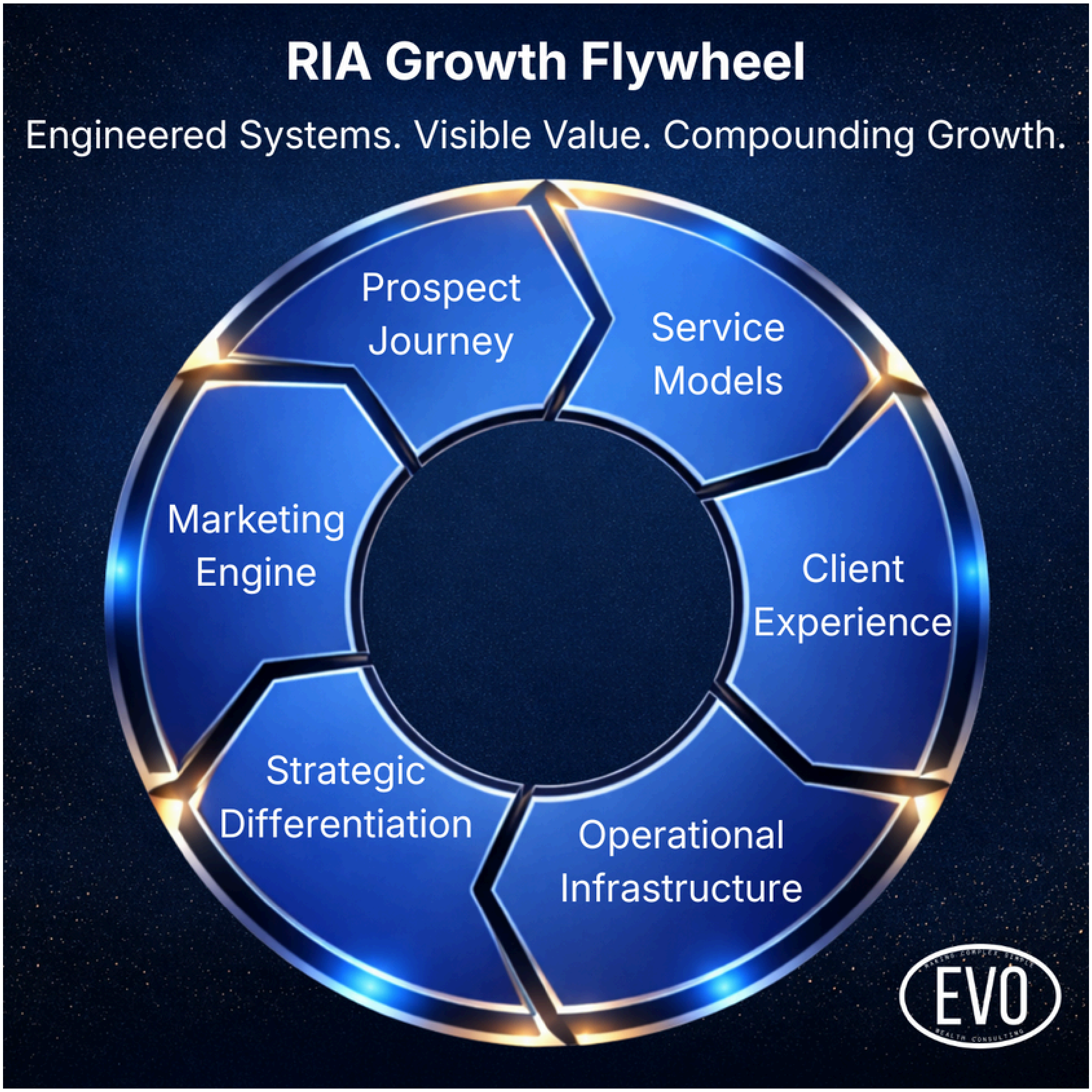
EVO Wealth Consulting
RIA Evaluation and Activation Plan

Designed for Comfortable Growth



Sample Wealth Firm Report

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Current Approach vs Flywheel

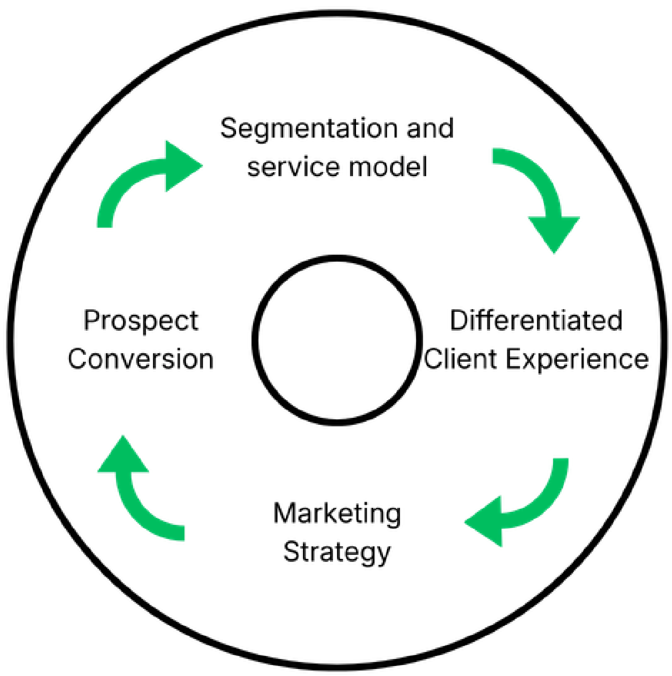
Most RIAs improve one function at a time.

- **Marketing strategies get funded**
- **Technology gets replaced, AI is bolted on**
- **Services, resources, and people are added**

But episodic improvements rarely create durable momentum.

A growth flywheel is different.

It is an integrated operating system where each component is engineered to continuously strengthen the next.



The challenge is that the flywheel needs to be completed before it can be set in motion.

The result is not just growth, it is scalable infrastructure that creates durable capacity and margins.

The RIA Flywheel Engagement

A structured two-day session designed to evaluate the current operating system, define goals, and create a roadmap for process, messaging, and infrastructure enhancement. This is the foundation to create a custom growth flywheel for wealth management firms.

Day 1: Discovery (3 hours)
We examine your segmentation, service model, prospect journey, messaging, technology stack, and operational workflows to identify constraints and inconsistencies, and determine goals and objectives.

Day 2: Assessment & Strategic Roadmap Delivery (3-4 hours)
You receive:

- A Flywheel Alignment Score
- Differentiation and Visibility Assessment
- Messaging and positioning enhancements
- Process and infrastructure improvement priorities
- Margin and capacity unlock opportunities
- A prioritized, ROI-driven implementation roadmap

The result:
Clarity. Alignment. Action

Delivered in days... not months.

Strategic Differentiation

Current Messaging - Scraped from website and materials

- Mission Statement or Tagline
- Value Proposition
- Content Library and Strategy
- Resources and Deliverables
- Defined Client Segmentation

Evaluation

- Is it the right message?
- Is it visible across the prospect and client experience?
- Is the value proposition differentiated?
- Are the resources and deliverables table stakes?
- Are there niche targets and messaging?
- Are the value proposition and deliverables documentable?
- Is anything a true competitive advantage?

Growth Strategy - Is it defined?

- Ideal Client Profiles and Prospect Identification
- AUM Growth Goals (Organic, Inorganic, Total)
- Revenue and Margin Goals
- People Goals

Activation Plan

- Messaging: What is right, what needs to be improved, what is the process to complete?
- Define the true competitive differentiators
- Determine goals and KPIs for growth

Marketing Engine

Thought Leadership Content, and Brand Awareness

- Content review
- Current marketing strategy documentation
- Brand amplification or commoditized content?

Marketing Strategy

- Segmented Prospect Database?
- Differentiators supported by clear messaging?
- Mission statement and value proposition consistency?
- Do prospects and clients see the same content?
- How is it delivered?
- Estimate total hard and soft dollar costs
- Does the firm measure Client Acquisition Cost (CAC), Pipeline, Conversion Metrics, and other KPIs?
- Process for prospect to become a qualified lead
- Process for qualified lead to schedule or request meeting

Activation Plan

- Content strategy - keep/ retire/ develop
- Identify roles, responsibilities, and capacity
- Options for insourced vs. outsourced management
- Best-fit technology or services for consideration
- Develop or refine prospect segments
- Identify marketing options for platforms, channels, and events
- Develop marketing funnel strategy 3 phases
- Prospect management - CRM, KPIs
- Establish marketing budget

Prospect Journey

Prospect Experience and Conversion Process

- Define current prospect journey
- How and when is data collected (portal?)
- Is it used before first meeting?
- When is a proposal generated?
- Discovery and proposal processes manual or automation?
- Are the messaging and differentiators clearly articulated?
- Are materials standardized, aligned to segments, customized?

Evaluation

- Is the process consistent across advisors?
- Is the process consistent across prospects?
- KPIs?
- Is a full plan developed for all or some prospects before signing?
- Is the prospect experience differentiated from competitors?
- Are conversion rates tracked and understood?

Prospect Conversion Strategy

- Define the ideal prospect journey from first contact to onboarding
- Document discovery frameworks and meeting structure
- Determine proposal design and presentation approach
- Align prospect materials with firm messaging and service model

Activation Plan

- Deliver framework for redesigned prospect journey
- Potential enhancements for existing tech and process
- Technology options for due diligence to improve journey
- Provide list of potential metrics for KPI and ongoing strategy review
- Determine if a single process, process for each prospect segment, or a custom process is the preferred method

Service Models

Client Segmentation and Service Architecture

- How are clients segmented today?
- Are services defined by client segment?
- Is there standardization of client reports and meeting materials?
- Is there a structured annual service calendar?
- Portfolio management, tax, planning, and resource documentation

Evaluation

- Consistency and process for client communication and meetings
- Is advisor/ staff time aligned with client economics?
- Are high value services scalable or highly customized?
- Are expectations clear for clients and staff?
- Is the service model operationally sustainable for growth?

Service Model Strategy

- Investment Strategies, Financial-Tax-Estate Planning,
- Deliverables and Differentiation review
- Roles, responsibilities, and capacity
- Frequency of reprofiling, planning updates, and suitability data
- Technology stack documentation

Activation Plan

- Document service models and client segmentation
- Confirm a standardized annual service calendar
- Define deliverables and outputs for each client segment
- Messaging, marketing, referral optimization through client reviews
- Align advisor roles, responsibilities, and workflows
- Establish metrics to evaluate service capacity and efficiency
- Strategy, product, and differentiation discussion
- Options for technology and process enhancements

Client Experience

Client Communication and Relationship Management

- How does the firm communicate value throughout the relationship?
- Client experience pre, during, and post meetings/ reviews
- What deliverables reinforce a differentiated client experience?
- Impact of client materials used for review and planning.
- Document the client service process.

Evaluation

- Is the client experience consistent across segments and advisors?
- Do clients recognize the value delivered by the firm?
- Are meetings focused on outcomes/ future or past performance?
- Are planning and portfolio discussions integrated?
- Are clients receiving proactive insights and communication?
- How are meetings documented and assessed (AI Notetaker)?

Client Experience Status

- Define the current client journey life cycle
- What works well, could use improvement, or should be retired?
- How is client experience feedback collected today?
- Determine metrics for client referral activity

Activation Plan

- Map framework for client journey options and industry best practices
- Identify process to improve consistency of key messaging across client communications and materials
- Implement strategy to collect and review client feedback and client reviews
- Establish process to increase referrals, prospect lead generation, and prospect conversion by messaging the value delivered in the client experience

Operational Infrastructure

Technology, Workflow, and Capacity

- Tech stack documentation exercise
- How are workflows documented and managed?
- Identify bottlenecks and gaps
- What processes remain manual or inconsistent?
- How is advisor and staff capacity measured?

Evaluation

- Does the technology stack support the service model?
- Are workflows consistent and repeatable or customized?
- What technology do advisors use compared to staff?
- Are systems integrated or operating independently?
- Key points of capacity constraints
- Is technology being appropriately utilized?

Operational Strategy

- What are tech and process improvement priorities right now?
- What amount of growth would be uncomfortable?
- Identify key personnel, workflow, or tech risks?
- What new technology is under consideration?

Activation Plan

- Score current tech stack on a red, yellow, green system for usage
- Share how similar firms are implementing tech and process enhancements
- Identify margin, capacity, compliance, and security objectives for infrastructure roadmap planning

Get Started

EVO has created the RIA Growth Flywheel framework for firms committed to durable, system-driven growth.

For a limited time we are offering this at a significantly reduced rate of $2,000. This is for firms, teams, and individual advisors to go through a two-day consulting engagement.

The objective is simple. Deliver measurable clarity, a prioritized roadmap, and actionable improvements in days… not months.

EVO's structured approach has been designed from hundreds of advisor consultations and hundreds of wealth tech due diligence meetings.

This engagement is best suited for established advisors or firms that are experiencing capacity constraints, pursuing higher growth, and are seeking to implement AI strategically, not reactively.

If your firm is serious about driving growth through process and infrastructure — not episodic change — this is the starting point.

Schedule an introduction here:
https://calendly.com/mike-evo/30min

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