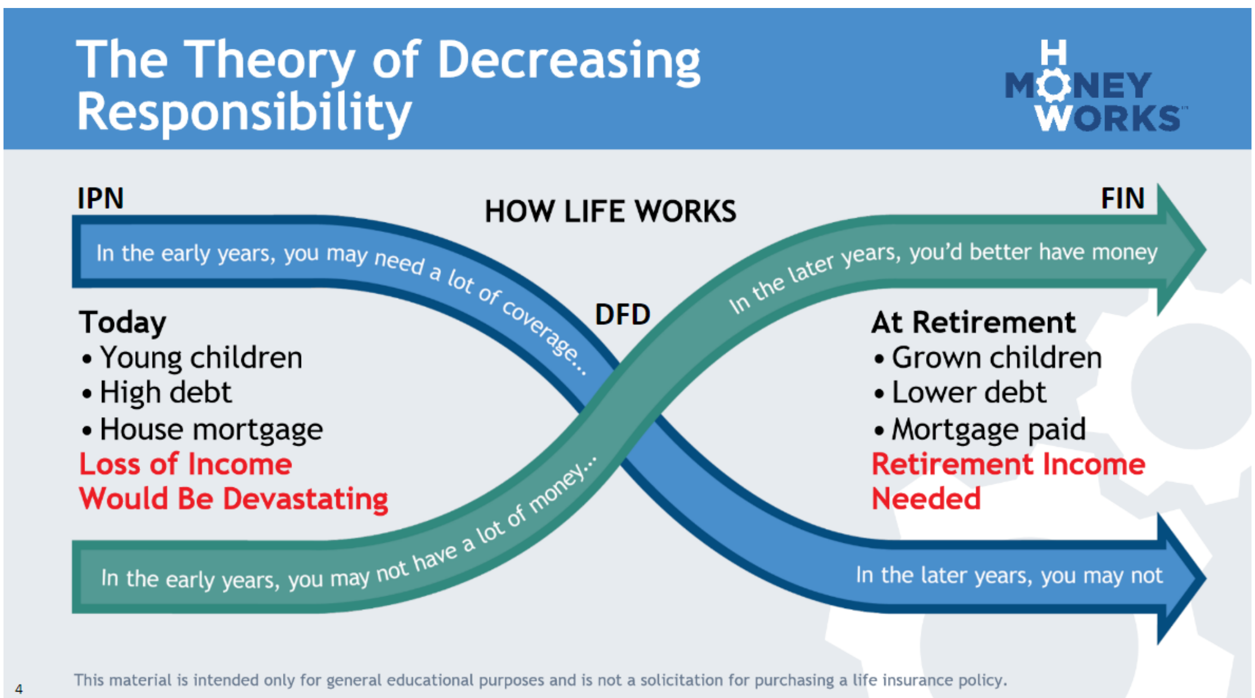
What's the Bad news about compounding? Compound interest is one of the most powerful financial forces in existence. When you build Investments, it works for you. However, in addition to what I touched upon earlier about how if you just put your money in the bank it's losing value due to the devastation of inflation, when you have debt, the power of compound interest works against you. It works for the bank instead.When you pay just the minimum balance on your credit cards each month, interest charges are added to the remaining principal. This means your new balance is the principal PLUS the interest… and that amount gets compounded again and again. It's easy to see how small debts grow out of control quickly with compound interest working against you!

Don't you think this is a great reason to have your money working in an investment for you instead of against you? (WFA).



Assumes 18% COB, and a minimum monthly payment of 3.5% of the balance or $20, whichever is greater.

[SLIDE] THEORY OF DECREASING RESPONSIBILITY



One of two things is going to happen in everyone's life, we will either 1. Die too early or 2. Or live too Long. To take a look at how that works, I'm going to show it to you through this, The Theory of Decreasing Responsibility.

This is yet another thing that really separates us from the rest of the financial services industry!

Why In the early years, do you think you need a lot of life insurance coverage? (WFA) That's great… for the purpose of this conversation it's because, today you might have young children, debt, and maybe even a mortgage. So the loss of income would be absolutely devastating to your family. The reason it's devastating to your family is you may not have accumulated a lot of money. And you don't have a lot of money because it takes time to accumulate cash. So what do you think the loss of income would do to your family? (WFA)

However, in later years, you better have a big pile of money. Your children are grown and live on their own, you've been working with me, so you have paid off any debt, including the mortgage. Now you have saved enough for retirement you no longer have a need for life insurance. Since you have your big pile of money you are effectively self-insured.

That's not really a theory, that's how life (and money) works.

[SLIDE] Funny Savings

Imagine I offered you the plan A savings account. These are the features:
1. You put your savings in month after month, but for the first 2 to 10 years you see zero dollars in your account, nothing has accumulated.
2. Then after at least 2 years when the money does start accumulating, it will grow at a rate of 1% to 4%.
3. When you decide you need to withdraw some money, I charge you anywhere between 6% to 10% or more, because I am telling you I have high expenses andI have to hire a lot of people to talk to deal with all the money I'm making on these accounts! :).

4. I will reserve the right to delay giving you any money for up to 6 months or more.

5. Finally, I hate seeing families fight over money, so when you die, I will keep the return on all of your money. How does that sound? Awful, right? (WFA)

Now Imagine I offer you my actual plan, Plan B.
1. This is a savings account where your money is your money immediately.

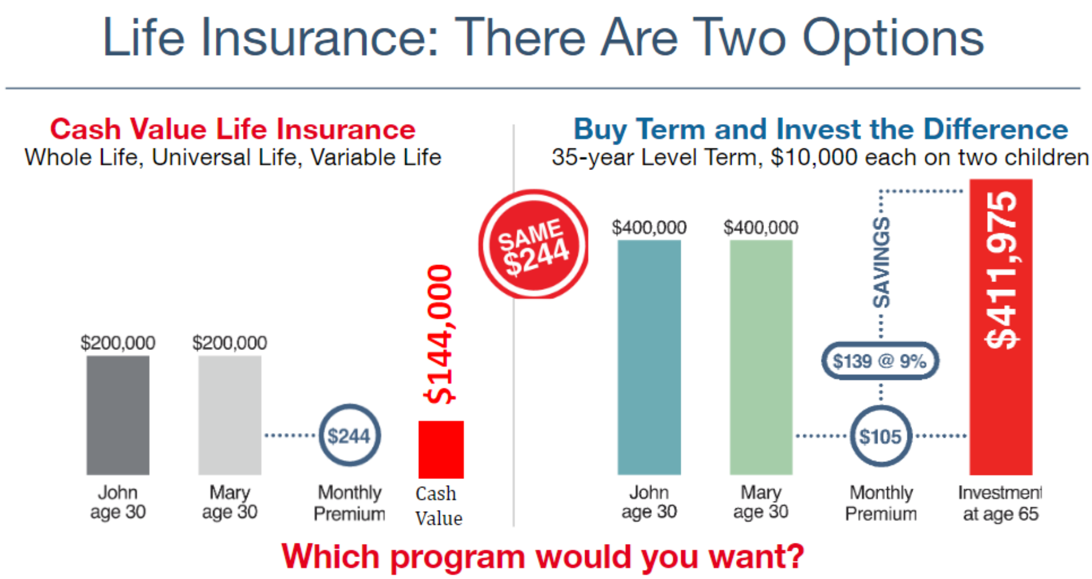
2. The growth potential is 7% or higher on average and,

3, 4 and 5. You don't borrow your money and pay interest, you simply take out what you need. Money usually comes to you within 2 to 5 days and when you die, your beneficiaries get the money.

Which plan would you choose for you? (WFA) Would you ever choose Plan A if you knew those are the results you get? (WFA) Plan A is cash value life insurance which includes Whole Life Insurance, Variable Life and Universal Life. So when people say they have life insurance with investments, do you see how that concept is "Funny Savings?"

[SLIDE] Buy Term & Invest the Difference

Imagine this scenario. John and Mary, are 30 years old and have 2 kids, they are paying $244 a month for their life insurance policy If John passes away, Mary gets $200,000. Should Mary pass away, John gets $200,000. In 35 years they have an approximate cash value of $144,000.



Now you could go this route.You are covered for 200k and 35 years later you might have around 144k in cash value. The way cash value works is that if you die at any time during the policy being in force, only the greater of the two amounts (the death benefit or the cash value) would be paid to the beneficiary. The other amount would stay with the insurance company. So if you have $144,000 dollars of cash value and they are paying out a $200,000 death benefit, they are actually only paying you $56,000 of their money. Does that seem just to you? (WFA)

What we do is provide a more effective solution that gets you life insurance while you need it and investments that you get to keep whether you live or die.

It's called Buy Term and Invest the Difference. With the same $244 we can do so much more! We get John and Mary $400,000 of term life insurance coverage for 35 years, on each of them! That only costs $105 a month. That's half the cost for double the benefit, that's already better right? (WFA)

However, this wouldn't be complete without the investment portion. So we take the remaining amount, $139/month, and invest it, say in TFSA between both of them and by 65 they have $411,975, and now they are self-insured! So no matter what they have at least $400,000 for the surviving spouse, or themselves. Doesn't the Buy Term and Invest the Difference make so much more sense? (WFA)

Common Acronyms

KT - Kitchen Table Appointment (often mentioned as KTA or KTP, kitchen table presentation). That's when we are meeting with prospective clients at their kitchen table in their home (the most common way to meet with families back in the day, still happens to be a method that allows us to connect with prospects better and create more credibility).

WFA - Wait For Answer. The purpose of this pause is to give them a moment to respond, to avoid overtalking and give them the opportunity to process what you said and asked.

FNA - Financial Needs Analysis. A comprehensive approach to client's finances where we start with an initial FNA (4 step FNA) to provide some key numbers and serve as the process for initial data gathering in a fun, gamelike way, engaging the prospect without too much heavy language or massive data request. That leads to completing a Mobile FNA and creating a report and providing that as a sample of what's to come, the Full FNA, which primerica has on turboapps/POL system, which covers all of their financial areas from income to debt to savings to life insurance etc.

CB - Carry Back. The process of carrying back a solution after the review of the client's/prospect's needs and wants, information, policies, investment statements was completed and a solution was put together.

AgentKey FIN Tool Script / Guide