

Use this worksheet quarterly to check in on your business, mindset, and goals. It's a gut check, a growth guide, and a tool to help you get real with where you are—and more importantly, where you're going.

### SECTION 1: Snapshot – Where Am I Now?

#### 1. Revenue Year-to-Date:    2. # of New Clients Acquired YTD:    3. Most Common Case Type Closed:

☐ Ahead of Goal

☐ On Track

☐ Behind

☐ Ahead of Goal

☐ On Track

☐ Behind

☐ Life Insurance

☐ Annuities

☐ AUM

☐ Other: \_\_\_\_\_

#### 4. Top 3 Marketing Strategies Used:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### 5. Conversion Rate from Lead to Client:

☐ I know it

☐ I track it occasionally

☐ I have no idea

6. On a scale of 1–10, how confident do I feel in my growth strategy?    \_\_\_\_ / 10

### SECTION 2: Self-Reflection – What's Working? What's Not?

#### 1. What are 3 things I've done really well this year?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### 2. What's draining my energy or holding me back?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### 3. Am I spending more time ON my business or IN it?

☐ Mostly ON (strategy, growth, leadership)

☐ Mostly IN (client work, admin, etc.)

☐ Not sure

#### 4. What's one system, process, or support I need to run smoother?

\_\_\_\_\_

\_\_\_\_\_

### SECTION 3: Goals – Where Do I Want to Be?

#### 1. My top 3 business goals for the next 90 days:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### 3. One BIG opportunity I've been avoiding (but need to pursue):

\_\_\_\_\_

#### 2. What defines success at year-end for me?

☐ Income Target

☐ Client Growth

☐ Lifestyle Balance

☐ Team Growth

☐ Legacy/Impact

☐ Other: \_\_\_\_\_

## SECTION 4: Mindset Check

1. On a scale of 1–10, how clear is my vision for the business? \_\_\_\_ / 10
2. On a scale of 1–10, how aligned is my daily activity with that vision? \_\_\_\_ / 10
3. What limiting belief or habit do I need to break to level up?  
\_\_\_\_\_
4. What am I most proud of right now?  
\_\_\_\_\_

## SECTION 5: Action Plan

Three actions I will take within the next 6 weeks to move closer to my goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## SECTION 6: Laser Focus - Specific Clients and Opportunities

Clients / Prospects to call within the next 2 weeks: *(Referrals, introductions, centers of influence)*

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

Notes on other specific collaboration, event, or strategic opportunities to improve personally or professionally:

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At Simplicity UFC, we thrive on helping advisors not just set goals—but achieve them. Whether you're aiming to grow your client base, close more complex cases, or create more freedom in your business, our team is here to walk alongside you every step of the way. Call our team for a strategy call today!

Life moves fast—and your financial plan should keep up. Use this worksheet to reflect on any recent changes, revisit your goals, and share how we can better support your journey ahead.

### SECTION 1: Life Update – What’s Changed?

#### 1. Have there been any major life changes this year?

- ☐ Marriage / Divorce
- ☐ Birth or Adoption
- ☐ Job Change / Retirement
- ☐ Inheritance / Windfall
- ☐ Health Changes
- ☐ Moved or Bought/Sold Property
- ☐ Other: \_\_\_\_\_

#### 2. Have your income or expenses changed significantly?

- ☐ Yes ☐ No

If yes, please describe:

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#### 3. Are your beneficiaries up to date?

- ☐ Yes ☐ No ☐ Not Sure

#### 4. Have you had any recent financial surprises?

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### SECTION 2: Future Focus – What’s on Your Horizon?

#### 1. What are your top 3 financial priorities right now?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### 3. What bucket list items or dreams would you like to start planning for?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### 2. Are there any big life events or purchases coming up in the next 1–5 years?

- ☐ New Home
- ☐ College Tuition
- ☐ Retirement
- ☐ Starting a Business
- ☐ Major Travel
- ☐ Other: \_\_\_\_\_

### SECTION 3: Peace of Mind – How Are You Feeling?

#### 1. On a scale of 1–10, how confident do you feel in your current financial plan? \_\_\_\_ / 10

#### 2. What’s keeping you up at night (if anything)? \_\_\_\_\_

#### 3. Are you clear on:

- What would happen to your family if something happened to you? ☐ Yes ☐ No ☐ Needs Review
- How much income you’ll have in retirement? ☐ Yes ☐ No ☐ Needs Review
- How taxes may affect your future savings? ☐ Yes ☐ No ☐ Needs Review

## SECTION 4: Support – What Do You Need from Us?

### 1. What would you like more help or education on?

- ☐ Retirement Income Planning
- ☐ Reducing Taxes
- ☐ Life Insurance Review
- ☐ Estate Planning / Wills / Trusts
- ☐ Investments & Market Outlook
- ☐ Long-Term Care Planning
- ☐ Other: \_\_\_\_\_

### 2. Is there anything you wish we'd do more of?

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### 3. How would you like us to communicate moving forward?

- |                                            |                                             |
|--------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Regular Check-ins | <input type="checkbox"/> In-Person Meetings |
| <input type="checkbox"/> Email Updates     | <input type="checkbox"/> Webinars /         |
| <input type="checkbox"/> Phone Calls       | Educational Events                          |

## SECTION 5: Let's Make a Plan

### Three things I want to tackle before year-end:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Notes or questions I'd like to discuss at our next meeting:

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## SECTION 6: Referrals

### Referrals are our greatest compliment! Who do you know who could benefit from our services? (Name, phone, email)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Thank you for taking the time to reflect and share with us. We understand the gravity of the trust you place in us when it comes to your financial future—and it's not something we take lightly. Your goals, your concerns, and your dreams matter deeply to us. We're honored to be part of your journey and sincerely appreciate your continued trust and partnership.