

...Continued from Cover

Putting myself in your shoes, I've learned to empathize. I'm not an artsy person, so if someone forced me to learn about painting, I'd be resentful. I'm probably an art-phobic, to be honest. With that in mind, I can understand that not everyone is going to be as excited about investing as I am. Due to this newfound knowledge, we're conducting a series of "Rediscovery" meetings to get to know our clients on a deeper level.

Through these meetings, we want to tailor our services to your personality and your objectives.

- Violetta

Around Town

Upcoming Events

May 25: Memorial Day

June 6: D-Day

June 14: Flag Day

June 21: Father's Day

July 4: Independence Day

SUDOKU

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Memorial Day Trivia

1. Memorial Day was a response to the loss of American lives in which war?

- a) Revolutionary War c) World War I
b) Civil War d) World War II

2. Which American city was declared the "birthplace" of Memorial Day in 1966?

- a) Savannah, GA c) Gettysburg, PA
b) Annapolis, MD d) Waterloo, NY

3. What was the original name of Memorial Day?

- a) Remembrance Day
b) Commemoration Day
c) Decoration Day
d) Dedication Day

SOLUTION

7								

Trivia Answers
1) b 2) d 3) d



off the track, you can guide it back toward what you need or what you originally called about.

Stay focused on the call. Do not try to have side conversations while on the phone. If someone is interrupting you and you need to leave the call, ask, "Do you mind if I put you on hold?" When you get back, begin with, "Thank you for holding..." so the person knows you are back.

With any phone conversation, speak slowly and don't feel bad if you have to repeat yourself. It's easier to read people when speaking with them face-to-face. But over the phone it's impossible to see the caller's body language. You'll have to rely on your excellent phone etiquette skills to lead the conversation in the appropriate direction.

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MAY 2015

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WHICH MONEY PERSONALITY TYPE ARE YOU?

A few weeks ago, I went to San Francisco for a two-day training event on working with affluent investors. If you know me well, then you know I'm a lifelong learner! I love to learn more so that I can provide better service to our clients. Thankfully, at this fantastic event, I learned some amazing information.

But there was one concept that really stood out to me: high-net-worth personalities. I'd actually heard about this idea back in the early 2000s in a book by Russ Alan Prince. He said that besides looking at clients' demographics — such as where they live, their family situation, their age, etc. — we should look at psychographics.

Here are the nine psychographics (or personality types) of high-net-worth individuals:

1. Family steward
2. Financial phobic
3. Independent
4. Anonymous
5. Mogul
6. VIP
7. Accumulator
8. Gambler
9. Innovator

Each personality type describes how that high-net-worth individual thinks about finance and wealth. The family steward, financial phobic, and independent combined represent more than 50 percent of affluent investors, and the mogul comes in as the next most common.

All high-net-worth individuals have their own objectives, interests, and compatibilities, as far as investing goes. The family stewards are interested in investing to provide for their families. The financial phobics hate the topic of investing and are often frustrated by the

responsibility that comes with wealth, but still want the money managed well. Independents invest based on a drive for personal freedom that money makes possible. Moguls invest in order to create personal power for themselves.

In learning this information about our clients' personality types, I had an "a-ha" moment. Contrary to my own perception, I suddenly realized that the majority of our clients — the top three affluent personalities — are not really interested in investing. Their motivation for investing is about something else entirely, whether that's family, success, prestige, or freedom.

And when I meet with our clients, I often find myself talking about the nitty-gritty details of investment (charts, rate of returns, etc.), because it's interesting to me! Since learning about the personality types, I've recognized how important it is to spend more time talking with clients about their goals and motivations. I'll still need to educate clients on investment strategy and planning, but I can do more to tailor the level of detail to better suit our clients.

The new model is to tailor our messages and how we work with clients to their personalities. Each personality needs different approaches, including how often they meet with me and in what capacity. Family stewards appreciate frequent, predictable meetings, while phobics generally prefer talking about the big picture. Independents like to track and know where they stand (i.e. how close they are to independence). Moguls love to make decisions, so for them, it's my job to supply them with the information they need to make the best decisions.

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THE GOLDEN YEARS:

Sending Out an SOS

It's the ultimate exercise in daredevilry: skydiving! And for a lot of thrill seekers, once you make that first jump, the addiction is on. So at what age do you throw in your parachute and call it quits? According to SOS (Skydivers Over Sixty), the answer is an enthusiastic, "Never!" The idea of skydiving into seniority is nothing new. Since 1966, hard-core high flyers hopping over the hill have participated in POPS (Parachutists Over Phorty Society), but as that inaugural group grew (in age and number), veteran skydiver Pat Moorehead decided an added categorization was needed.

Moorehead, with over 6,000 jumps under his belt, founded SOS in 1992 as a meet-and-greet of 10 sexagenarian skydivers. Ten turned into over 1,300 members at over 14 chapters throughout the world. Ever the jumper, Moorehead hasn't slowed down as he and the group have aged! He celebrated his 80th birthday with 80 jumps (which puts even the youngest skydivers to shame!). POPS, SOS, and its subgroup, JOS (Jumpers Over Seventy), have been using their annual events to raise funds to support the sport they are so passionate about. They've contributed tens of

thousands of dollars to the USA national parachuting teams, and the Museum of Sport Parachuting.

An SOS favorite event is their Hit'n'Rock Contest, where skydivers jump out of a plane, make their landing on a target, then run to a rocking chair and take a well-earned rest. It's a timed competition with an average completion of seven seconds on the clock, but as awesome as all of that sounds, it's no match for their most spectacular event. Held in 2012, SOS decided to set a Guinness World Record of the most skydivers over the age of 60 jumping in a tandem jump! Sixty 60-year-young jumpers took the plunge and made their way into the history books. The only question now is, when will Vernon Maynard (centenarian skydiver who made his first jump this last November) be joining the group?



IN THE SPOTLIGHT:

MEET JOANNE, Our Marketing Consultant

Joanne has been working with Violetta for about ten years now, and it's been a wonderful working relationship! She's always been a marketing consultant — she worked in the corporate world for many years — but when she moved to the area, she found herself struggling to find the right job for her.

Working with someone professional is very important to Joanne, and she was very impressed by Violetta. "When I met Violetta, I wanted to help her," Joanne said. "She's professional, cares about her clients, and cares about growing her business." In fact, Joanne's favorite part of the job is seeing Violetta's dedication. Joanne says watching Violetta makes her do a better job.

Since she first came on board, Joanne has continued her role as an incredible marketing consultant. She makes phone calls to clients, surveys past clients, works on social media, issues press releases, and more. Violetta and Joanne connect every Monday to work out what she'll do for the week, and it's a system that's been working very well!



Although her work schedule keeps her busy, Joanne still finds some spare time to wind down. She's especially enjoying her newest role as a grandma, and was even there when her daughter's baby was delivered. Joanne loves visiting with her family and getting together with friends. Violetta and Ameriprise are blessed to have Joanne on the team!

THE GOLDEN RULE:

Loss-Aversion Bias



When it comes to financial decision making, a lot of biases come into play that can undermine your best intentions. We've already seen biases like confirmation bias and recency bias, but this month, we're going to look at loss-aversion bias.

Loss-aversion bias is pretty much what it sounds like: people hate to lose. Research has demonstrated that for most investors, the pain of losses is actually twice as powerful as the pleasure from gains. In other words, due to loss aversion, people are more likely to hold onto a losing investment in order to avoid the

pain of truly losing than they are to move into a good investment that offers the pleasure of gains.

In the financial industry, this is sometimes referred to as "get-even-itis." The urge not to feel like you've lost is strong enough to override the logic of giving up on an investment that has a low probability of a turnaround within the investor's desired timeline. Aversion to loss is actually one of the most potent human impulses there is, and it confronts us at every turn in investing.

I tell our clients to think about it this way. If you're invested in Mutual Fund A, but Mutual Funds B and C are making nice gains, would you sell out of Mutual Fund A to get invested in Mutual Funds B or C? Because of loss-aversion bias, many investors absolutely wouldn't. Now, what if you have a pot of cash and analyze the three stocks without a stake in any of them? In that case, there's no way you'd pick the loser Mutual Fund A over the winners, B and C. If you own A, you'd only stay in it because you hate the idea of "locking in" a loss so much that you're willing to keep losing instead.

This can apply to all sorts of situations, including relationships, jobs, and health. It's a powerful impulse to avoid loss rather than seek gains, so the next time you find yourself in an unsatisfactory situation, remember to check for loss-aversion bias to make sure you're making a good decision!

IN THE KNOW:



Q: What is the Message Center? How do I use it?

A: Message Center is a secure site on Ameriprise.com that clients use to send secure messages to their advisors, other Ameriprise employees, or other registered clients within their account group. Clients and advisors can share confidential information because it is transmitted securely where a regular email message may not be. Clients must have an active primary email address to use Message Center. This is the same email address used to register on the secure site. When you update your email address for the secure site and the Message Center, please notify us immediately to ensure that we are utilizing the correct email address as we may sometimes have multiple emails on file for you. Message Center messages do not expire, but can be deleted. You can also access Message Center on your mobile device through the Ameriprise app.

IN THE KITCHEN:

Blueberry Smoothie



There is a wealth of antioxidants present in our favorite superfood, the blueberry, and research now shows that this little blue fruit may be capable of slowing down the aging process. The phytonutrients in blueberries such as polyphenols are also a healthy, natural anti-inflammatory.

Need to increase your veggie intake too? Try adding spinach and blueberries to your favorite smoothie recipe!

ADD TO THE BLENDER

- 1/2 cup Greek yogurt (flavored will make it sweeter)
- 1/2 cup spinach (baby spinach is best)
- 1/2 cup blueberries (frozen works best)
- 1/2 of a banana
- Water
- Ice

Blend & Enjoy