



# FOUR TYPES OF FEMALE INVESTORS

## QUICK REFERENCE GUIDE



**Traditional**  
(Wants to feel safe)



**Power broker**  
(Wants to feel smart)



**Relationship**  
(Wants to feel she can trust you)



**Deliberate**  
(Wants to feel prepared)

### Characteristics

- Married or widowed
- Husband always made the financial decisions
- Conscious of the need to better understand what's going on with the money

- Type A personality
- Likely a professional or business owner
- Wants to be in control but doesn't have a lot of time to spend on her investment decisions.

- Likely a mother, very involved with her family
- May present as scattered or unorganized
- Will sometimes veer off track.
- Open to guidance and would like to have a plan

- Organized and thorough
- Skeptical - Will have lots of questions
- Possibly coming from a place of fear
- Will want to share her concerns with you.

### What to expect

- Limited knowledge
- Afraid to ask questions.
- Low risk tolerance

- Most knowledgeable
- Will ask direct questions, want direct answers
- "I make my own decisions."
- Most risk tolerant

- Somewhat knowledgeable
- Ask some questions
- "Make decisions with me."
- Moderate risk tolerance

- Somewhat knowledgeable
- Asks the most questions
- Least risk tolerant

### Decision-making factors

- Comfortable with conservative investments
- Believes in Social Security and Medicare
- Relies on family members for advice
- Concerns about not making a mistake

- Results focused
- Highly educated
- Wants to be presented with various options
- Wants to be part of the process and understand the strategy
- Cares about your credentials

- All about the extended family
- Very relationship oriented
- Likely the designated caregiver
- Asks for opinions but will make her own decisions
- A focus on doing the right thing
- Concerned about becoming a burden to family

- Highly risk adverse - looking for guarantees
- Methodical and detail oriented
- Does not like change
- Wants assurance that she's protected.
- Doesn't know where to start

### Challenges

- Getting her engaged
- Fear of being spoken down to
- Overcoming concerns about risk or change
- Understanding her family influencers

- High expectations – she is a perfectionist
- Needs to feel important
- Can be short-term focused
- Has trouble turning over control
- Will challenge you - she wants to know "why."

- Slow to make a decision
- Fearful of making a mistake
- Takes time to earn her trust.
- Shares a lot of stories
- Take everything very personally
- If something goes wrong, she'll leave w/o notice.

- Slow to take action/making decisions
- Doesn't want to be rushed
- Likely will have a lot of concerns and objections
- Will blame you if something goes wrong
- Worries over every change

### Questions

- What keeps you up at night?
- Who do you turn to for financial advice?
- What's one thing you're afraid of happening?
- How do you feel about my recommendations?

- What are your goals?
- How will we measure success?
- What type of options would you like to see?
- How have you gathered the wealth you have?
- What smart financial decisions have you made?

- What did your parents teach you about finances?
- Who is impacted by your financial decisions?
- Your best and worst experience with money?
- What do you expect from our relationship?
- How do you feel about the decisions we made?

- What's keeps you up at night?
- Do you have any concerns we haven't covered?
- Have I answered all your questions?

### Meeting preparation

- Include her in the meeting!
- Provide information in advance of the meeting
- Tell her why she is likely to outlive her husband
- Make contact with her adult children. It will be important to have a relationship with her and her adult children

- Make her feel important
- Focus on opportunities/performance
- Share educational resources
- Have an agenda
- Clearly state your credentials
- Work with her other advisors to create a plan

- Spend time in advance getting to know her.
- Ask about kids, grandkids, parents and pets
- Go deep – share why you got into the business
- Ask her what she's passionate about
- Share experiences of similar clients to her

- Start and end on time
- Let her know prior to the meeting what she should bring
- Be prepared for lots of questions
- Use visuals to explain recommendations
- Provide information she can take home.