



Introduction to Advisors Assistant

Client Marketing Systems, Inc.

880 Price Street

Pismo Beach, CA 93449

800 643-4488 805 773-7985 fax

www.AdvisorsAssistant.com support@climark.com

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Course Objectives

Utilize the Full Power of Advisors Assistant!

In this course you will learn to:

- ✓ Track your prospects, clients, policies, groups and more
- ✓ Print letters, envelopes, and labels
- ✓ Customize FlexFields
- ✓ Print great looking reports for your clients
- ✓ Search client files for new sales
- ✓ Track follow-up dates
- ✓ Manage Workflows
- ✓ Merge with MS Word for letters & emails
- ✓ Log letters, emails, and phone calls
- ✓ Schedule appointments, projects and Tasks
- ✓ Market to current clients and prospects
- ✓ Build rapport with clients to keep them from straying to other producers
- ✓ Synchronize with Outlook for mobile devices

Getting Started

In this chapter you will:

- ✓ Start Advisors Assistant
- ✓ Explore the Menu and Status Bars
- ✓ Identify and access HELP

Starting Advisors Assistant

As with other Windows programs, Advisors Assistant can be started in two ways. You can either start Advisors Assistant using the Windows Start Menu, or add a shortcut to Advisors Assistant on your Desktop.

When you installed Advisors Assistant it will have installed an icon to your desktop. If you do not have the icon on your desktop instructions for creating one are below.

How to Start Advisors Assistant

1. Make sure your computer is on.
2. Click on the **Start** button in Windows.
3. Select **Programs**.
4. Select the **Advisors Assistant** program group.
5. Select **Advisors Assistant**.

How to Add an Advisors Assistant Shortcut to your Desktop

1. Go to your Windows Desktop.
2. Right click on the Desktop.
3. Select **New, Shortcut**.
4. Click the **Browse** Button.
5. Click on the Down Arrow next to the “Look In” box.
6. Browse to the following directory: C:\Program Files\Client Marketing Systems\Advisors Assistant.
7. Highlight the file “AdvisorsAssistant.exe” and click **Open**.
8. Click the **Next** Button.
9. Give the Shortcut Icon a Name (i.e. Advisors Assistant).
10. Click the **Finish** Button.
11. Double click on the Advisors Assistant Icon on your Desktop to open Advisors Assistant.

The Advisors Assistant Menus

Many of the maintenance and setup tasks you perform in Advisors Assistant are accessed through the Menu Bar. Below is a table describing the options available from each menu. For some menu options more detail will be given in the sections that apply to those commands.

Menu Option	Description
File	<i>Preferences: set up your user preferences. Printer Setup Exit</i>
Edit	Common edit commands such as Cut, Copy, Paste and Find which are used throughout Windows programs.
Lookup	Allows different ways of looking up names, same as the “binocular” icon in the Sidebar.
Tools	Has several tools to help run Advisors Assistant
Reports	Central listing of all reports in Advisors Assistant
Admin	Performs administrative tasks. (You must have a security level of Administrator to access this menu.)
Access	Only visible in MultiProducer Version – allows users to change the list of names they are accessing.
Help	Opens the Advisors Assistant Help, which includes Videos, and has a utility to check for updates to Advisors Assistant.

Getting Help With Advisors Assistant

Opening Help

Throughout Advisors Assistant there is context-sensitive Help available at the click of a mouse. In fact there even Tutorial Vides available in many help topics. If you have a question on Advisors Assistant, you should first try the online Help before calling our technical support staff. Most people find the answer they’re looking for in the online Help, and it’s much quicker than picking up the phone.

How to open Help

- Press the F1 key anywhere in Advisors Assistant *or*

- Click on the Help Menu Item *or*
- Click on the Help Button in the middle of the View Screen or the bottom of any other screen.

Using Help

Advisors Assistant has context sensitive Help, which means once you have opened Help you will see the Help topic for the section of the program you are currently in. When you select Help from the middle or bottom of the screen you are currently on, you access the context sensitive Help.

There are also Help Topics in the chapters not assigned to a screen, such as overviews of a particular topic (i.e. WordMerge Overview.) So it's a good idea to go to the Contents Tab in the help, which is laid out like a book with different chapters covering different topics.

When you press F1 or use the Help Menu Option, you will be taken to the main Help Contents. From this point you can select a topic from the contents list, or search for the specific topic you need.

Whenever you see a movie icon, that means the help topic has a Tutorial Video you can view for additional help on that screen. Just click on the movie icon to play the video. Internet access is required – if you do not have Internet access to play the videos contact Client Marketing Systems at (800) 799-4267.

The Help Tabs

Tab	Description
Contents	See a list of all of the help chapters. The Help is arranged like a manual, which each chapter (book) containing different topics on that subject. There are help topics, such as overviews of a topic, that are not attached to a screen.
Index	Search Help for a keyword
Search	Search Help for a phrase or more than one keyword
Favorites	Add Help Topics to your favorites list

Abbreviation Codes

In this chapter you will:

- ✓ Add Abbreviation Codes
- ✓ Modify Code Descriptions
- ✓ Delete Abbreviation Codes

Abbreviation Codes

In order to maintain the integrity of the information added to Advisors Assistant, and to make it possible for you to search on that information later, many of the fields in the database use abbreviations. You set up your own abbreviations, so they make sense to you.

Abbreviation	Description	Editable
401K	401(k) Participant	Yes
A	Level A	Yes
AGENT	Agent	Yes
B	Level B	Yes
BUSCLIENT	Business Client	
C	Level C	Yes
CHILD	Child of Client	Yes
CLGRP	Group Client	Yes
CLIENT	Client	
FRIEND	Friend	Yes
GROUPPART	Group Participant	
INSCO	Insurance Company	Yes
INSTRUST	Insurance Trust	Yes
INVCO	Investment Company	Yes
JOINT	Joint Account	Yes
MAILLIST	Mailing List Name	Yes
NONE	None Assigned	
OUTLOOK	Imported from Outlook	
PRODUCER	Producer	
PROSPECT	Prospect	
QUICKADD	Quick Add	

Name Type Abbreviation Code List

The ability to add or edit abbreviation codes may not be available to you. If you do not have the Edit List option you can contact your System Administrator.

Advantages Of Using Lists

Lists save keystrokes and give you consistency of data entry. By picking abbreviation codes from a list, you are exactly identifying which code you want. You avoid the confusion of having information in your database entered several different ways.

An example best explains how important it is that lists are used.

John Q. Agent entered a type of name as "Client" by entering the code "CL" in a field. John hires an assistant who decides that "CLIENT" and "GROUPCLIENT" are more appropriate entries for other names and enters several names that way. John agrees, but forgets that

"GROUPCLIENT" is being used and he enters several names as "GROUPCL."

When it comes time to search the database for clients, the task would be almost impossible because there are now 4 different entries for clients. It would take 4 separate searches to pull out all the names.

If John Q. Agent Had Advisors Assistant Using Lists

When John first went to put in "CL", he would have been forced to add "CL" to the list of Name Types as an abbreviation and would have had to define just what the code CL meant, such as "Client". Then when any other person entering data clicked on the Down Arrow next to the Name Type field, they would have seen John's list and they would have seen the CL item.

Even if they added their own abbreviation, they could have gone back later and changed the new abbreviation into CL automatically without having to find each name containing the duplicated item.

Each time CL is used, it only needs to be picked from the list. It doesn't need to be typed every time.

When you do a search for a particular code, you pick the code from the list, so you know it's already an acceptable abbreviation to search. You know your searches will be accurate.

When you're adding information to Advisors Assistant, keep in mind that the more information you add to the database the more useful the database becomes. If you fill out people's Occupations, then you're able to get a list of, for example, all Business Owners in your database and send them a targeted mailing.

Adding Abbreviation Codes

Abbreviation codes can be added as you're adding any information in Advisors Assistant.

How to Add an Abbreviation

1. Click on the field to which you wish to add an abbreviation, scroll to the bottom of the list, and select *Edit List*. You must have security rights to edit abbreviations.

2. You can view the lists by abbreviation or description by clicking on the column name.
3. Type in the first few letters of the abbreviation code you wish to add to make sure it is not already in the list.
4. If the code is not in the list, click on the **Add** Button.
5. Type in the abbreviation code you wish to add.
6. Type in a description.
7. Click **OK** when done.

You can also add and modify the abbreviation lists through the Advisors Assistant Admin Menu.

Modifying Abbreviation Codes

If you have the appropriate security rights, you can modify the abbreviations at any time.

How to Modify Abbreviation Codes

1. Click on the field to which you wish to modify the abbreviation, scroll to the bottom of the list, and select *Edit List*. You must have security rights to edit abbreviations.
2. Highlight the code in the list, and click on the **Modify** Button.
3. Make your changes.
4. Click **OK** when done.

Deleting/Combining Abbreviation Codes

Advisors Assistant will only allow you to delete an abbreviation code if it is not in use. Therefore it is usually easier to combine a code with another code rather than deleting the code. If you know that a code is not being used in any records, you can delete the code from the list. If you try to delete a code that is being used, Advisors Assistant will tell you where the code is being used so you can change it and then delete it.

How to Delete an Abbreviation Code

1. Click on the **Admin** menu option.
2. Click on “**Maintain Abbreviations.**”
3. Select the Abbreviation List you wish to change.

4. Highlight the code you wish to delete and click on the **Delete** Button.
5. Confirm the deletion by clicking Yes.
6. Click **OK** when you're finished deleting codes.

How to Combine Abbreviation Codes

1. Click on the **Admin** menu option.
2. Click on "**Maintain Abbreviations.**"
3. Select the Abbreviation List you wish to change.
4. Highlight the code you wish to combine and click on the **Combine Button**.
5. The code you've selected will be listed in the "Combine all occurrences of" field. You need to select the code to which you're combining, which would be the code you wish to keep. You can then decide if you wish to delete the original code (which is recommended so it is not used again.)
7. Click **OK** to combine the codes.

Adding Names

In this chapter you will:

- ✓ Explore the Advisors Assistant View Screen
- ✓ Add a new name
- ✓ Modify Name FlexFields
- ✓ Add Addresses and Phone Numbers
- ✓ Copy Addresses & Phone Numbers to other names
- ✓ Find and Modify a name
- ✓ Find a name using a phone number
- ✓ Delete a name

Exploring the View Screen

The first screen you see upon opening the Advisors Assistant is the *View Screen*. The name on the screen will be the name you were viewing when you exited Advisors Assistant the last time you had it open.





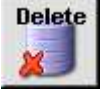


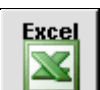

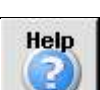
View Name with Workflow

The top of the View Screen has the demographic, address, and phone information for the name you are viewing.

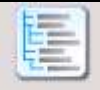




The bottom half of the View Screen has the different Views that are available. The tabs are color coded to indicate if data has been added to the view.

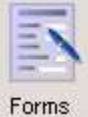



In the middle of the screen are several Action Buttons that perform specific functions.

Action Button	Description
	Adds information to the active view.
	Modifies information in the active view.

	Deletes information in the active view.
	Quick Report: creates a summary report of the active view.
	Opens MS Word for letters or emails
	Exports the data in the active view to Excel.
	Dials a phone number if a modem is set up.
	Opens the HELP for the active view screen.

On the left is the Sidebar, which gives fast access to some of the most commonly performed functions in Advisors Assistant.

Sidebar Icon	Description
 Selection Reports	Opens the Selection Reports.
 Current Client Reports	Selects all of the data for the current name being viewed and opens the Reports.
 Lookup Name	Lookup by Name by clicking on the main icon. Lookup by Tax ID, Phone, Address, Email Address or Web Address by clicking on the small black arrow next to the icon.
 Outlook	Opens the Outlook Synchronization Screen.
 Scan	Opens ReadyDoc™ or Imaging Assistant™ (optional modules) to scan a document for the currently viewed name.

 <p>Forms</p>	<p>Opens Laser App or Quik! Forms and passes data for the currently viewed name over to the application program.</p>
 <p>Calendar</p>	<p>Opens the Advisors Assistant Calendar.</p>
 <p>Messaging</p>	<p>Opens the Advisors Assistant Messenger.</p>
 <p>Dashboard</p>	<p>Opens the Advisors Assistant Dashboard.</p>

The Recent Names List is the last item in the Sidebar, and will show a list of the recently viewed names for quick access to those names. You can control how many names are tracked through the User Preferences.

Adding a New Name

Before adding a name in Advisors Assistant, you should check to make sure the name is not already in the database. If the name is not in the database, you can quickly add it.

A name may either be an individual or an organization. All names are entered in the same place in Advisors Assistant - there is not a separate module for entering organizations/groups.

How to Add a New Name

1. Click on the down arrow next to the name on the View Screen
or
Click on the Binocular Icon (Lookup Name) in the Sidebar. You can also click on the down arrow next to the icon to lookup names in other ways – such as by email address or Tax ID
or
Click on the **Lookup** menu and select **By Name** or by another field.

2. Type in as many letters of the last name or business name as you know. For each letter you type you will move further down the list of names. If there are several names with the last name you are looking for, press Tab to go to the first name and type in as many of the letters of the first name that you know.

Name Lookup

Last Name: JACK First Name: 7

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0-9 Alt Other PgUp

Last Name	Middle Name	First Name	Primary Type	Address	City	State
Jackson, Andrew & Mary			Joint Account	1600 Pennsylvania Avenue	Washington	DC
Jackson		Andrew	Client	1764 Fern Parkway, Suite 7000	Washington	DC
Jackson, Jr.		Andrew	Client	1600 Pennsylvania Avenue	Washington	DC
Jackson		Beth	Spouse	234 Higuera Street	San Luis Obispo	CA
Jackson	A.	David	Client	6634 Woodward Land Bldg. 3	Lake Forest	CA
Jackson		Judith	Child of Client	1764 Maple	Pismo Beach	CA
Jackson		Mary	Spouse	2000 Pennsylvania Avenue	Washington	DC

OK Cancel Add PgDn

Looking up a New Name

You can also click on any column heading, and lookup the names based on that column. The column with the arrow next to it is the column you are selecting by.

3. If the name is not in the list, click on the **Add** Button. (If the name is in the list, you can modify the name. This is covered in a later section.)
4. You now have a blank name screen. Enter the information you have for that person. If the name is an organization, click on the button “Change to Organization.” (Some of the field names will change.) Definitions of each field are available in the HELP.

It is recommended that you add your name and any other producers first. Then you can designate them as the producer when you're adding the client names. You may enter as little or as much information as you need.

Add/Modify Name Screen

What Is the Name Type?

The type of name field describes who the person is. It allows you to store several different “lists” of names in one big database so you’re not switching between programs.

Some Name Type examples follow:

Client	Vendor
Prospect	Friend
Group Client	Insurance Company
Mailing List Name	Church Group Member
Agent	Rep

There is a Primary Type for each name, and then you can add Other Types. The Primary Type should be a broad definition of the name, such as CLIENT, so you can easily get a list of all clients. Then the Other Types can be codes such as FRIEND, or a ranking such as A or B. If you have a Primary Type of Client and an Other Type of FRIEND, that name will show up on a list of clients and a list of friends.

Modifying Name FlexFields

If Advisors Assistant does not have a field for something you want to track, you can customize a FlexField to track that information. Name FlexFields are attached to the Name Type, so you can have a different set of 30 FlexFields for each Type of person you enter, ie. prospect, client, vendor, etc. You can also search on the FlexFields to pull information out of the database.

There are 30 Name FlexFields, and they can store three different formats of data: text information, date information, and numbers. You want to be careful when customizing the FlexFields that you choose the correct format for the information you will be entering (you don't want to use a text field for numerical data or a date.)

How to Modify a Name FlexField

1. As you're adding the initial name information, you'll notice additional tabs across the top of the name entry screen. Click on the second tab, FlexFields.
2. To change the name of the FlexField, click once on the FlexField Labels. This takes you into the "Modify FlexField Title Set" screen. The data entry boxes are now for the field names themselves instead of the data.

Modify FlexField Titles

Flex Type: Name Type
Flex Name: Client

Field 1: RMD	9,999,999,999.99	Field 16: FlexField 16	01/01/2000
Field 2: FlexField 2	9,999,999,999.99	Field 17: Spouse's Name	xxxxxxxxxxxxxxxxxxxx
Field 3: FlexField 3	9,999,999,999.99	Field 18: Children's Names	xxxxxxxxxxxxxxxxxxxx
Field 4: FlexField 4	9,999,999,999.99	Field 19: Children's Names	xxxxxxxxxxxxxxxxxxxx
Field 5: FlexField 5	9,999,999,999.999999	Field 20: Children's Names	xxxxxxxxxxxxxxxxxxxx
Field 6: FlexField 6	9,999,999,999.999999	Field 21: First Contacted	01/01/2000
Field 7: Review Month	999,999,999	Field 22: Last Review	01/01/2000
Field 8: FlexField 8	999,999,999	Field 23: FlexField 23	xxxxxxxxxxxxxxxxxxxx
Field 9: Med Option	xxxxxxxxxxxxxxxxxxxx	Field 24: FlexField 24	xxxxxxxxxxxxxxxxxxxx
Field 10: Fee Based Only	xxxxxxxxxxxxxxxxxxxx	Field 25: FlexField 25	xxxxxxxxxxxxxxxxxxxx
Field 11: Will?	xxxxxxxxxxxxxxxxxxxx	Field 26: FlexField 26	xxxxxxxxxxxxxxxxxxxx
Field 12: FlexField 12	xxxxxxxxxxxxxxxxxxxx	Field 27: FlexField 27	xxxxxxxxxxxxxxxxxxxx
Field 13: Employed	01/01/2000	Field 28: FlexField 28	xxxxxxxxxxxxxxxxxxxx
Field 14: Retirement Date	01/01/2000	Field 29: FlexField 29	xxxxxxxxxxxxxxxxxxxx
Field 15: FlexField 15	01/01/2000	Field 30: FlexField 30	xxxxxxxxxxxxxxxxxxxx

OK Cancel

Modifying FlexField Labels

3. Choose the field whose name you wish to change. Be sure you choose the right format for the data, ie. text or date:

FlexField #	Field Format
1-4	Numbers – 2 decimal places
5, 6	Numbers – 5 decimal places
7,8	Numbers – no decimal places
9-12	Text
13-16	Date
17-20	Text
21, 22	Date
23-30	Text

4. Type in the name of the FlexField (i.e. Retirement Date) and click **OK**.

Automating Applications

Advisors Assistant will export data to third party application automation programs, such as Laser App and Quik! Forms (purchased separately,) to help you save time in filling out forms and applications.

Basic information, such as name, address, and phone numbers, is sent to the app program based on the data entered into Advisors Assistant. But there is also an additional App Automation screen that allows you to link information such as dependents and beneficiary information.

How To Add Additional Information for Applications

1. From the *Add/Modify Name Screen*, click on the **Application Info** tab across the top of the screen.
2. Enter the information that you wish to use for the applications. If you select any of the fields (ie. joint applicant, spouse) the name has to be entered into Advisors Assistant so that the birth date, address, etc. can be used on the application. You can click on the **Get Defaults** button to automatically fill in information if you have set up the relationships through Links. The **HELP**

lists out which relationships can be used with the Get Defaults option.

- Additional dependents can be passed to applications using the Household screen.

Application Automation Screen

Once the information is filled out, you can click on the **Export** button to open the application program and have Advisors Assistant pass the data over. Then the applications can be selected to print. You can also click on the **Forms** Icon in the Sidebar at any time to print applications.

Adding Addresses

Once addresses have been added to Advisors Assistant, you can right-click on any address on the View Screen and if you're connected to the Internet that address will be mapped with Google Maps.

How to Add Addresses

- Click on the "+" button in the address box
or
if there are no addresses added yet, click in the empty address box.
- Enter the address information. Be sure to select the appropriate address location.
- Make sure you designate one of the addresses as the Primary address by checking the Primary box. The Primary address is used when printing reports and letters.
- Click **OK** when done.

Advisors Assistant stores zip codes and the city and county for that zip code. Once you enter a zip code, if it's on file the city will be filled in automatically.

The screenshot shows a 'Modify Address' dialog box with the following fields and values:

- Client:** James Madison
- Greeting:** Jim
- Location:** Home Address
- Addressee:** James Madison
- Job Title:**
- Business:**
- Address 1:** 11407 Constitution Hwy
- Address 2:**
- Address 3:**
- City:** Montpelier Station
- State:** VA
- Zip / Postal Code:** 22957
- County:**
- Route:**
- Country:**
- Del Point:**
- Comment:**

At the bottom, there are 'OK' and 'Cancel' buttons, and a row of three icons: a clipboard, an information icon, and a question mark.

Add/Modify Address Screen

Email Addresses

You can add an email address by clicking on the “+” button next to the email address line. Multiple email addresses can be entered for each name, and you can designate which email is the primary address.

Web Site Addresses

You can add a web address by clicking on the “+” button next to the web site line. Multiple web addresses can be entered for each name, and you can designate which address is the primary address.

Web addresses can be actual websites, or other addresses like Facebook or LinkedIn.

Joint Addresses

If you wish to send correspondence addressed to both the husband and wife, you can use an address location code named JOINT.

In the Head Of Household’s name record, add a new address using the JOINT location. For the greeting, enter both the husband and wife’s name (ie. John and Mary) so your letters will read “Dear John and Mary”.

For the Addressee, enter “Mr. and Mrs. John Smith” or how you’d like the envelope to be addressed. When you send letters, you will be able to select the JOINT Address Location, and your letters will use the combined address name.

The 'Modify Address' dialog box contains the following fields and values:

- Client: James Madison
- Greeting: Jim and Dolly
- Location: Joint Address
- Addressee: Mr. and Mrs. James Madison
- Job Title: (empty)
- Business: (empty)
- Address 1: 11407 Constitution Hwy
- Address 2: (empty)
- Address 3: (empty)
- City: Montpelier Station
- State: VA
- Zip / Postal Code: 22957
- County: (empty)
- Country: (empty)
- Route: (empty)
- Del Point: (empty)

Buttons: OK, Cancel. Icons: Print, Help, Info.

Joint Address Example

Adding Phone Numbers

How to Add a Phone Number

1. Click on the “+” button in the phone number box
or
if there are no phone numbers added yet, click in the empty phone number box.

The 'Modify Phone' dialog box contains the following fields and values:

- Client: James Madison
- Location: Business Phone
- Contact: Direct Line
- Area Code: 212
- Phone Number: 875-3907
- Extension: (empty)
- Country Code: (empty)

Buttons: OK, Cancel. Icons: Print, Help, Info.

Add/Modify Phone Number

2. Enter the phone number information. Be sure to select the appropriate phone location.
3. Make sure you designate one of the phone numbers as the Primary phone number. The Primary phone number is used when printing reports and letters.
4. Click **OK** when done.

Copying an Address to Another Name

When you have more than one name at one address, Advisors Assistant will save you time by copying the address information from one name to another.

If you are dealing with members of a household or group, you can also link addresses to the members. This is detailed in the Household/Group section.

How to Copy an Address to Another Name

1. Go to the name from which you wish to copy the address.
2. Click on the **Down Arrow** button next to the address to open the list of addresses.
3. Highlight the address you wish to copy and click the **Copy To** button.
4. Select the name to which you want to copy the address. If the name is not in the database, add the name from the Select Name screen.
5. Verify that the information Advisors Assistant filled in automatically, such as greeting and addressee, are correct. Turn the Primary check on or off (depending on if this will be a primary address for the new person).
6. After copying the address, Advisors Assistant returns you to the first person's address screen. Click **OK** if done or copy an address to another person.

This address has now been added as a new address to the person you selected. You can look that person up to verify that the address has been added.

Copying a Phone Number to Another Name

You can also copy phone numbers to other names in Advisors Assistant without having to add the phone number each time.

If you are dealing with members of a household or group, you can also link phone numbers to the members. This is detailed in the Household/Group section.

How to Copy a Phone Number to Another Name

1. Go to the name you wish to copy the phone number from.
2. Click on the **Down Arrow** button next to the phone number to open the list of phones.

3. Highlight the number you wish to copy and click the **Copy To** button.
4. Select the name to which you want to copy the phone. If the name is not in the database, add the name from the Select Name screen.
5. Verify that the information is correct. Turn the Primary check on or off (depending on if this will be a primary phone number for the new person).
6. After copying the phone number, Advisors Assistant returns you to the first person's phone list. Click **OK** if done or copy a number to another person.

This phone number has now been added as a new phone number to the person you selected. You can look that person up to verify that the phone number has been added.

Finding and Modifying Names

How to Find and Modify a Name

1. Click on the down arrow next to the name on the View Screen
or
Click on the Binocular Icon (Lookup Name) in the Sidebar. You can also click on the down arrow next to the icon to lookup names in other ways – such as by email address or Tax ID
or
Click on the **Lookup** menu and select **By Name** or by another field.
2. Type in as many letters of the last name or business name as you know. For each letter you type you will move further down the list of names. If there are several names with the last name you are looking for, press Tab to go to the first name and type in as many of the letters of the first name that you know.

You can also click on any column heading, and lookup the names based on that column. The column with the arrow next to it is the column you are selecting by.

3. Once the name you are looking for is highlighted on the screen, you may:
Press Enter
or
Double click on the name
or
Highlight the name by single clicking and click **OK**.
4. To Modify information, click on the box with the information you wish to modify.
5. To Modify an address or phone number not showing on the screen, click on the Down Arrow next to the address or phone section. Highlight the address or number you wish to modify. Click on the **Modify** Button.
6. Click **OK** when done.

Deleting Names

When you delete a name, all references to that name and any additional information such as notes, new business, etc. are removed from the database. It is always a good idea to Back Up your database before making large deletions.

How to Delete a Name

1. Find the name you wish to delete.
2. Click once in the Name Information Box.
3. Click on the **Delete** Button located at the bottom of the screen.
4. Confirm that you wish to delete the name.

Notes

In this chapter you will:

- ✓ Add Notes to a name
- ✓ Modify Notes
- ✓ Add a Follow Up Date to notes
- ✓ Add/Modify Note Topics
- ✓ Search Notes
- ✓ Combine Notes

Adding Notes

There is no limit to the number of notes you can add to each name in Advisors Assistant. And each note can have a follow-up date attached, which adds a Task directly to your calendar (or another person's calendar.) Advisors Assistant has free form notes, so you can write as much or as little as you want.

Note Topics and Note Entries

In Advisors Assistant there are note topics and note entries. Note Topics are designed to enable you to organize similar notes together. In the *View Notes Screen*, you see 7 “Note Topics”, and each of those Note Topics can have unlimited Note Entries.

James Madison (Jim)
 Types: Client
 Group Participant
 Level A
 Occupation: Attorney
 Spouse: Dolly Madison
 Birthdate: 6/16/1951
 Age / Near: 57 / 57
 Anniversary: 9/6/1978
 Div License: M675645555
 Producer: MoneyMaker, Chris
 Total Income: \$186,000
 Net Worth: \$1,250,000
 Dependents: 2
 Jurisdiction: Virginia
 Tax ID: 555-56-3768

Home Address
 Addressee: James Madison (Jim)
 Business:
 Job Title:
 Address 1: 11407 Constitution Hwy
 Address 2:
 Address 3:
 City, State: Montpelier Station, VA 22957
 Email: james@madison.com
 Web Site: www.madison.com
 Business Phone:
 Phone: (212) 875-3507 (Direct Line)
 Fax: (212) 875-3908 (Marketing)

Notes

Description	Notes - Begin	Latest Note	By	Latest Follow-Up	Assigned To	Completed
Investment Notes	5/01/02000	11/06/2008	CM	11/02/2008	Chris MoneyMaker	
General Notes	9/03/01954	11/06/2008	CM	11/02/2008	Chris MoneyMaker	
Letter Log	20/04/041999	10/04/2008	CM			
Insurance Notes	3/09/14/2006	11/07/2008	CM	11/02/2008	Chris MoneyMaker	Yes
Archived Emails	2/08/04/2006	08/04/2006	SVG			
Health Claim - Surgery Notes	1/04/04/2002	04/04/2002	CM			
Phone Log	4/01/18/1999	04/04/2002	CM			

View Client with Notes

How to Add a Note to a Name

1. Make sure you are viewing the name to which you want to add the note.
2. Click on the **Notes** Tab at the bottom of the View Screen.
3. Highlight the Note Topic to which you wish to add a new note and click on the **Add** Action Button. If you do not have any Note Topics added to the name yet, the first time you

click on the Add Action Button you'll be asked to setup a Topic before you can add the note entry.

4. Advisors Assistant automatically tracks the create date, time, and the initials of the person adding the notes. If you have the correct security access you can change the create

Add Note Screen

date, or add a Private Note. Begin typing your notes. You can spell check your notes by clicking on the **Spell Check** Button.

5. Click **OK** when done.

You can also add new notes at any time from the *View Notes Screen*.

The *View Notes Screen* is opened any time you add or modify a note.

To add a new note from the *View Notes Screen*, highlight the Note Topic from the top of the screen to which you wish to add the note entry, and click the **Add Note** Button.

Scheduling Follow-up Dates

Follow-up dates can be attached in many areas of Advisors Assistant: Notes, Phone & Letter Logs, New Business Actions,

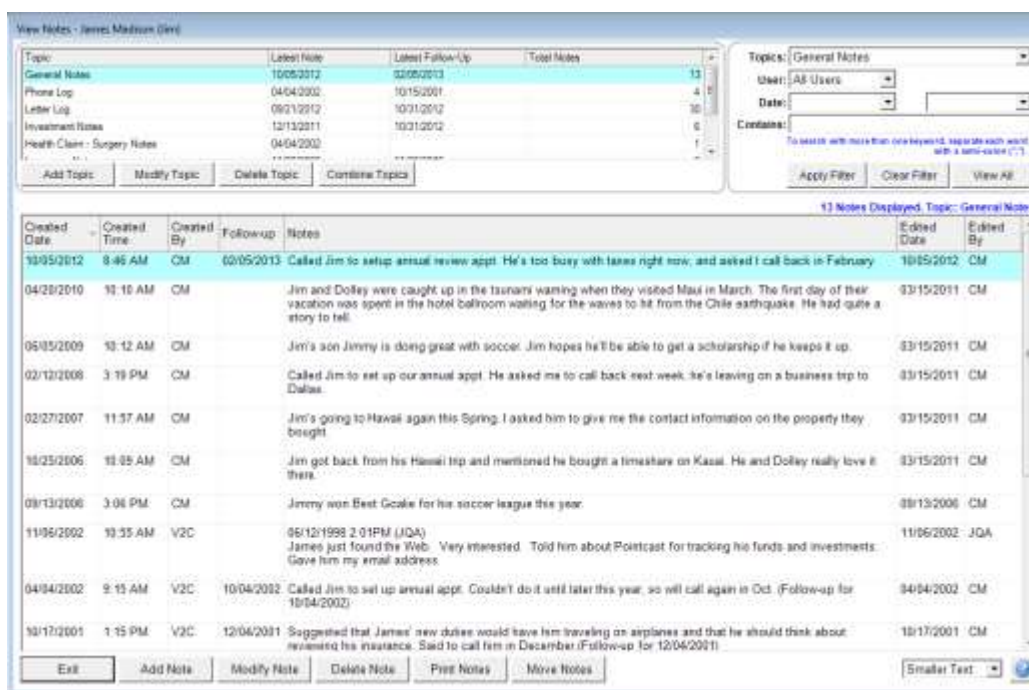
and Markets. Once a follow-up date has been filled in, a Task is added to your calendar. You can edit the follow-up to move the Task to another person's calendar.

How to Add a Follow-up Date

1. Add a new note to a name.
2. Enter a follow-up date. (Click on the down arrow next to the date to pop up a calendar.)
3. Click **OK** to add the note. A Task is added to your calendar.

To add the Task to another person's calendar, click on the **Edit Follow-up** Button under the date. The Task window will open with some of the fields filled in for you automatically: the date, the description, and the notes. Use the Calendars box to choose to whose calendars the Task will be added.

4. Click **OK** to add the follow-up to the calendar. Then click OK to add the note.



View Notes Screen

Personal Contact

Many producers wish to insure that they have a Personal Contact with their clients or prospects (or top clients and prospects) at least once every 60 or 90 days (or any time period you specify.) The Personal Contact Checkbox is designed to help

you track when you've had a personal contact with a client or prospect, so that you can get a list of clients or prospects who you haven't had personal contact with. The definition of Personal Contact is up to you, but it would typically be a face-to-face appointment or an actual phone conversation.

When you're adding a note that resulted from a personal contact, you can check the **Personal Contact Box**. Advisors Assistant then has a Personal Contact Wizard (under the Tools Menu) that will allow you to print a report or even add a Calendar Task to the people who haven't had a Personal Contact within the time period you specify.

Adding/Modifying Note Topics

When you add the very first note to a name, you will first need to add a Note Topic. After the first note topic is added you'll need to add or modify additional topics from the *View Notes Screen*.

How to Add/Modify a Note Topic

1. From the *View Client With Notes Screen*, click on the **Modify Action Button**.
2. Click on the **Add Topic** Button in the top left of the View Notes Screen to add a new note topic. Highlight an existing topic and click on the **Modify Topic** Button to modify the topic name.

Topic	Latest Note	Latest Follow-Up	Total Notes
Archived Emails	08/24/2006		2
General Notes	11/08/2008	11/13/2008	9
Health Claim - Surgery Notes	04/04/2002		1
Insurance Notes	11/27/2006	11/28/2006	3
Investment Notes	11/08/2008	11/20/2008	5
Letter Log	10/24/2008	03/13/2002	20

Add Topic
Modify Topic
Delete Topic

Note Topic Section of View Notes Screen

Combining/Moving Notes

There are two ways of moving notes:

Moving a single note from one topic to another:

1. From the *View Notes Screen*, highlight the note entry you wish to move.

2. Click the **Move Notes Button** at the bottom of the screen.
3. Highlight the new Note Topic to which you wish to move this note.
4. Click **OK** to move the note.

Combining one entire Note Topic into another Note Topic:

1. In the top left Topic Section, highlight the Note Topic you wish to combine.
2. Click the **Combine Topics Button** in the topic section.
3. Highlight the Note Topic to which you wish to combine these notes.
4. Click **OK**.

Searching Notes

You can search through the notes within Advisors Assistant to find notes containing a specific keyword, or written within a date range by a specific user.

You can search within just one client's notes, or you can search globally across all notes within the database. Performing a global notes search can take some time.

The screenshot shows a search filter interface with the following elements:

- Topics:** A dropdown menu currently set to "All Topics".
- User:** A dropdown menu currently set to "All Users".
- Date:** Two adjacent dropdown menus for selecting a date range.
- Contains:** A text input field for keywords.
- Instructions:** A blue text note below the "Contains" field reads: "To search with more than one keyword, separate each word with a semi-colon (;)".
- Buttons:** Three buttons at the bottom: "Apply Filter", "Clear Filter", and "View All".

How to Search a Client's Notes

1. From the *View Notes Screen*, enter the criteria on which you wish to search in the top right corner of the screen.
 - Select if you wish to search within just one topic, or all topics.

- Select if you wish to search for notes written by just one user, or all users.
 - Enter a date range if you wish to limit the notes found to those written within a date range.
 - Enter a keyword(s) to find notes containing the word(s).
2. Click on the **Apply Filter** Button to see the notes that match the criteria in the grid.
 3. Once the notes are selected you can print the list of notes by clicking on the **Print Notes** Button at the bottom of the View Notes Screen.
 4. Click the **Clear Filter** Button to clear the search criteria and enter another search.
 5. Click the **View All** Button to view all notes on the screen.

How to Globally Search Notes

1. Click on the **Tools** Menu at the top of any View Screen.
2. Select **Search All Notes**.
 - Select if you wish to search for notes written by just one user, or all users.
 - Enter a date range if you wish to limit the notes found to those written within a date range.
 - Enter a keyword(s) to find notes containing the word(s).
6. Click the **Apply Filter** Button.
7. Once the notes are selected you can print the list of notes by clicking the **Print Notes** Button, or highlight a note and click the **Go To Client** Button to go to that client's view screen.

Search Notes

Contains: User: Date:

☐ Search Topic Descriptions ☒ Match Whole Words

Private Notes:

Topic:

Apply Filter Clear Filter

121 Notes Displayed. Keyword(s): "ira", matching whole words.

Name	Topic	Date	By	Notes
Jackson, Andrew	Investment Notes	08/29/2001	CM	Andy is considering opening another IRA. Sending American Fund prospectuses (Follow-up for 0
Madison, James	Investment Notes	10/02/2012	CM	Call Jim in a couple weeks about adding to his IRA.
Madison, James	Phone Log	01/16/1999	JQA	Called James about his 1999 IRA. He said to call back in February. He'll be ready to do somethin
Washington, George	Letter Log	12/02/2011	CM	Document: IRA letter Signer: Chris Moneymaker Summary/Comments:
Madison, James	Letter Log	12/02/2011	CM	Document: IRA letter Signer: Chris Moneymaker Summary/Comments:
Monroe, James	Letter Log	12/02/2011	CM	Document: IRA letter Signer: Chris Moneymaker Summary/Comments:
Jackson, Andrew	Letter Log	12/02/2011	CM	Document: IRA letter Signer: Chris Moneymaker Summary/Comments:
Sowell, Betty J.	Letter Log	12/02/2011	CM	Document: IRA letter Signer: Chris Moneymaker Summary/Comments:
Bendkowski, Niloofer	Letter Log	12/02/2011	CM	Document: IRA letter Signer: Chris Moneymaker Summary/Comments:
Smith, Steve	Letter Log	12/02/2011	CM	Document: IRA letter Signer: Chris Moneymaker Summary/Comments:
Jefferson, Thomas H.	Letter Log	04/07/2008	CM	Document: IRA Prospect Lit Signer: CM Summary/Comments:

Exit Go To Client Print Notes

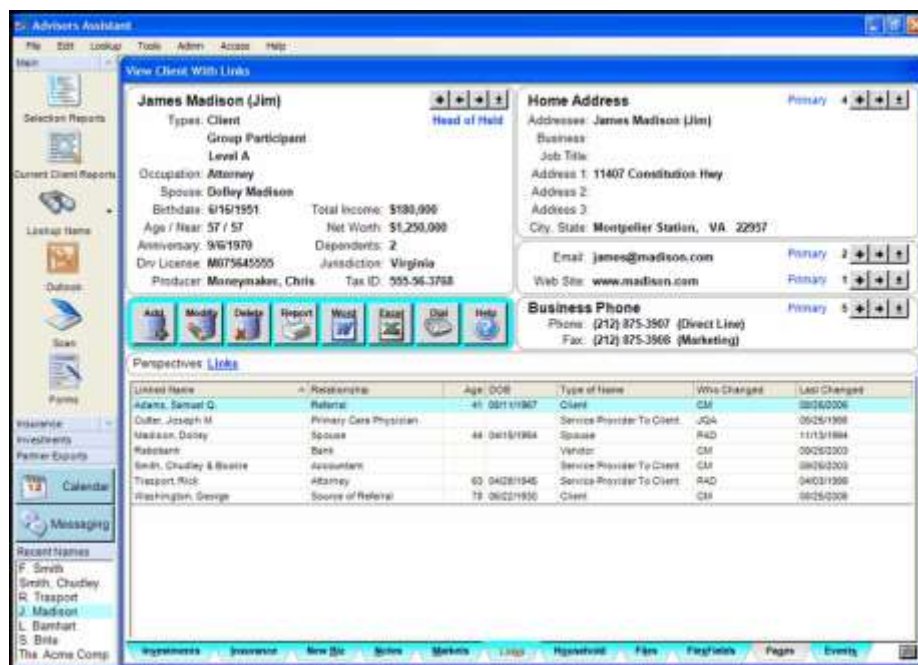
Linking Names

In this chapter you will:

- ✓ Link two names together
- ✓ Add a new Link Relationship Code

Linking Names

Advisors Assistant allows you to link names to each other so that you can track different relationships between names in your database. You can link family members together, link employees to their company, and track the sources for your new clients and prospects. Once two names are linked together, you can easily switch back and forth between the name records.



View Client with Links

Each link you add must have a Relationship. When you connect one client to another, you must designate what that connection is - their relationship. Examples of relationships are attorney, accountant, or source of referral. You can link family members together and use relationships like spouse and child, but you might wish to add these names to the Household rather than linking them.

Links are a great way to track referrals. In the sample screen above, you can see that Jim was originally referred by George Washington (Source of Referral) and that Jim referred Sam Adams (Referral.)

The Reciprocal Relationship is the relationship of the person or company to whom you're linking, back to the person being linked. Each link relationship can only have one reciprocal code – it's a one to one relationship. So if you track other professional

relationships, you could use a relationship of “Accountant” and a reciprocal of “Client of Accountant.”

How to Add a Link to a Name

1. Go to the View Screen for the person to which you want to add a link.
2. Click on the **Links** Tab at the bottom of the screen.
3. Click on the **Add** Action Button.
4. Click on the **Linked To** Field to choose from the list of names in your database.
5. Enter the person's last name or the organization's name. If the person is not yet in your database, you can click on Add. Click on the name to select it when it comes into view.
6. Back on the *Add Link Screen*, click on the **Relationship** Field.
7. Select the relationship from the list. If the relationship is not on the list already, and you have the appropriate security rights you can click on *Edit List* to add a new relationship code to the list.
8. If you're adding a family link, such as a spouse or child, you can also tell Advisors Assistant to add that person to the Household by checking the **Add Linked Name To Household** Box. The name to which you're adding the link must be marked as a Head Of Household.
9. Click **OK**.

Adding Link Relationship Codes

The link relationship code is an abbreviation code like all other codes in Advisors Assistant, but there is one extra field for the link relationship called the reciprocal code. You must have the appropriate security access to edit codes.

When you're adding links Advisors Assistant links two names together, and the two names are linked together using the reciprocal relationship codes. Since the reciprocal relationship controls the two names being linked, it is important that the link relationship codes be added with the reciprocal.

Since link relationship codes have a reciprocal code also, adding new link relationship codes becomes a 3 step process. We will go

through the steps of adding the two link codes of Brother and Sister. Details on adding abbreviation codes are listed in the Abbreviation Codes chapter of this manual.

How to Add link relationship codes

1. Add the first new link code, BROTHER. Leave the Reciprocal field blank. Click **OK** to add the first code.
2. Click on the **Add** button again to add the second code, SISTER. For the code sister, enter a reciprocal code of BROTHER. Click **OK** to save the code.
3. Modify the code Brother by highlighting the code and clicking the **Modify** button. Select the code SISTER for the reciprocal code of Brother. Click **OK** to save the Brother code.

While the example of Brother/Sister is used to show how to add link codes, a code of SIBLING is much better for designating family relationships because it can be used for brother/sister, brother/brother, and sister/sister.

The screenshot shows a 'Modify Abbreviation' dialog box. It has a title bar 'Modify Abbreviation' and a 'Relationship' section. Inside this section, there are three fields: 'Abbreviation' with the text 'ATTY-CL', 'Description' with the text 'Client of Attorney', and 'Reciprocal' with a dropdown menu showing 'Attorney'. At the bottom of the dialog, there are two buttons: 'OK' and 'Cancel'. To the right of these buttons are two small icons: an information icon (i) and a help icon (?).

Adding Link Relationship Codes

Households/Groups

In this chapter you will:

- ✓ Create a Household in Advisors Assistant
- ✓ Create a Group in Advisors Assistant

When you add an individual to Advisors Assistant the tab on the View Screen says Household. When you add an organization to Advisors Assistant the tab on the View Screen says Group.

Creating Households

The *View Client With Household Screen* allows you to group members of a household together. These Households can then be used for combined reporting, and it gives you quick access to the other names just by double-clicking on the member's name.

James Madison (Jim) Head of Hld

Types: Client
Group Participant
Level A

Occupation: Attorney
Spouse: Dolly Madison
Birthdate: 6/16/1951
Age / Near: 57 / 57
Anniversary: 9/6/1970
Dry License: M075645555
Producer: Moneymaker, Chris
Total Income: \$180,000
Net Worth: \$1,250,000
Dependents: 2
Jurisdiction: Virginia
Tax ID: 555.56.3768

Home Address Primary: 4

Addressee: James Madison (Jim)
Business:
Job Title:
Address 1: 11807 Constitution Hwy
Address 2:
Address 3:
City, State: Montpelier Station, VA 22957
Email: james@madison.com
Web Site: www.madison.com

Business Phone Primary: 5

Phone: (212) 875-3907 (Direct Line)
Fax: (212) 875-3908 (Marketing)

Perspectives: Members Member Of

Members	Type of Name	Age	DOB	Producer	Relationship
Madison, Dolly	Spouse	44	04/16/1964	Moneymaker, Chris	
Madison, James	Client	57	06/16/1951	Moneymaker, Chris	
Madison, Jimmy B	Child of Client	18	03/12/1985	Moneymaker, Chris	

View Household Screen

How To Create A Household

1. Decide who will be the Head Of Household. Modify that name and check the box "Head Of Household." Enter the Household Name.
2. From the *View Client With Household Screen*, click the **Add Action Button**.

Add New Member

What kind of name do you want to add to this household?

☒ Add Existing Name To Household

☐ Add Entirely New Name To Household

OK Cancel

Add Household Member

3. You can add a new member to the household by either clicking on the Browse Button and selecting a name already added to your database, or by adding a new name directly into the *Modify Household Screen*. Select which option you're using to add the household member and click **OK**.
4. At the top of the *Modify Household Screen* select if you'd like to have a specific Name Type added to each member of the household.
5. Select if you'd like to have an address and/or phone number linked to each member of the household. When you link an address or phone number to household members, you only have to change the address or phone number at the Head Of Household's record and it will be changed on each member's record.

The screenshot shows the 'Modify Household' window. At the top, it displays 'Family of James Madison' and 'Add Nametype To All Members'. Below this is a 'Name Type' dropdown menu. To the right, there are sections for 'Address' and 'Phone'. The 'Address' section has a checkbox 'Link Address To All Members' (checked) and a text field 'Home Address' with the value '11407 Constitution Hwy, Montpelier Station, VA 22957'. The 'Phone' section has a checkbox 'Link Phone To All Members' (checked) and a text field 'Home Phone' with the value '(212) 875.8734'. Below these sections are buttons for 'Add Member', 'Remove Member', and 'Change Displayed Fields'. At the bottom, there is a table with columns: First Name, Last Name, Tax ID, Date Of Birth, Gender, Occupation, Income, Net Worth, Dependent, and Relation to HOH. The table contains three rows of data.

First Name	Last Name	Tax ID	Date Of Birth	Gender	Occupation	Income	Net Worth	Dependent	Relation to HOH
James	Madison	555-56-3768	6/16/1951	Male	Attorney	\$180,000.00	\$1,250,000.00	<input type="checkbox"/>	
Dolley	Madison	555-88-9864	4/15/1964	Female	Unknown	\$0.00	\$0.00	<input type="checkbox"/>	
Jimmy	Madison	555-00-6868	3/12/1989	Male	Unknown	\$0.00	\$0.00	<input checked="" type="checkbox"/>	Child

At the bottom of the window are 'OK' and 'Cancel' buttons.

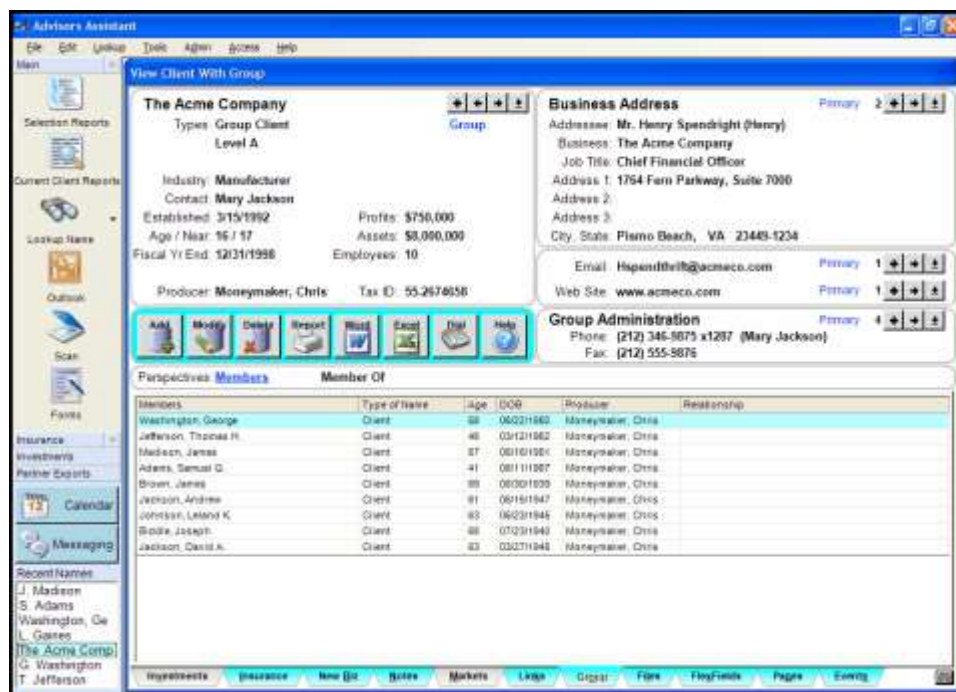
Modify Household Screen

The member has been added to the household, and you can add new members directly from the *View Household Screen*.

You can also use the Dependent and Relation to HOH features to expand the data that is sent to application automation programs like Laser App. Check the Dependent box and select the relationship.

Creating Groups

If you add a company to Advisors Assistant, you can use the Group feature to group the employees of the company together for reporting purposes.



View Group Screen

How To Create A Group

1. Modify the organization's name and check the box "Group." Enter the Household Name.
2. From the *View Client With Group Screen*, click the **Add Action Button**.
3. You can add a new member to the group by either clicking on the Browse Button and selecting a name already added to your database, or by adding a new name directly into the *Modify Group Screen*. Select which option you're using to add the group member and click **OK**.
4. At the top of the *Modify Group Screen* select if you'd like to have a specific Name Type added to each member of the group. For example you could have all members of the group have a Name Type of Group Participant.
5. Select if you'd like to have an address and/or phone number linked to each member of the group. When you link an

address or phone number to group members, you only have to change the address or phone number on the company's record and it will be changed on each member's record.

The 'Modify Group' window is divided into three main sections: Members, Address, and Phone. The Members section includes a dropdown for 'Group for The Acme Company', a checked checkbox for 'Add Nametype To All Members', and a 'Name Type' dropdown set to 'Group Participant'. The Address section has a checked checkbox for 'Link Address To All Members', an unchecked checkbox for 'Force Primary Address', and a text field for 'Business Address' containing '1766 Deliver The Acme Building Pismo Beach, CA 93449'. The Phone section has a checked checkbox for 'Link Phone To All Members', an unchecked checkbox for 'Force Primary Phone', and a text field for 'Business Phone' containing '(212) 555-4567'. Below these sections are buttons for 'Add Member', 'Remove Member', and 'Change Displayed Fields'. A table lists group members with columns for First Name, Last Name, Tax ID, Date Of Birth, Gender, Tobacco, Occupation, Income, and Net Worth. The table contains 10 rows of member data. At the bottom are 'OK' and 'Cancel' buttons.

First Name	Last Name	Tax ID	Date Of Birth	Gender	Tobacco	Occupation	Income	Net Worth
Thomas	Jefferson	555-68-7453	3/12/1982	Male	Unknown	Accountant	\$50,000.00	\$4,000,000.00
Samuel	Adams	555-78-0488	8/11/1987	Male	Unknown	Executive	\$125,000.00	\$1,250,000.00
James	Madison	555-56-3788	8/18/1951	Male	Unknown	Attorney	\$180,000.00	\$1,250,000.00
Andrew	Jackson	555-23-8453	8/15/1947	Male	Unknown	Executive	\$75,000.00	\$450,000.00
Leland	Johnson	555-99-0001	6/23/1945	Male	Unknown	Executive	\$125,000.00	\$500,000.00
David	Jackson	111-22-3333	3/27/1945	Male	Unknown	Executive	\$140,000.00	\$2,000,000.00
George	Washington	555-48-5987	6/22/1950	Male	Unknown	President	\$175,000.00	\$1,987,456.00
James	Brown	555-34-4567	8/30/1939	Male	Unknown	Accountant	\$0.00	\$0.00
Joseph	Biddle	555-48-8756	7/23/1940	Male	Unknown	Politician	\$90,000.00	\$890,000.00

Modify Group Screen

The member has been added to the group, and you can add new members directly from the *View Group Screen*.

Markets/Areas of Interest

In this chapter you will:

- ✓ Add Markets/Areas of Interest to a name

Markets/Areas of Interest

A unique feature of Advisors Assistant is the Markets or Areas of Interest. Markets/Areas of Interest can be used for tracking:

- Markets - products a person may be interested in like an IRA, Universal Life or Term Insurance.
- Producers - products the producer specializes in.
- Areas of Interest - add codes for hobbies, clubs, or other demographics you'd like to track. Some Areas of Interest could be golf, Rotary Club, or their favorite sports teams.
- Mailings – flag names for newsletters, holiday cards or gifts, etc.
- Ad campaigns – add markets for the different ads you're running, and track how well the ads are performing.

Markets work similar to an abbreviation list and allow you to add as many Market codes as you'd like. The Markets area is completely searchable, so you can pull out people who are Prospects with a Market of ROTH IRA.

Advisors Assistant

File Edit Lookup Tools Admin Access Help

View Client With Markets And Interests

James Madison (Jim) Head of Household

Types: Client
Group Participant
Level A

Occupation: Attorney
Spouse: Delley Madison
Birthdate: 6/16/1951 Total Income: \$100,000
Age / Year: 57 / 57 Net Worth: \$1,250,000
Anniversary: 9/6/1970 Dependents: 2
Drv License: M079645555 Jurisdiction: Virginia
Producer: Moneymaker, Chris Tax ID: 555-56-3768

Home Address Primary 4

Address: James Madison (Jim)
Business:
Job Title:
Address 1: 11467 Constitution Hwy
Address 2:
Address 3:
City, State: Montpelier Station, VA 22957

Email: james@madison.com Primary 2
Web Site: www.madison.com Primary 1

Business Phone Primary 5

Phone: (212) 875-3907 (Direct Line)
Fax: (212) 875-3908 (Marketing)

Perspectives: Markets

Market or Area of Interest	Follow-Up	When Changed	Last Changed
Business Entrepreneur		CM	11/18/2006
Business Continuation Agreement		CM	10/27/2006
Disability Income Prospect	08/07/2006	CM	10/20/2006
Football Fan		CM	10/20/2006
Golfer		CM	08/07/2006
IRA Prospect	12/16/2006	CM	10/20/2006
Lives Beneficiary		CM	10/20/2006
Send Investment Newsletter		CM	04/04/2007
Times Ad Starting 2/10/07		CM	03/15/1991

Recent Names: F. Smith, Smith, Chudley, R. Transport, J. Madison, L. Barnhart, S. Brite, The Acme Comp

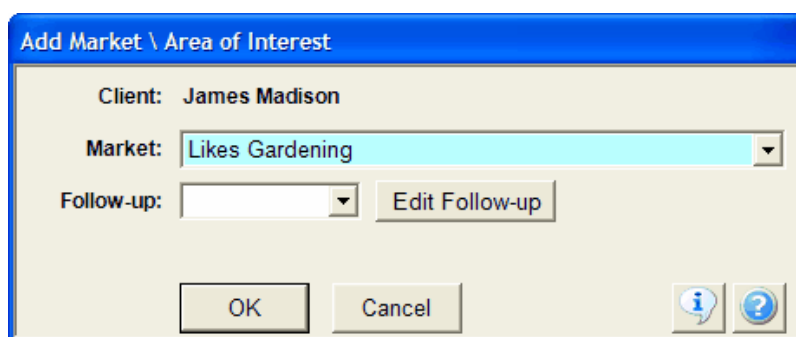
Investments Insurance New Biz Notes Markets Links MyPortfolio Files Flag/Info Pages Events

View Client with Markets

How to Add a Market/Area of Interest to a Name

1. Go to the *View Client Screen* for the name to which you wish to add a Market.
2. Click on the **Markets** Tab.

3. Click on the **Add** Action Button.
4. Click on the down arrow next to the **Market Field** to get a list of markets already added. Highlight your choice and click **OK**. As with other abbreviation code lists in Advisors Assistant, if the Market is not on the list and you have the appropriate security rights you can add the Market by selecting the Edit List option.
5. Enter a Follow-up Date if you wish a Task to be added to your calendar to follow-up on this Market.
6. Click **OK** when finished.



Adding Markets

The Market/Area of Interest is now added to the name record, and you will see it listed whenever you view the Markets.

You can select a list of people with the same Market using the Selection Reports, and print a report, send an email, or print letters and envelopes/labels.

Associating Files

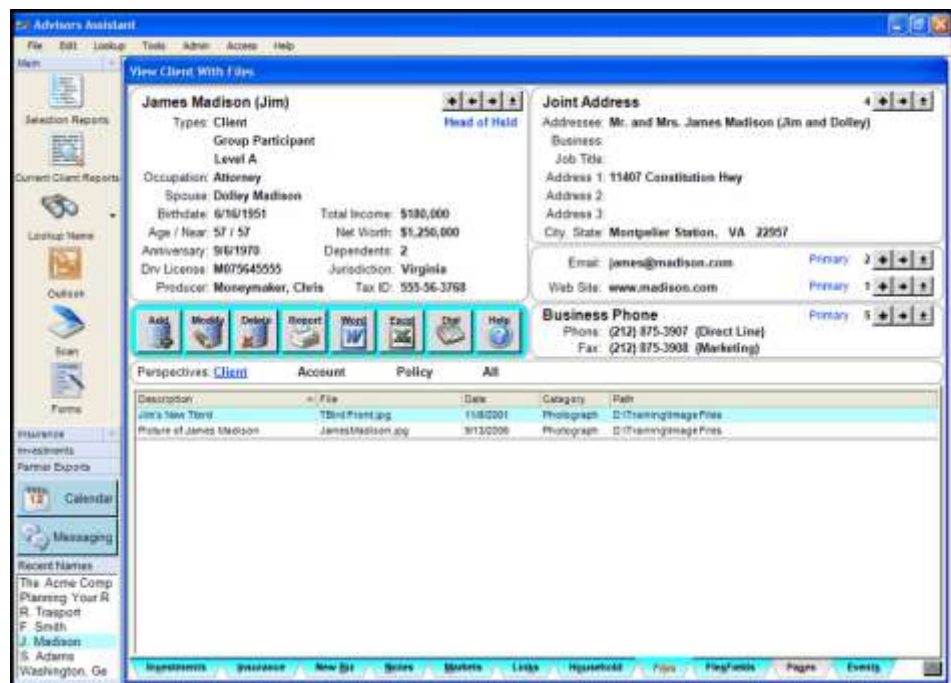
In this chapter you will:

- ✓ Add a new File Association to a name

The *View Client With Files Screen* gives you the ability to associate files from anywhere on your computer or network to a client or prospect stored in Advisors Assistant. You can then double click on that file to open the program and file you have associated.

With File Association you can:

- Use a document storage program to scan documents and then associate them with your clients and view them from inside Advisors Assistant.
- Store pictures of your clients
- Store letters created with your word processor. Mail Merge letters can not be stored unless the letter has been merged and saved with the name information.
- Store presentations and spreadsheets
- Store proposals in Adobe Acrobat .PDF format
- Store Morningstar Principia portfolios and open Principia directly from Advisors Assistant, going right to that client's portfolio (Principia must be purchased separately.)



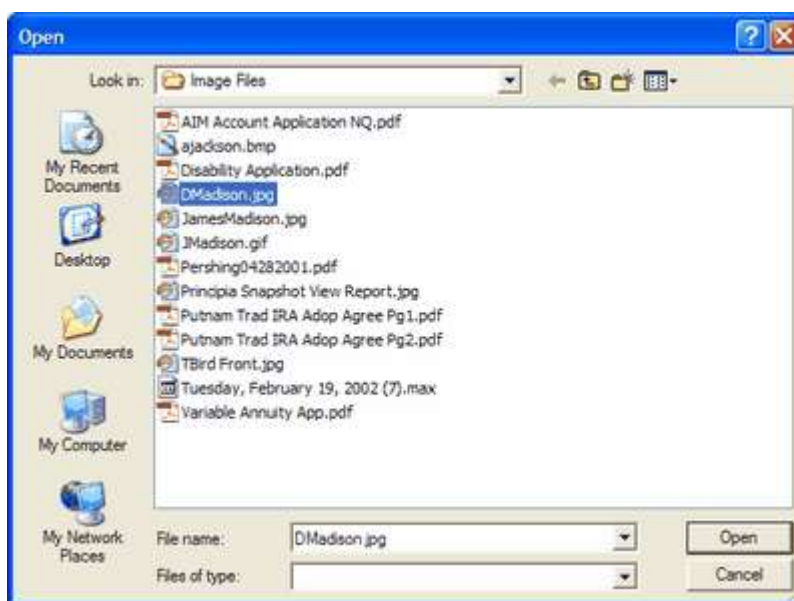
View Client With Files Screen

Adding File Associations

Advisors Assistant stores the path to the file that you are associating. Once the file is on the client's list, you can double click on the file and Advisors Assistant will load the application, which Windows associates with the file extension, and tell the application to view or edit the file.

How to Add a File Association to a Name

1. From the *View Client With Files Screen*, click on the **Add Action Button**.



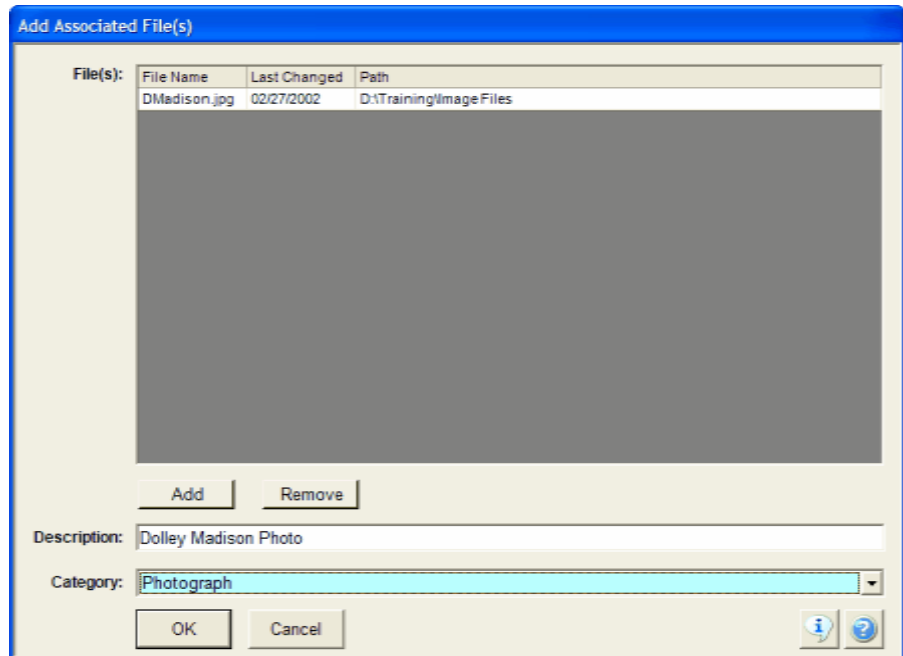
Selecting the File to Associate

2. Browse to the location of the file on your computer or network. Before associating files, please read the section in this chapter regarding file locations and network environments.
3. Enter a Description and Category:

Description: allows you to further describe what is contained in the file in the event the file name is not enough of a description.

Category: designed so you can assign tags, such as Application, Photo, or Letter. Then when you sort by Category by clicking on the column heading, all of your applications will be listed together.

From the *Add Associated File Screen* you can click on the **Add** Button to add another file, but it will have the same Description as the first file. If you wish to add a new file with a different description, click OK to add the first file then click the Add Action Button from the View Screen to add another file.



Entering the Description and Category

4. Click **OK** to save the file association.

How to Modify File Information

1. Highlight the file you wish to Modify.
2. Click on the **Modify** Action Button. You can then change the Description or Category displayed. Don't use this to change the actual file. To change the file, double click on the file to load the associated application.

How to Delete A File From The List

1. Highlight the file association you wish to delete.
2. Click on the **Delete** Action Button. Decide if you wish to just remove the reference to the file in the Advisors Assistant database, or if you wish to delete the file itself from your computer or network.

Running An Application With The Referenced File

When you click on the file, if Windows contains an association for the file extension, that application will load and run with the file you clicked. In a network environment, each workstation must have the application installed to view the file. For Instance, if a .pdf file is associated with a name, each workstation must have Adobe Acrobat Reader installed to open and view that .pdf file.

Sorting The File List

To sort the list of files, just click at the top of the column. By sorting on Category, you can list all of the forms, applications, etc. together based on the categories you have assigned.

Linking Folders to a Name

Rather than associating a single file with a contact, you can also associate a folder on your computer with that contact.

From the *View Client With Files Screen*, right-click on the **Add Action Button**. You can then select the location of the folder.

Things That Can Interfere with View Files Functionality

Renaming, Moving, Or Deleting Files

Advisors Assistant stores the path to the file you have associated, not the actual file itself. The list of files stored in Advisors Assistant does not know when you move or delete the actual file on your computer. Therefore, if you move, rename, or delete a file, using Windows Explorer or another program, the original reference will remain in Advisors Assistant. If you double click on the file, you'll get a message that the file cannot be found.

Reassigning or Remapping Drive Letters

In a network environment, the C drive on one computer can be "mapped" to a different drive letter when accessed by another computer.

If you add a file to a client and it is referenced on Drive K from the workstation and someone comes along and changes the drive mapping to Drive Q, then as far as Advisors Assistant is concerned, the file should be on K, and it will not be able to find it.

Storing Files On Drive C

If you're on a network, or ever expect to be on a network, **DO NOT** reference files on Drive C. The reason is that each station will have its own Drive C. If your Drive C ends up on a network as "Station 1" and Station 2 is also running Advisors Assistant, when Station 2 tries to double click on the file, Windows will look on Station 2's drive C, not Station 1's drive C. Drive C is always the local workstation drive.

Why You Should Not Reference Documents On Your C Drive

Your C drive is the **ONLY** drive that cannot be accessed from another computer on the network as drive "C". It can be accessed as another drive letter, through drive mapping, but another computer cannot click on a file associated with your C drive and load the file. The reason is because the other computer on the network has its own C drive and it will look on its own C drive for the file.

What To Do If You Are A Single User, or Not On A Network Now, But May Be Later

If you are on a single user system, you should still use a drive other than drive C because someday you may want to network. This is easily accomplished by creating another drive partition, such as drive D or drive F on the same disk. Software, such as Partition Magic, can do this easily and safely. Partition Magic is available anyplace business software is sold.

Tips and Hints

Map Drives

Map the drive(s) you refer to with a drive letter. That way, if you move the drive or the folders to another computer, you simply have to map that drive with the same drive letter.

If you use the Universal Naming Convention, such as \\MikesComputer and Mike leaves or his computer gets renamed, then all of your file pointers in Advisors Assistant will be looking for a computer that does not exist.

Map Drives Consistently

When you map drives, it's very important to reference all drives with the same drive letter.

For example: If you install a new hard drive to hold your document scanning files, have all computers on the network

refer to the drive with the same mapped drive letter. In our office we use Drive S (for Scan). All computers refer to the drive with the documents as Drive S.

Printing Reports

In this chapter you will:

- ✓ Print a Quick View Report
- ✓ Select a list of names using the Selection Reports
- ✓ Print a report using the selected names
- ✓ Save frequently used Selection Reports
- ✓ Print Current Client Reports
- ✓ Select names using the Tagged Names Report

Printing a Quick View Report

At the click of a mouse button, you can quickly print a report for the information you are viewing on the screen. If you are viewing notes, it prints a summary of the notes. If you are viewing Markets, it prints a summary of the Markets.

The Report Action Button in the middle of the screen will print reports for one person at a time – the person on your View Screen. The Selection Reports Icon in the Sidebar prints reports for many people at a time, or one person.

How to Print a Quick View Report

1. Put the information you want on your report on the View Screen.
2. Click on the **Report** Action Button.
3. The report will be generated and you'll first be viewing it on the screen. To print the report click on the printer icon at the top of the screen.
4. To close the report without printing it, click on the Exit Button at the bottom of the window.

Selection Reports

The power of a database is in not only storing your information, but also making it easy for you to sort that information for marketing purposes. Advisors Assistant has made data retrieval easy through our Selection Reports.

The Selection Reports allow you to go into Advisors Assistant and select data based on the criteria you specify. The combinations of selections are limitless, and you can save sets of selections that you run on a frequent basis. The Selection Reports are also a powerful feature of Advisors Assistant that will help you increase sales.

You can use Selection Reports to search for:

- Birthday Lists
- People in specific age ranges or income levels to tell about certain products you sell
- Clients investing in a particular security, category, or sector (if you're using the Advisors Assistant Investment Module)

- Clients with a specific type of insurance for contacting about a new benefit (if you're using the Advisors Assistant Insurance Module)
- Prospects that you have coded with a certain market to contact them regarding that market
- Anniversary Date reports
- Clients turning 70 who have an IRA (using either the Investment Module or Markets)
- and much more

Once you have “selected” the names, you can then print reports, print letters, labels, or envelopes, or send emails to the group you've selected.

Name Selection Screen

How to Run a Selection Report

We'll run a selection report on Clients who have a birthday in June.

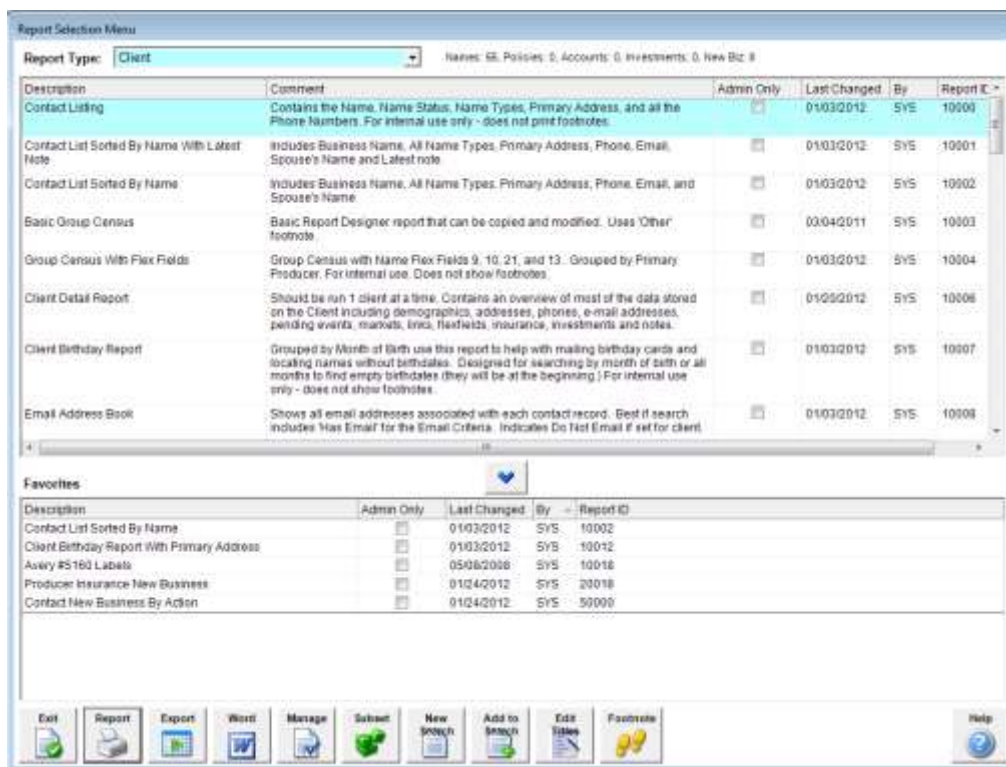
1. Click on the **Selection Reports** Icon in the Sidebar.

You will now see the main Selection Reports Screen. The

first set of information you see is the name information. There are additional Tabs on the bottom of the screen that allow you to navigate through the selection screens and select on the Name Flex Fields, and depending on which modules you own the Investment and Policy information.

2. First click on the empty box or arrow next to Type of Name to select the type of person we're looking for, in this case Client. Select the Client abbreviation from the list and click **OK**.
3. Then click on the empty box or arrow next to Birth Month, select June, and click **OK**.
4. Click **Search** to start the search once all your selection criteria have been entered.

After you click OK Advisors Assistant will begin searching through all of your records to find names that match the criteria you just entered. Once the search is done, you will be on the *Report Selection Menu Screen*. The number of names that have been selected is in the top right hand corner of the screen. From this screen you can print reports, send the data to Microsoft Word to print letters and envelopes or send emails, or export the data to use it with another program.



Report Selection Menu

Include All Investment Data or Include All Insurance

Data: When you're searching for names based on investment or insurance information, Advisors Assistant does not select every product the client has unless you tell it to – only the product you are telling Advisors Assistant to search for would print on the report. If you want all of the investments or policies to be printed on the report, the Investment and Insurance Selection Screens have a box you can check to include all products. You can also use the Current Client Report Icon in the Sidebar to select all of a single client's products for reports.

Printing Reports using Selected Names

Once you've searched for the names you want, you can print reports for those names. As you'll see from the *Report Selection Menu Screen*, there are many reports to choose from. The best thing is to print them out at some point to see which reports you like best.

How to Print Reports Using Selected Names

1. Run your search for the names you want to select.
2. **Highlight** the report you wish to print. Click the **Report** Button at the bottom of the screen or double click on the report.

You are now in the view report screen. You can move around the report while viewing it, or just print or save the report.

3. Click on the Printer Icon to print the report or the Floppy Disk Icon to save the report to another format, such as a PDF file.
4. Click **Exit** to return to the *Report Selection Menu Screen*, New Search to run another search, or Add To Search to save the names you've just selected and add a new list of names to the first list.
5. Click **Finished** to return to the Advisors Assistant View Screen.

Saving Frequently Used Selection Reports

You may find yourself running some selection reports on a monthly, weekly or even daily basis. Rather than entering the Selection Criteria in each time you need to run the report, you

can save that selection report and load it whenever you need to run it.

Advisors Assistant also automatically saves the last Selection Report that was run. If you've exited Selection Reports and decide you need to run the same search again, you can load the previous search (see "How To Load Selection Reports" below.)

How to Save Selection Reports

1. Open **Selection Reports**.
2. Enter the criteria you wish to select. Be sure to include any Product or Flex Field information.
3. Click on the **Save** Button.
4. Give the saved selection a name.
5. Click **OK**.

How to Load a Saved Selection Report

1. Open Selection Reports.
2. Before entering any criteria, click on the **Load** Button.
3. Highlight the saved Selection Report from the list and click **OK**.
4. The criteria you saved will appear on the screen. Click **OK** to start the search.

Selection Report Options

Once your names have been selected, you have other options available. The following buttons are available across the bottom of the *Report Selection Screen*:

Exit: exit out of Selection Reports

Report: run the highlighted report (you can also just double-click the report.)

Export: export the selected names to another file, such as an excel spreadsheet.

Word: send the selected names to Microsoft Word to print letters or send emails. This function is described in detail in the "Merging With MS Word" chapter.

Manage: take the names you've selected and perform a function with all of the names. For example, you can add a market to all of the names selected or change the producer name for all of the names selected.

Subset: take the names you've selected and work only with those names from the main View Screen. When you create a subset your View Screen will be yellow to indicate you're working within a subset of names. You can turn off the subset just by unchecking the box in the bottom left corner.

New Search: open a blank selection criteria screen.

Add to Search: put the list of names you've selected aside, and add a new list of names to the first list. You can keep adding new names by using the Add To Search Button again after your next search. This performs an "OR" search. For example, you can build a list of people that have the Market golf OR the Market boating.

Footnote: if you have security rights to edit report footnotes, clicking this button will take you to the report footnotes so you can edit them.

Printing a Current Client Report

At the click of a mouse button, you can quickly access all of the reports in Advisors Assistant for the name you are viewing on the screen.

How to Print a Current Client Report

1. Make sure the name for which you're printing reports is on the View Screen.
2. Click on the **Current Client Reports** Icon in the Sidebar.
3. All of the contact and product information for that name will be selected, and you'll be taken to the Report Selection Menu Screen to select the report you wish to print.

The Tagged Names Report

The Tagged Names Report works similarly to the Selection Reports. Instead of filling out the criteria for what you're searching on, you can just go down the list of names in the database and "tag" them to select them.

When you "tag" a name, the name is moved to the bottom half of the screen to show that it has been selected. Once you have selected all your names, you will move to the Reports menu and

have all the same options available as you do through the Selection Reports.

How to “Tag” Names

1. From any View Screen, click on the **Tools** menu at the top of the View Screen.
2. Select **Tagged Names Report**.

Last Name	First Name	Primary Type	Address	City	State
Abc Marketing		Vendor	24 Main St	Kansas City	MO
Acme 401(k) Retirement Trust		Retirement Trust	1784 Fern Park	Palo Alto Beach	CA
Adams	Amy	Spouse	123 Insurance	Primo City	GA
Adams	John	Agent	123 Insurance	Primo City	GA
Adams	Mary	Spouse	8475 Acadia Dr	Branford	MA
Adams	Mike	Group Participant	100 N.E. Main	Palo Alto Beach	CA
Adams	Samuel	Client	1784 Fern Park	Palo Alto Beach	CA
American Business Lists		Vendor	2134 Westchester	Westchester	MA
Approve	John	Vendor	800 W. Main St	San Luis Obispo	CA
Barnes	Clarke	Group Participant	708 W 98th Tr	Palo Alto Beach	CA
Bernhart	Leann	Client	13 Larsen Ln	Shawnee	KS
Belka	Tony	Producer			
Biddle	Joseph	Client	200 S. 124th St	San Luis Obispo	CA
Brady	James	Prospect	898 Higuera St	San Luis Obispo	CA

Last Name	First Name
Adams	John
Biddle	Joseph

Tagging Names For Selection Reports

You are now on a screen similar to the *Lookup Name Screen*. There are a few ways to find the name you want to select:

- You can click on any column tab to sort the list by that column. If you’re sorting by last name, type in the last name and then first name in the boxes at the top of the screen (just like when you’re looking for a name in the database.) Advisors Assistant will narrow down the list as you put more letters in, and the names will appear in the grid.
 - To go through the complete list, you can use the arrow keys on your keyboard to scroll through the list. Then you can tag the names as you look through the list.
3. Once you’ve found the name you want to “tag”, there are three ways to actually “tag” the name which moves the name to the bottom half of the screen:
 - Double click on the name

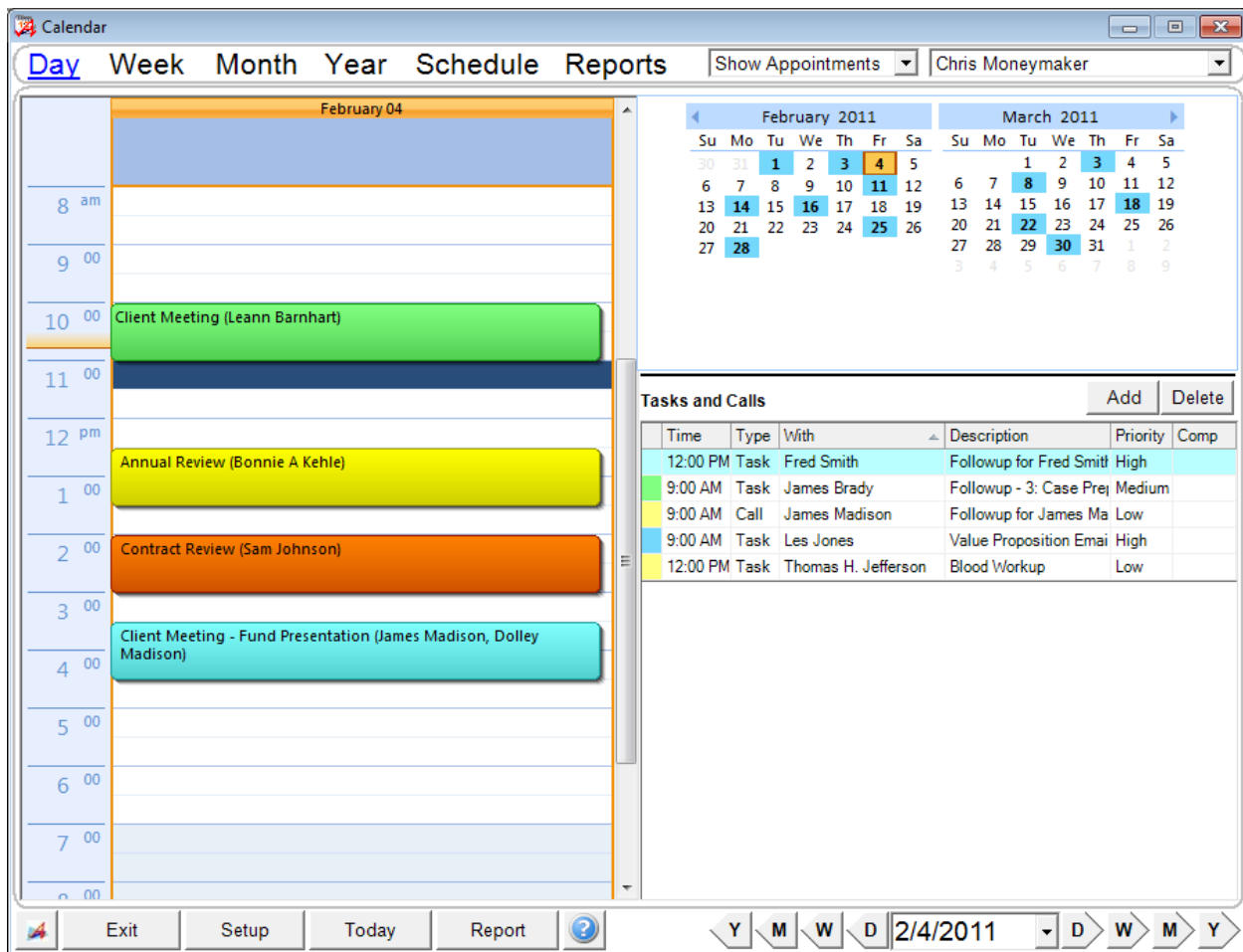
- Highlight the name and press Enter
 - Highlight the name and click the **Blue Arrow** Button in the middle of the screen
4. When you're finished tagging all of your names, click on the **OK** Button to move to the Reports menu. From the reports menu you can print reports with those names, or merge with a word processor; just as with other Selection Reports.

The Advisors Assistant Calendar

In this chapter you will:

- ✓ Customize your calendar settings
- ✓ Schedule appointments
- ✓ Schedule Tasks and Phone Calls
- ✓ View your calendar
- ✓ Print your calendar
- ✓ Schedule and view an associate's calendar

The Advisors Assistant Calendar



The Main Calendar Screen

The Advisors Assistant calendar is fully integrated with the main database, so you can set up appointments with any person you have in the database and have all of their information available at your fingertips. Follow-up dates are also automatically carried over into the calendar when you add them to a note, market, or new business action.

Advisors Assistant Calendar Features

- The calendar opens in its own window, so it can stay open throughout the day while you work in Advisors Assistant.
- Each person in your office who is a user of Advisors Assistant can have his or her own calendar. You can also set up “office” calendars.

- You can keep your calendar private or selectively give rights to others to view your calendar and add appointments and tasks.
- You can transfer blocks of tasks, phone calls, or appointments from one calendar to another.
- Any follow-up dates you enter for notes, Workflows, letter logs, phone logs, markets or new business comments will automatically create Tasks and be copied to a calendar note.
- Tasks can roll forward if they are not completed.
- You can be notified of pending calendar events.
- You can set up recurring events, such as calling a client for a review on the first Monday of every June for the next 3 years.
- You can print various schedules.
- You can see a graphical depiction of your entire office's calendar quickly and easily.

Calendar Views

You can view your calendar by week, month, year, or day.



Weekly Calendar View

Weekly View

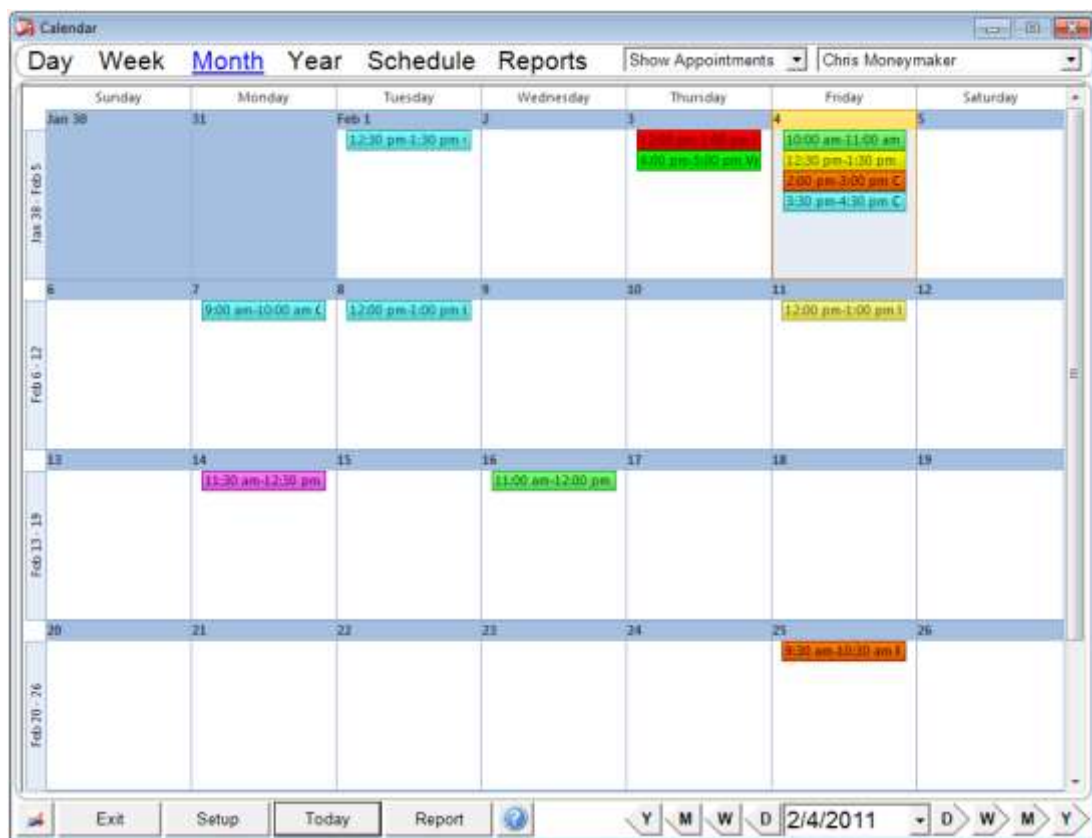
To see a weekly view of your calendar, click on the word **Week** at the top of the screen.

You can add an event by double clicking in an empty time period on the screen, or you can modify an existing event by double clicking on the event. You can change the length of an existing appointment by single clicking to highlight the appointment, and clicking and dragging the bottom or top border of the appointment.

You can change weeks by using the right and left arrow buttons at the bottom of the screen. You can always change back to the current day by clicking on the Today Button at the bottom of the screen.

Monthly View

To see the current and next month's calendar events, click on the word **Month** at the top of the screen.



Monthly Calendar View

You can move to different days in the month by clicking on a new day, and then clicking on the word **Day** at the top of the screen. You will then be looking at the day you just selected.

You can change months by using the right and left arrow buttons at the bottom of the screen. You can always change back to the current day by clicking on the Today Button.

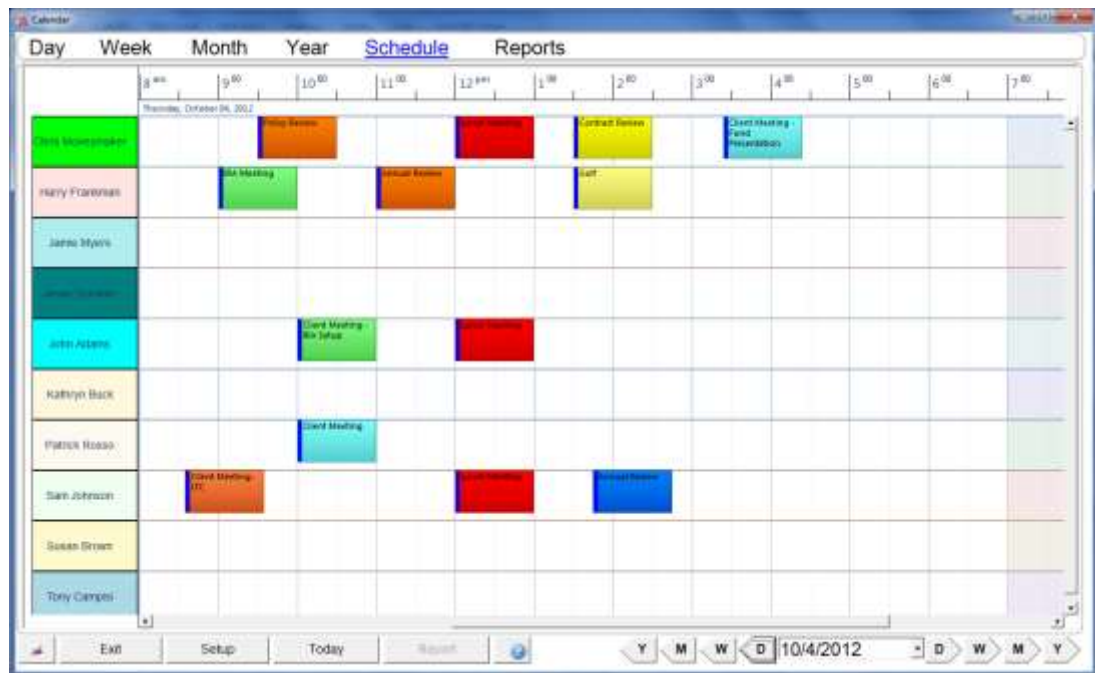
Yearly View

To see the year and change between months and years, click on the word **Year** at the top of the screen.

You can change years by using the right and left arrow buttons at the bottom of the screen. You can always change back to the current day by clicking on the Today Button.

Associate's Schedules

To see the times other users have available in their calendars, click on the word **Schedule** at the top of the screen.



Viewing Associate's Schedules

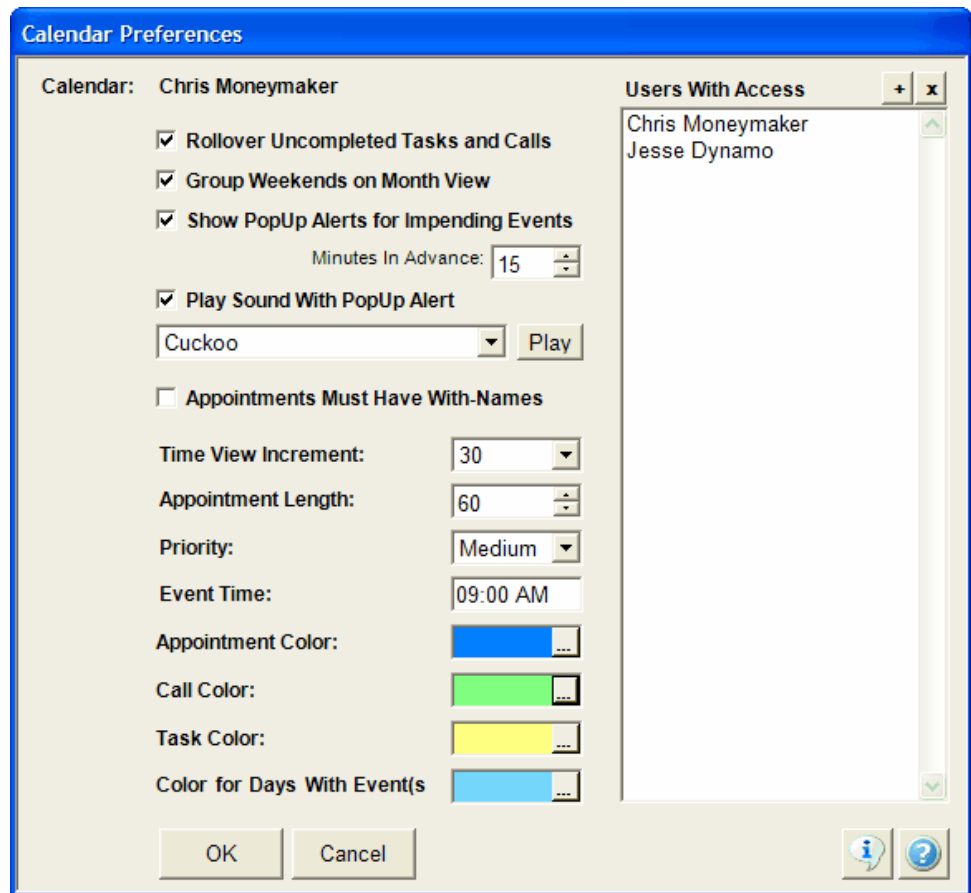
You will see all of the calendars to which you have access for the current day you are viewing. You can double-click on any events to modify the event.

Customizing Your Calendar Settings

Before you start using the calendar, you should set up the calendar options. Your settings are saved under your initials, and every time you log into Advisors Assistant it will automatically bring up your calendar settings.

How to Set Up Your Calendar Options

1. From any View Screen, click on the **Calendar** Button in the Sidebar.
2. The first time you enter the Calendar, you will be prompted to customize your settings. If you have already bypassed this screen, click on the **Setup** Button at the bottom of the Calendar screen.
3. Enter your preferences:
 - Select the users you want to have access to your calendar. Click on the “+” Button and select who you wish to have access to your calendar.
 - Select whether you want your tasks to automatically roll over to the next day if they are not completed.
 - Select if you wish to have your Monthly View show Saturday and Sunday in different boxes, or grouped together.
 - Select whether you would like to be alerted when an appointment/task comes up. If you want to be alerted, you need to set how long before the appointment or task you want the alert. If you opt to be alerted you can select if you wish a sound to play with the alert and if so which sound.



Calendar User Setup Screen

- Select if you wish to always have a “With” name selected in your calendar events. This will allow you to only add events for a name that is in Advisors Assistant.
 - The last section is for the calendar defaults. You can set a default event time and priority, and you can set the default colors for appointments, calls, and tasks. These defaults automatically appear when you add a new appointment or task. You can also change the color that appears on the two calendars indicating you have an event on a particular day.
4. Click **OK** when you’re finished.

To change your calendar settings at any time, click on the Setup Button at the bottom of the calendar screen.

Adding & Modifying Appointments

How to Add Appointments

1. From any View Screen, click on the **Calendar** Button in the Sidebar.
2. Select the day of the appointment, and double click on the time slot to which you would like to add the appointment.

The screenshot shows the 'Add Appointment' dialog box. It has a title bar 'Add Appointment'. Inside, there are several sections:

- Type/Time/End:** Type is 'Appointment', Sub Type is 'Client Meeting', Priority is 'Medium'. Begin is '10/5/2012 11:30 AM' and End is '10/5/2012 12:30 PM'. There are checkboxes for 'Completed', 'Multiple Days', and 'All Day'.
- Description/Location/Notes:** Description is 'Client Meeting', Location is 'Firestone Grill', and Notes is a large text area.
- Spell Check:** A button labeled 'Spell Check' is next to the Notes field.
- Participants:** A 'With' list contains 'David A. Jackson' and 'Beth Jackson'. A 'Calendars' list contains 'Chris Moneymaker'.
- Recurrence:** Recurs is set to 'Only Once', and there is an 'Until' field.
- Color:** A color selection box is set to orange.
- Buttons:** 'OK' and 'Cancel' buttons are at the bottom.

Appointment Screen

3. Enter the details of the appointment:
 - Date. The date you originally selected will be filled in, but you can change it.
 - Beginning and ending time. Check the box if it's an all day appointment or over multiple days.
 - The Sub-type of the appointment. You can set up sub-type codes to group calendar events together for reporting. Your System Administrator can also link colors to specific Sub-types.
 - A description and notes

- Who the appointment is with. Click on the “+” Button in the **With** Box to choose the names from the database.
 - On whose calendar the appointment will be. If you do not select a name the appointment will automatically be added to your calendar. Click on the “+” Button in the **Calendars** Box to choose the user names. Be sure to select your name also if you wish the appointment to be on your calendar as well as the other calendars.
 - How often the appointment will recur. Once you select how often the appointment recurs you’ll be able to select a recurring pattern.
 - The color you’d like to have appear next to the appointment
4. Click **OK** when you’re finished entering the appointment information.

Your appointment has been added, and will now show up on your schedule with the time blocked off.

How to Modify an Appointment

1. Open the calendar.
2. Double click on the appointment you wish to change.
3. Enter your changes.
4. Click **OK** when you’re finished.

How to Delete an Appointment

1. Open the calendar.
2. Double click on the appointment you wish to delete.
3. Click on the **Delete** Button.
4. Confirm the deletion.

Adding & Modifying Projects/Tasks/Phone Calls

Projects, Phone Calls, and Tasks are considered similar entries, and are entered into the same area of the calendar.

When you’re looking at the Daily View, you can Right-Click on the Task/Call and move directly to the name record the Task is with.

How to Schedule a Project/Task/Phone Call

1. From any View Screen, click on the **Calendar** Button in the Sidebar.
2. Click on the **Add** Button at the top of the Task/Call list. You can also double click on the daily schedule where the appointments are listed, and change the Type to Task or Call.
3. The event will default to Task, which can also be a project

Task Screen

you define in the Description. To separate phone calls change the **Type** to Call.

4. Enter the details of the Task/Phone Call. The fields are the same whether you have selected a Type of Task or Call:
 - Beginning and Due date and time. Tasks and Calls will show as overdue after the due date.
 - The Sub-type of the event. You can set up sub-type codes to group calendar events together for reporting.
 - A description and notes

- Who the event is with. Click on the “+” Button in the **With** Box to choose the names from the database.
 - On whose calendar the event will be. If you do not select a name the event will automatically be added to your calendar. Click on the “+” Button in the **Calendars** Box to choose the user names. Be sure to select your name also if you wish the event to be on your calendar as well as the other calendars.
5. How often the event will recur. Once you select how often the event recurs you’ll be able to select a recurring pattern. Click on **OK** when you’re finished.

The Task/Call has been added to your list of tasks. You can sort your tasks by any of the columns listed. When the event has been marked completed, a YES appears in the completed column. Uncompleted events can be rolled over to the next day until they are completed. The roll over option is part of the initial Calendar Setup.

To mark a Task/Call as completed, you would modify the event.

How to Modify a Task/Call

1. Open the calendar.
2. Double click on the event you wish to change.
3. Enter your changes.
4. Click **OK** when you’re finished.

How to Delete a Task/Call

1. Open the calendar.
2. Highlight the event you wish to delete.
3. Click on the **Delete** Button.
4. Confirm the deletion.

Printing Calendar Reports

You can print calendar reports by day, week, and month and for appointments, Tasks, Phone Calls, or all events. The calendar reports are great reports to run in the morning to see what you have planned for your day.

The calendar reports work similar to other reports in Advisors Assistant. First you select which data you'd like on the report, then you select the report format.

How to Print a Calendar Report

1. Open the calendar.
2. Click on the word **Reports** at the top of the screen.

Date	Time	Type	Description	Priority	With	Calendar	Original
11/10/2008	9:00 AM	Appointment	Client Meeting	Medium	Samuel Q. Adams, John	Chris Moneymaker	11/10/2008
11/10/2008	11:30 AM	Appointment	New Account Setup	Medium	Jeffrey S. Wasserman	Chris Moneymaker	9/14/2006
11/10/2008	1:30 PM	Appointment	Contract Review	Medium	Sam Johnson	Chris Moneymaker	11/15/2006
11/10/2008	3:00 PM	Appointment	Client Meeting - Fund Presentation	High	James Madison, Dolley	Chris Moneymaker	11/15/2006
11/11/2008	9:00 AM	Task	Followup for Stan J Steleher	Medium	Stan J Steleher	Chris Moneymaker	11/14/2006
11/11/2008	9:00 AM	Task	Followup for Policy #164599	Medium	James Madison	Chris Moneymaker	2/25/2008
11/11/2008	12:30 PM	Appointment	Client Meeting-Fund Pin	High	Dolley Madison, James	Chris Moneymaker	11/11/2008
11/11/2008	9:00 AM	Task	Followup - 3. Case Preparation	Medium	Larry M Gaines	Chris Moneymaker	11/11/2008
11/12/2008	9:30 AM	Appointment	Policy Review	High	Leann Bannhart	Chris Moneymaker	10/12/2006
11/12/2008	9:00 AM	Task	Followup - 4. Presentation-Action	Medium	Jack P Camfal	Chris Moneymaker	4/30/2008
11/12/2008	9:00 AM	Task	Followup - 1. Call for First Interview	Medium	Jeffrey S. Wasserman	Chris Moneymaker	4/18/2008
11/13/2008	9:00 AM	Task	Followup for J. Madison	Medium	James Madison	Chris Moneymaker	11/13/2008
11/13/2008	12:00 AM	Task	Followup for Fred Smith	Medium	Fred Smith	Chris Moneymaker	4/11/2008
11/13/2008	12:00 AM	Task	Followup - 1. Call for First Interview	Medium	Deana L Wyman	Chris Moneymaker	4/22/2008
11/14/2008	9:00 AM	Appointment	IRA Setup	Medium	Joe Sandley	Chris Moneymaker	9/29/2006
11/14/2008	12:00 AM	Task	Followup - 4. Presentation-Action	Medium	Mary Pozo	Chris Moneymaker	5/2/2008
11/14/2008	12:00 AM	Task	Followup - 1. Call for First Interview	Medium	Frances W Wacos	Chris Moneymaker	4/25/2008

Calendar Reports

3. Enter the criteria you wish to use to select the calendar events for your report.
 - Select what Type of calendar events you'd like on your report: all, just appointments or Tasks or Calls, or a combination
 - Select if you'd like to limit the events selected by other fields such as sub-type, only completed events, or priority
 - Select the date range you'd like on the report – you can enter any date range from a day to a couple years
 - If you only want to see calendar events that have been changed recently, enter the change date range

- Select the one name you'd like to see calendar events for, or you can print it for all names
 - You can print just one user's calendar, or you can add users to the list and also print their calendars on one combined report (use the + sign in the Search Calendars section to add users). If you wish to have separate reports for each user, only select one user at a time, print their report, and then select another user to print their report.
 - If you're printing letters to people regarding calendar events, you can select to only pull calendar events that have a name in the "with" field. This will keep you from getting letters with blank addresses.
4. Click on the **Search** Button to see a list of the calendar events you have chosen on the screen before printing them. Click on the **Report** Button to select a report format or print letters.
 5. Once you have selected your report, click on the **Printer Icon** on the toolbar at the top to print the report.

Sending Letters Using The Calendar

With the Advisors Assistant Calendar, you can select a group of events (such as all appointments next week) and send a letter to the people with whom you have those events. Printing letters with the Calendar works the same as printing letters using the Selection Reports, you're just selecting different data and the data file sent to Word has Calendar Event information instead of just name information. For details on Merging Letters with MS Word, please see the Wordmerge section in this manual.

How To Send Letters Using The Calendar

1. Open the **Calendar**.
2. Click on **Reports** at the top of the calendar screen.
3. In the Filter Options section, fill in the criteria to search for the clients to which you wish to send letters.
4. Click on the **Display** Button to see the events you selected.
5. Click on the **Report** Button to bring up the Calendar Reports Screen.
6. Click on the **Word** Button at the bottom of the screen and choose the letter you want to merge.

NOTE: To avoid merging blank names, make sure you check the box for “Has Name in With Field” in the Filter Options section.

Scheduling & Viewing an Associate’s Calendar

If another Advisors Assistant User has given you rights to their calendar, you can schedule appointments and tasks for them.

There are two ways to schedule for an associate. You can view their calendar just like you view yours and add an appointment or task, or you can copy an appointment you’re making in your calendar to their calendar.

How to Schedule an Associate’s Calendar

1. Open the **Calendar**.
2. Click on the arrow next to your name at the top right hand corner of the screen. Select the associate’s name for the calendar you’d like to view.
3. Add an appointment or task to their schedule the same way you would add one to yours (see Scheduling an Appointment above.)

If you are unable to add the appointment, you must not have rights to their calendar. Ask your associate to give you rights.

How to Copy an Appointment/Task to an Associate’s Calendar

1. Open the **Calendar**.
2. Add an appointment to your calendar as described above.
3. In the Calendars Box, click the “+” Button and select the associate’s name from the list. Be sure to select your name too if you wish to have the event on your calendar.
4. Click **OK**.

If you are unable to add the event, you must not have rights to their calendar. Ask your associate to give you rights.

How to View All Associate’s Schedules

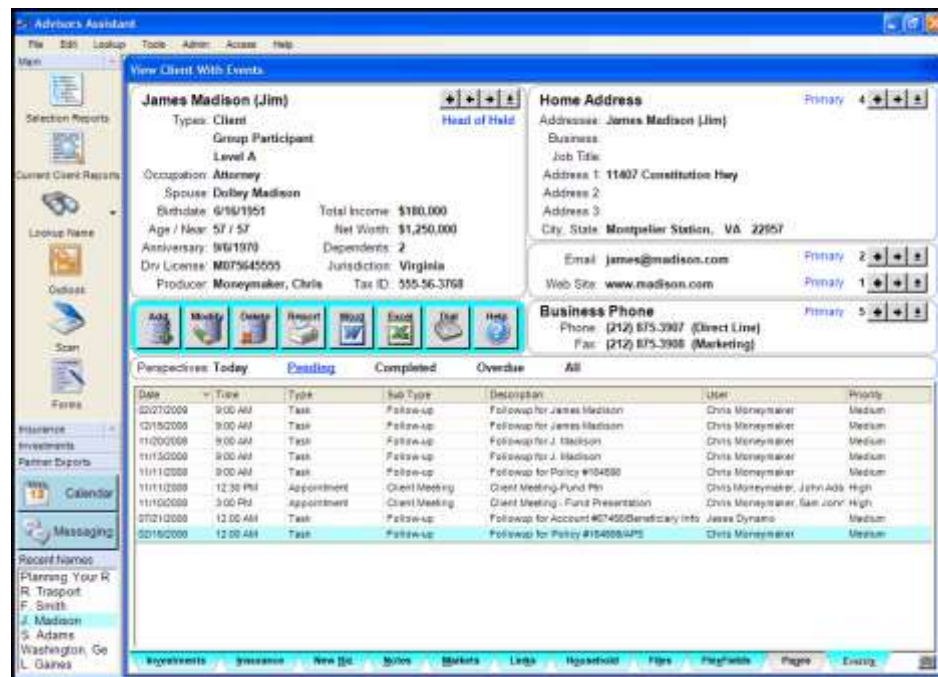
If you’re trying to set up an appointment with several associates, you can view their schedules to see when they have free time.

1. Open the **Calendar**.
2. Click on the **Schedule** Button.

You will see a graph of the calendars to which you have access, and the times they have blocked off for that day.

Viewing Calendar Events

The calendar allows you to view your calendar events on a day by day basis. You can also view all of the events that are



View Calendar Events Screen

associated with a particular name.

With the View Perspectives, you can view All of a names' calendar events (appointments and Task's), just Pending events, just Completed events, or those calendar events that are scheduled for Today. Calendar Events can also be added, modified, and deleted through the *View Client With Events Screen*.

How To View Calendar Events

1. Select the name for which you want to view events.
2. Click on the **Events** Button to move to the Events View.
3. Select the *Perspective* you wish to view.

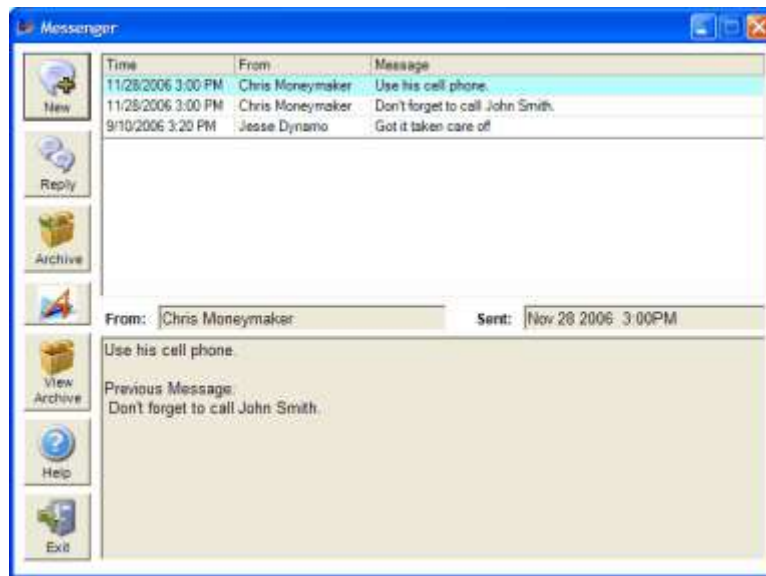
Messaging

In this chapter you will:

- ✓ Send a message to Advisors Assistant users
- ✓ Reply to a message sent

Sending Messages

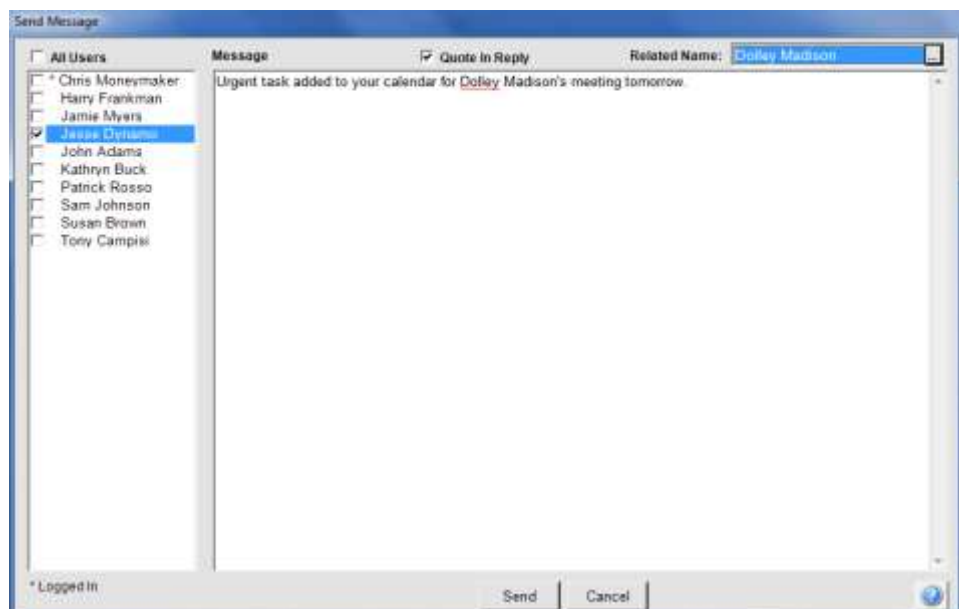
With Advisors Assistant, you can send a message to other Advisors Assistant Users. If you are on a network, the message will be sent to the computer that User is logged onto. If you are using the system Single User, the message will be sent to that User and they can retrieve it when they log onto the system.



Advisors Assistant Messenger

How to Send Messages

1. Click on the **Messaging** Button from the Sidebar.



Sending Messages

2. Select the User(s) you are sending a message to. The users currently logged into Advisors Assistant are indicated with an asterisk (*). Check “All Users” to select all users in the database.
3. Type in your message.
4. Click **Send**.

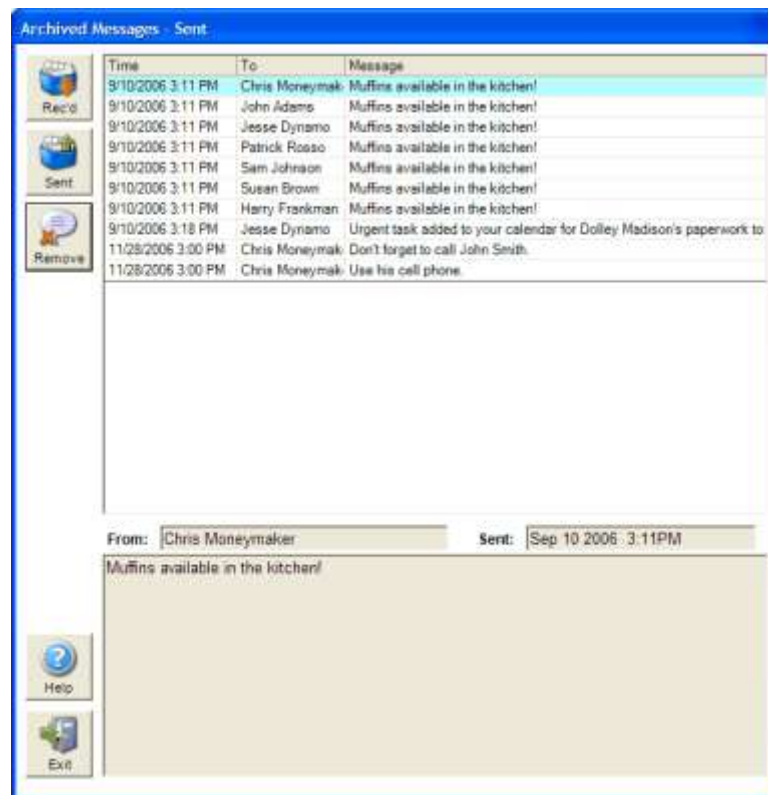
Replying to a Message

To reply to a message, highlight the message and click on the **Reply** Button. Advisors Assistant defaults to including the previous message in your reply (Quote In Reply option.)

Click the **Send** Button to send your reply.

Message Archiving

Messages you’ve received will stay on your main Messenger screen until you archive them. Messages can be deleted permanently from your Messenger from the Archive. You can also view messages you’ve sent in the Archive.



Messenger Archive – Sent Messages

- To view your archived messages, click the **View Archive** Button.
- To view the messages you've sent, click the **Sent** Button.
- To permanently remove messages from the Messenger, highlight the message and click the **Remove** Button.

New Business

In this chapter you will:

- ✓ Add New Business Actions
- ✓ Print New Business Reports

New Business Tracking

With Advisors Assistant you can track New Business Action Items to make sure that specific tasks are being completed for prospects and clients.

For prospecting, New Business can be used to track which stage of the sales process a prospect is in.

The New Business section allows you to add action items to a contact's name and even assign follow-up tasks relating to the action item. You can then print reports of all outstanding new business actions, and have a history of what actions have been completed.

View Client With New Business

Fred Smith
 Types: Prospect
 Level: A

Occupation: Executive
 Spouse:
 Birthdate: 1/20/1956 Total Income: \$180,000
 Age / Near: 52 / 53 Net Worth: \$0
 Anniversary: Dependents: 0
 Div License: Jurisdiction: Unknown
 Producer: Moneymaker, Chris Tax ID:

Home Address Primary: 1
 Address: Fred Smith (Fred)
 Business:
 Job Title:
 Address 1: 4500 Broad Street, Suite 200
 Address 2:
 Address 3:
 City: State: Pismo Beach, CA 93449

Email: freda755@gmail.com Primary: 1
 Web Site: 0

Home Phone Primary: 1
 Phone: (805) 344-5555
 Fax:

Perspectives: Pending Completed

Reference	Description	Priority	Vendor	Requested	Completed	Follow-up
Contact	1. Call for First Interview	High		07/01/2008	07/09/2008	07/04/2008
Contact	2. First Interview	High		07/08/2008	07/09/2008	
Contact	3. Case Preparation	High		07/10/2008		

View Client With New Biz

How to Add a New Business Action

1. Go to the *View Client With New Business Screen*.
2. Click on the **Add** Action Button.
3. Click on the Action Field to select a New Business Action from the abbreviation list. The Description of the action is carried down to the Description field, but you can edit it. The Description field shows on the screen and prints on reports.
4. Select a Priority.

5. Select a vendor name from the list of names in the database, if applicable.
6. The Requested Date is automatically filled in with the current date. You may change this date if you'd like.
7. Enter a Follow-up Date to have the Follow-up added to your calendar.
8. Enter Notes.
9. Click **OK** when done.

When the Action is completed, you can Modify the Action and enter a Completed Date.

The screenshot shows a 'Modify New Business Item' window. It contains several input fields and buttons. The 'Client' field is set to 'Fred Smith'. The 'Action' dropdown is set to '1: Call for First Interview'. The 'Priority' dropdown is set to 'High'. The 'Description' field contains '1: Call for First Interview'. The 'Vendor' field is empty. The 'Initiated' date is '8/4/2010', the 'Follow-up' date is '8/5/2010', and the 'Completed' date is '8/4/2010'. There is an 'Edit Follow-up' button next to the 'Follow-up' date. The 'Notes' section has a text area with the content 'LVM for Fred with introduction.' At the bottom of the window are 'OK' and 'Cancel' buttons.

Add/Modify New Business Action

Printing New Business Reports

You can print several reports for the policies you have in Underwriting. The Completed Date controls whether a policy is in Underwriting or not; if the Completed Date is left blank, Advisors Assistant considers the policy to be in Underwriting. Once you fill in the Completed Date, Advisors Assistant removes the policy from the Underwriting Reports.

How to Print New Business Reports

1. Open the **Selection Reports**.

2. Click on the **New Business** Tab across the bottom of the screen.
3. Select the New Business Type of **Contact New Business**.
4. Click on the **No Completed Date** Box if you wish to only see action items that have not been completed.

The screenshot shows the 'Selection Criteria' dialog box. The 'New Business Type' is set to 'Contact New Business Only'. The 'Action' and 'Priority' dropdowns are empty. The 'Vendor' field is empty. The 'No Lower Limit' checkbox is checked. The 'From' and 'To' date pickers are empty. The 'No Upper Limit' checkbox is checked. The 'Initiated' date picker is set to '11/9/2008'. The 'Completed' date picker is set to '11/9/2008'. The 'No Completed Date' checkbox is checked. The 'Name', 'Investment', 'Insurance', and 'New Business' tabs are visible at the bottom, with 'New Business' being the active tab.

New Business Reports Selection Criteria

5. Enter any other criteria you wish to search on. You can also include criteria from the name selection screens.
6. Click **Search** to run the search.
7. Once the search is completed and you have the list of reports, be sure to select the Report Type of New Business to see the new business specific reports. Double click on the report or highlight the report and click the **Report** Button.

Workflows vs. New Business

Both the Advisors Assistant Workflow feature and the New Business feature track processes. However they are both different and complementary.

The Workflow Concept

Workflows are step-by-step events that are both fixed and predictable. They tend not to vary in both the steps taken and the order of those steps.

For example, during the sales order processing it would be rare for a new requirement to immerge in the middle of the processing that could not be predicted. If you have the product, you package then ship. If you don't have the product, you order it, put it on back order, contact the customer, then package when it comes in, and ship. The packaging is not going to change based on some non-controllable outside force that will force an entire new, unpredictable set of steps.

The New Business Concept

With New Business, the steps and events are not so predictable. They can be controlled by outside influences that are unknown at the time the goal is established.

For example, the task of getting the approval of a life insurance policy between the time the application is sent to underwriting and the issued policy is placed or delivered to the client. You have no idea of the complete health history, and cannot predict which and how many doctors' statements will be required, what additional tests will be required, the time between each task, or even what those tasks will entail. One day the underwriter may ask to have the blood pressure checked on 3 separate days, and a week later they may ask for a doctor's report from a doctor which was not on the application.

The New Business process must be both flexible and fluid. The time frames are usually rushed and "as soon as possible" and there is no predictability of the steps. This requires a different process.

Complementary Concepts

Often a Workflow will be followed by a New Business process. The workflow may take client up to the point of sale as various fixed processes were performed to set up meetings and generate proposals.

At that point, the process may become fluid when a product is sold and it must be tracked through an additional process, such as underwriting a policy which is not predictable.

The New Business process may then be followed by a Workflow that will deliver the product and set up the next client meeting.

Automated Workflow

In this chapter you will:

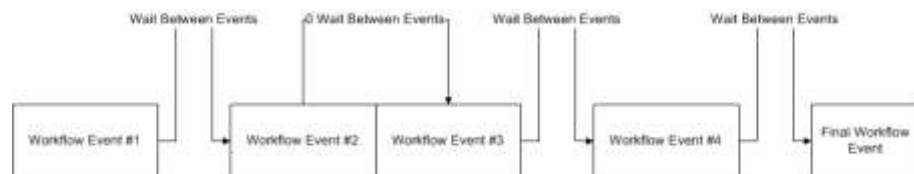
- ✓ Create Master Workflows
- ✓ Add & Modify Workflows
- ✓ Create Workflow Templates
- ✓ Print Workflow Reports

Automated Workflows

A workflow is a series of functions (workflow events) to be performed in a sequence designed to accomplish a particular business process or objective.

Each event is one step of the workflow. An event appears in the Advisors Assistant calendar as a task. When the event or the task is completed, the calendar item is deleted, but the event history remains and can be viewed in the *View Client With Workflows Screen*.

Example Of A Workflow Sequence



How Workflows Operate

When you set up an active workflow, the first workflow event becomes active and a task with a due date is placed in the calendar for the person assigned the execution of the event.

As the assignee executes the event, based on the instructions included in the event, they can make notes.

Once the event is completed, the person marks it as complete by assigning a completed date and who completed the event.

When an event is completed, the task is automatically removed from the calendar and the next event's task is placed in the calendar for the person assigned to that task. However, if there are several events due on the same day, the next event is not assigned until the last task for that day is completed.

Once the final workflow event is completed, a workflow is considered completed.

Workflow Setup Step-By-Step

Advisors Assistant has streamlined setting up workflows through the use of Workflow Event Templates and Master Workflows.

Step 1: Outline Each Function Of The Process

The first step in setting up an effective workflow is to gather the people who perform the business function and dissect each step (event) of the process.

For example, outline the process on a white board or use post-its so that you can move the steps as the stakeholders in the process suggest how each step should be accomplished.

Only after you have analyzed the steps of your workflow process are you ready to enter it into Advisors Assistant.

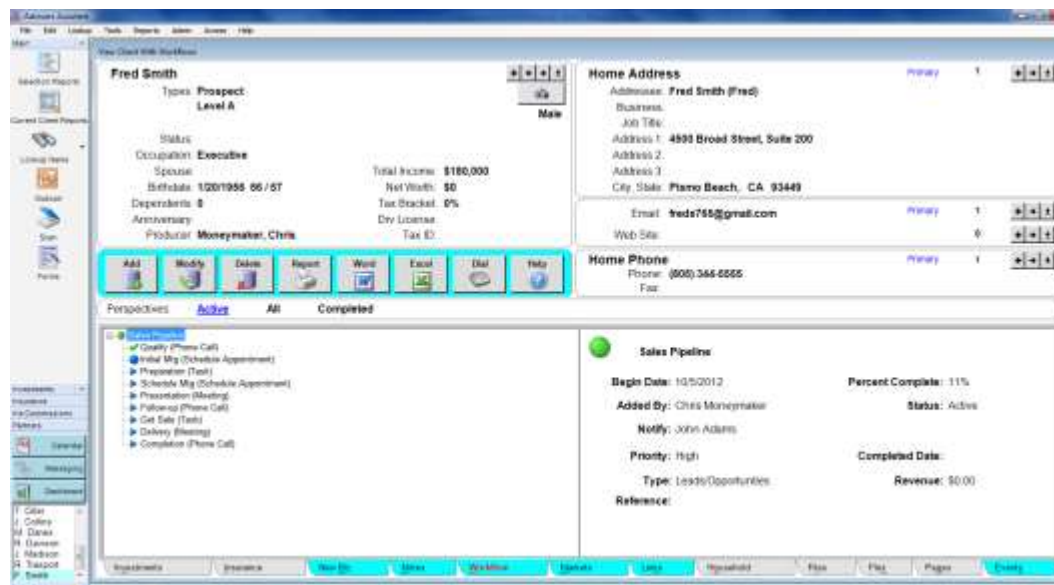
Step 2: Create Master Workflows

Workflows are designed for processes that are repeated in your business. Creating a Master Workflow will allow you to simply copy the master to a name and assign the people who should execute the various events.

Workflow Masters do not have begin and end dates. They have durations and wait days between their events. The actual dates are calculated when the master is copied to a name.

Step 3: Assign An Active Workflow to a Contact

Active Workflows are associated with an individual contact.



Master Workflow Templates

Master workflows are designed to save time. A master workflow is designed as a template which can be copied to a contact every time this particular sequence of events is needed.

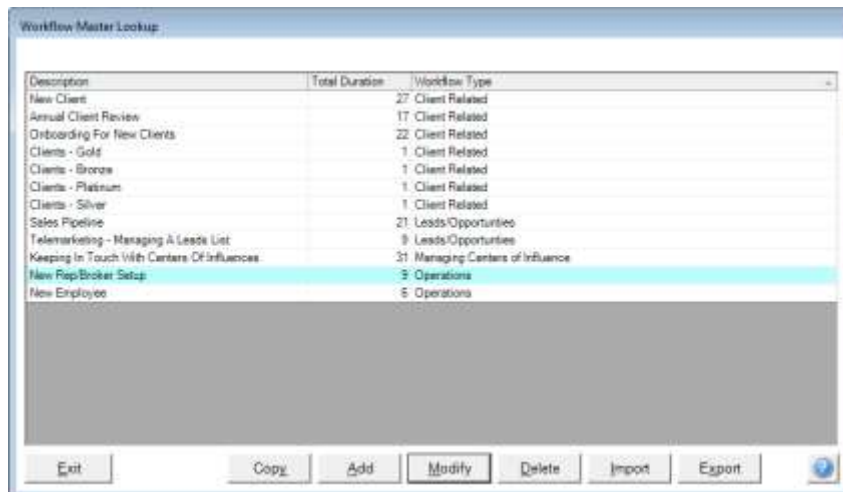
Setting up workflow masters is controlled by the role based security, so the database administrator controls who can set up master workflows.

Workflow Library

Advisors Assistant has created a Workflow Library from which you can import Master Workflow Templates. You can access the Workflow Library from Advisors Assistant's Resource Library – from inside Advisors Assistant click on the **HELP Menu** at the top of the screen, then select the **Resource Library**. You'll see the Workflow Library listed in the Resource Library.

How to Setup a Master Workflow

- 1) Click on the **Tools Menu** or the **Admin Menu** at the top of the screen.
- 2) Select **Workflow | Maintain Workflow Masters**.



3) Click on the **Add Button**.

4) From the *Add/Modify Master Workflow Screen*, select a **Workflow Type** and enter a **Description** for your Workflow.

5) Click the **Add Button** to add a Workflow Event.

- a. *Event Type*: this is a predetermined list setup by Advisors Assistant of specific types of events used in workflows.
- b. *Description*: enter the description of this workflow event.
- c. *Duration*: this is the number of days allocated to accomplish the event. The duration cannot be less than 1, and the current day is considered day 1 of the duration.

- d. *Wait Days*: This is the number of days AFTER the completion of the event before the next event should start. This number cannot be less than 0.

When the next event is to be executed during the same time as the current event, use 0 wait days. This should only occur when the next event is to be executed by a different user than the current event.

- e. *Revenue Step*: check this box if revenue is expected to be generated by this step. An additional field will appear on the Active Workflow Screen so that the amount of revenue can be entered.
 - f. *Default User*: you can assign a default user name to the event, which is the calendar to which this event will be added. If you leave the user name blank at the master level it can then be assigned when you add the workflow to a contact.
 - g. *Instructions*: this is an important field because it allows the person who owns the Workflow Master to provide details about how they expect the event to be executed. It will help prevent mistakes and streamline training.
 - h. *Templates*: templates are described in further detail later in this chapter. You can use templates to save time in adding workflow events.
- 6) Click **OK** to add the first event.
 - 7) Click the **Add Button** to add another event, or the **Modify Button** to modify an existing event.
 - 8) Once the steps have been added you can highlight an event and use the **Move Up** and **Move Down** Buttons to change the order of the events.
 - 9) Once the events are complete, click **OK** to add your Master Workflow.

Assigning Active Workflows

Once your Master Workflows have been created, you can then assign an Active Workflow to a contact record.

How to Assign an Active Workflow

1. From the *View Client With Workflows Screen*, click on the **Add Action Button**.

2. Select the name of the Master Workflow from the list.

Assign New Active Workflow

Master Workflow: Sales Pipeline

Work Flow Type: Leads/Opportunities

Description	Total Duration	Workflow Event Type	Revenue
Qualify	1	Phone Call	
Initial Mtg	1	Schedule Appointment	
Preparation	1	Task	
Schedule Mtg	1	Schedule Appointment	
Presentation	1	Meeting	
Follow-up	1	Phone Call	
Get Sale	1	Task	Yes
Delivery	1	Meeting	
Completion	1	Phone Call	

Begin Date: 10/5/2012 Priority: High

Assign to User: Chris Moneymaker

Next > Cancel

3. Enter a **Begin Date** and **Priority**.
4. Select a primary **User**. This user name will be used for any event step that did not have a default user selected.
5. Click the **Next Button**.

Modify Workflow

Contact Name: Fred Smith Revenue: \$0.00

Description: Sales Pipeline

Reference:

Workflow Type: Leads/Opportunities Status: Active

Begin Date: 10/5/2012 Priority: High Completed:

Notify: John Adams Added By: Chris Moneymaker

Seq	Description	Status	Assignee	Type	Begin Date	Due Date	Duration	Wait Days	Revenue
1	Qualify	Active	Chris Moneymaker	Phone Call	10/05/2012	10/05/2012	1		1
2	Initial Mtg	Pending	Chris Moneymaker	Schedule Appointment	10/08/2012	10/08/2012	1		1
3	Preparation	Pending	Chris Moneymaker	Task	10/09/2012	10/09/2012	1		5
4	Schedule Mtg	Pending	Chris Moneymaker	Schedule Appointment	10/16/2012	10/16/2012	1		1
5	Presentation	Pending	Chris Moneymaker	Meeting	10/17/2012	10/17/2012	1		7
6	Follow-up	Pending	Chris Moneymaker	Phone Call	10/26/2012	10/26/2012	1		2
7	Get Sale	Pending	Chris Moneymaker	Task	10/30/2012	10/30/2012	1		1 Yes
8	Delivery	Pending	Chris Moneymaker	Meeting	10/31/2012	10/31/2012	1		2
9	Completion	Pending	Chris Moneymaker	Phone Call	11/02/2012	11/02/2012	1		0

OK Cancel

6. The workflow events will be listed out with each begin and due date. At this point you can double-click on any individual event to make changes. You can also make changes in the future. If you change the Due Date of any individual event

you will need to confirm that each begin date of all future events will also shift.

7. You can enter a **Reference**, and/or click on the **Account** or **Policy** Buttons to link this workflow to an account or policy number for that contact.
8. You can select a name to be notified when the workflow has been completed, or if it is terminated (such as a manager's name.)
9. If there is a revenue step, you can double-click on that event that is the revenue step and enter the revenue amount to track the revenue.
10. Click **OK** to save the Workflow to the contact.

Workflow Notes

Once the workflow is added to the contact name, you can double click on each individual event to edit the event as you're working through the workflow.

Notes can be added to each workflow event to track the progress. The F2 key can be used to date each individual note entry, F3 can be used to add a date and time to the notes.

Modify Workflow Event

Workflow
Description: Sales Pipeline
Reference: N/A

Event Sequence: 1
Status: Completed Event Type: Phone Call
Description: Qualify
Begin Date: 10/5/2012 Due Date: 10/5/2012
Assigned To: Chris Moneymaker

Note: Note Other Notes
10/5/2012 9:51:15 AM Extensive notes can be added.

Instruction:

This step must be completed before subsequent steps can be completed.

Completed By: Chris Moneymaker
Completed On: 10/5/2012 Complete

OK Cancel

You can also read any notes that have been entered under previous steps using the “Other Notes” tab.

All notes added under Workflows are also available under the *View Client With Notes Screen*.

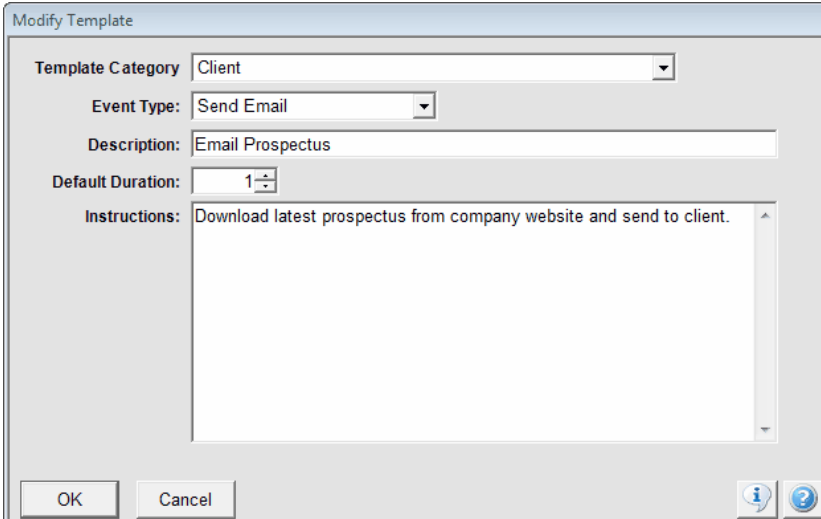
Event Templates

Event Templates make your Workflow Events reusable as you set up your Master Workflows. Set up a template when you will be using the same event with the same instructions in several Master Workflows.

Since these templates are used over and over, care should be taken to make sure they are complete, especially in the Instruction Note.

How to Add an Event Template

1. Click on the **Admin Menu** at the top of the screen.
2. Select **Workflow | Workflow Event Templates**.
3. Click on the **Add Button** to add a template.
4. Enter the fields for this event. Remember this is a template that can be used with multiple Master Workflows. So you're not entering detailed information.



Once your templates have been added, when you're adding an event to a master you can use the **Load From Template Button** to add an event from a template.

Workflow Reports

There are many reports available to track the progress of your Workflows, as well as charts that are available through the Advisors Assistant Dashboard.

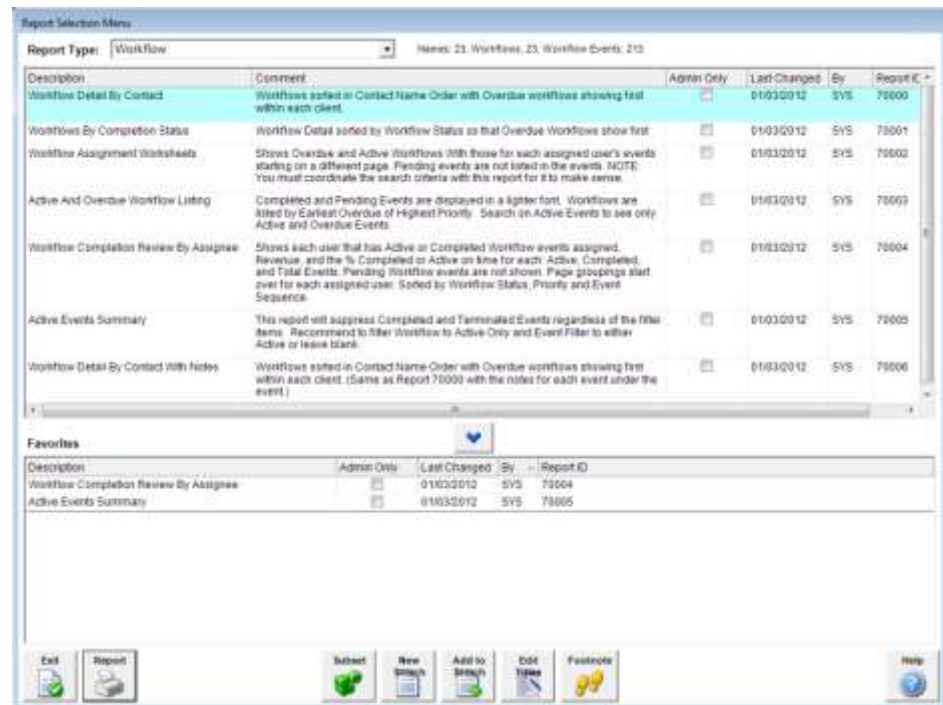
How to Print Workflow Reports

1. Click on **Reports** at the top of the Advisors Assistant Screen.
2. Select **Workflow Reports**.
3. The *Workflow Selection Criteria Screen* is set up to automatically select all Active and Overdue workflows. But you can also use the criteria screen to target specific workflows by filling in the fields depending on what type of workflow you'd like to select.
4. Once you've entered your criteria, click **Search**.

The screenshot shows the 'Workflow Report Criteria' window. It has a title bar and a toolbar with buttons: Search, Cancel, Clear, Load, Save, and Help. The window is divided into three main sections, each with a tab-like header: [Contact], [Workflow], and [Workflow Event].

- [Contact] Section:** Contains fields for Household, Name, Link To, Primary Producer, Name Type, and Market.
- [Workflow] Section:** Contains fields for Master, Type, Status (with checkboxes for Active, Overdue, Completed, and Terminated), Complete Date, and Priority.
- [Workflow Event] Section:** Contains fields for User Assigned, User Completed, Status, Overdue, Revenue Step, Due Date, and Complete Date.

5. The next screen will give you a list of pre-formatted reports to choose from that will list out the workflows that have been selected based on the criteria you've entered.



Workflows vs. New Business

Both the Advisors Assistant Workflow feature and the New Business feature track processes. However they are both different and complementary.

The Workflow Concept

Workflows are step-by-step events that are both fixed and predictable. They tend not to vary in both the steps taken and the order of those steps.

For example, during the sales order processing it would be rare for a new requirement to immerge in the middle of the processing that could not be predicted. If you have the product, you package then ship. If you don't have the product, you order it, put it on back order, contact the customer, then package when it comes in, and ship. The packaging is not going to change based on some non-controllable outside force that will force an entire new, unpredictable set of steps.

The New Business Concept

With New Business, the steps and events are not so predictable. They can be controlled by outside influences that are unknown at the time the goal is established.

For example, the task of getting the approval of a life insurance policy between the time the application is sent to underwriting

and the issued policy is placed or delivered to the client. You have no idea of the complete health history, and cannot predict which and how many doctors' statements will be required, what additional tests will be required, the time between each task, or even what those tasks will entail. One day the underwriter may ask to have the blood pressure checked on 3 separate days, and a week later they may ask for a doctor's report from a doctor which was not on the application.

The New Business process must be both flexible and fluid. The time frames are usually rushed and "as soon as possible" and there is no predictability of the steps. This requires a different process.

Complementary Concepts

Often a Workflow will be followed by a New Business process. The workflow may take client up to the point of sale as various fixed processes were performed to set up meetings and generate proposals.

At that point, the process may become fluid when a product is sold and it must be tracked through an additional process, such as underwriting a policy which is not predictable.

The New Business process may then be followed by a Workflow that will deliver the product and set up the next client meeting.

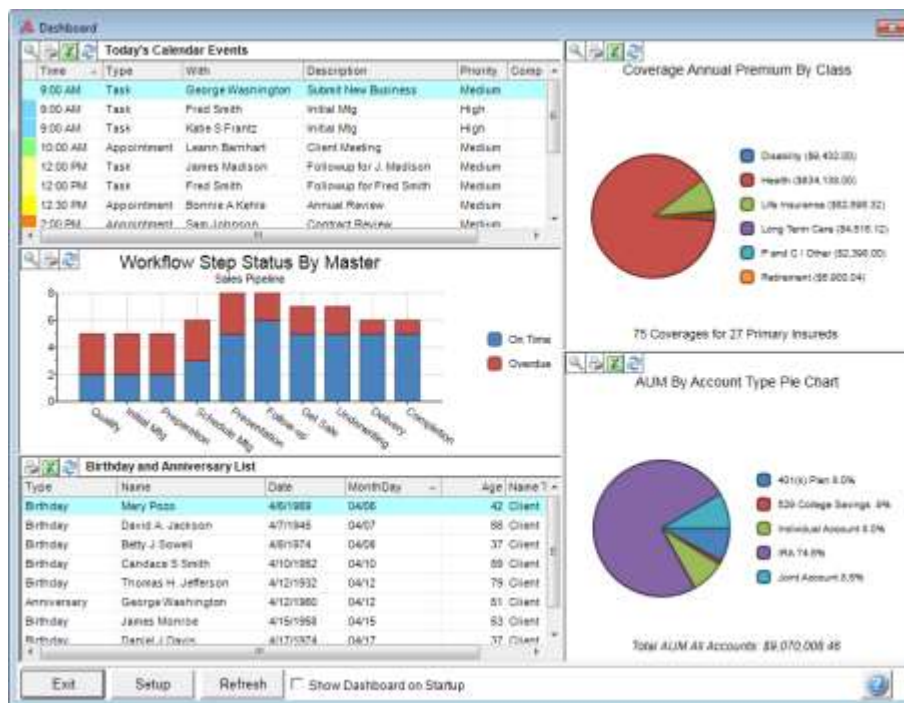
The Advisors Assistant Dashboard

In this chapter you will:

- ✓ Configure your Dashboard

The Dashboard

The Advisors Assistant Dashboard is a place where data is summarized in a format which is easy for you to read and understand. It's made up of different *widgets*, and you can decide which *widgets* you wish to have show up on your Dashboard.



The type of *widgets* you have available for your Dashboard depends on which modules you are using with your Advisors Assistant.

You can open your Dashboard at any time by clicking on the Dashboard Icon from the Advisors Assistant Toolbar. You can also have the Dashboard open as the first screen you see every time you open Advisors Assistant by checking the “Show Dashboard On Startup” box at the bottom of the *Dashboard Screen*.

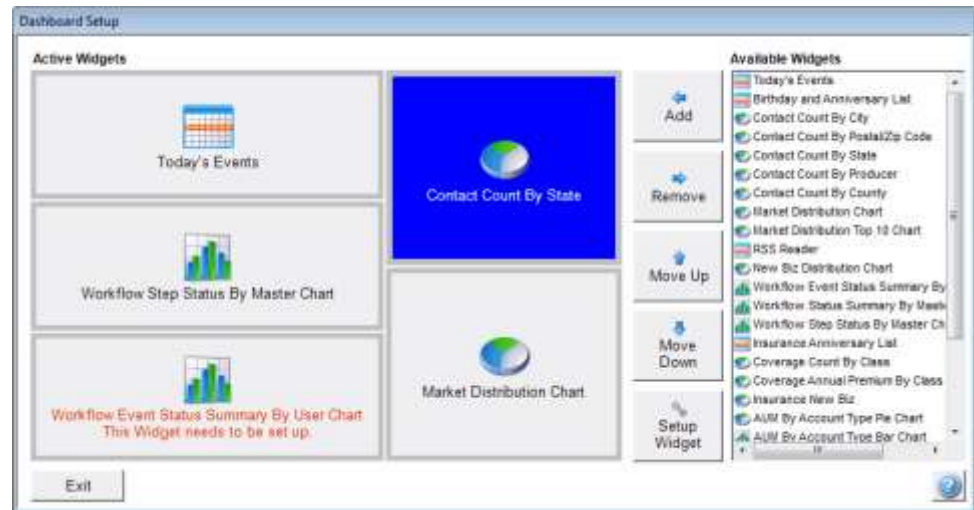
Setting Up Your Dashboard

To select the widgets you wish to appear on your Dashboard you'll need to setup your Dashboard.

How to Setup your Dashboard

- Click on the Dashboard Icon to open the Advisors Assistant Dashboard.

7. Click on the **Setup Button** at the bottom of the *Dashboard Screen*.



8. The list of widgets that are available is on the right. You can add and remove widgets from the Active Widgets section using the Add and Remove Buttons.
- Sample widgets are sent with Advisors Assistant, so if you have no open space available click on a widget and it will be highlighted in blue. Then click on the **Remove Button** and it will move it back to the Available Widgets list.
 - Highlight the name of the widget in the Available Widgets list, and click the **Add Button** to add the widget to your Dashboard. Hovering over the name of the widget will provide additional information about that widget.
 - Pie Chart widgets get placed on the right side of the Dashboard in the square boxes.
 - List and Bar Chart widgets get placed in the left side of the Dashboard in the rectangular boxes.
 - Some widgets require additional setup. Highlight the widget, and click the **Setup Button** to customize your settings.
 - Click the **Exit Button** once you're finished.

Dashboard Features

The Dashboard is very interactive, and has additional features you may find helpful for the data you're viewing.

The features that are available depend on the widget you're viewing.





Icon	Description
	Zooms in to a closer look at the chart you're viewing
	Takes you directly to reports for the data you're viewing
	Exports the data you're viewing to an Excel spreadsheet
	Refreshes the data in the widget

Chart Hover Reports

When you hover over a section of a bar chart or pie chart, you'll notice that it pulses. If you click on just that one section of the chart, you'll be taken to reports for that type of data. The reports will only include the data for that section of the chart you clicked.

RSS Feeds

RSS stands for Really Simple Syndication. It's a way to deliver up to date information, but takes a special "RSS Reader." Your Dashboard has an RSS Reader built in. It can provide up to 3 different RSS Feeds.

RSS Feeds are topics that you can click on to read the underlying news article. Clicking on the RSS Topic on the Dashboard will take you to the article on the web.

Use the Setup Button to put the RSS Reader on your Dashboard. You can see more about how to set up the feeds in the setup help for the RSS Reader.

How to Setup an RSS Feed

1. Go to a web site such as www.WSJ.com. Use your browser.

2. Look for a topic about RSS Feeds. In the case of the Wall Street Journal, search for "RSS" by pressing Ctrl-F and typing RSS. It's at the bottom of the page.
3. Click on RSS Feeds on the page and then click on the feed you want to monitor. For Example WSJ Markets. Then pick the feed from the Market Feeds. In this case, click on Get Feed.
4. Copy the link shown by highlighting it and pressing Ctrl C. Paste the link into the Address 1 field.
5. Click Ok, then Click Exit. Advisors Assistant will go and get the headlines as long as you have Internet access.

Note: Use the Refresh Button to refresh the feed. The RSS Reader does not constantly interrogate the web site for the latest feed.

Merging with MS Word for Letters & Emails

In this chapter you will:

- ✓ Merge Advisors Assistant data with Microsoft Word to print a single letter or a mass mailing
- ✓ Merge Advisors Assistant data with Microsoft Word to send a single or broadcast email

Writing Letters/Sending Emails with Advisors Assistant and Microsoft Word

Advisors Assistant will automatically merge the information from your database into letters, emails, and other documents in Microsoft Word. This means that any information you've stored in Advisors Assistant can be inserted automatically into your letters and emails. No longer will you have to type names and addresses into your letters – let Advisors Assistant do the work for you.

When you click on the Word Button from the View Screen or Selection Reports, Advisors Assistant will send your information to Word in a format it can read, and open Word for you. You just need to pick the letter you're sending from the list (or create a new one), make any changes you want to the letter, and print it. And this process works the same whether you're sending one letter or hundreds of letters.

Printing Letters/Sending Emails

There are two main areas in Advisors Assistant where you can instantly link to Microsoft Word and transfer data over: from any View Screen and from the Selection Reports. You can also print letters from the Calendar.

Sending a quick letter or email to one person in your database is extremely easy with Advisors Assistant.

How to Print a Quick Letter/Email to One Person

1. Put the person you're printing a letter to or sending an email on the View Screen. Make sure you check that the phone and address you want in the letter is also on the screen.
2. Click the **Word** Action Button.
3. Select the document you want to print from the list. Advisors Assistant defaults to the My Documents\Advisors Assistant\Word Merge subdirectory as described above. The AA Master Letter and AA Master Email documents are designed as templates to help you write new letters and emails.
4. Advisors Assistant will build your data file and open Microsoft Word for you.

You can also send one letter or email to several or even hundreds of names in your database. This is a great prospecting tool, and can help with your marketing efforts.

Logging Letters/Emails

Every time you print a letter or send an email using Advisors Assistant, you can add a letter log to the name record. You can also attach a follow-up date to the letter log, and insure that you are following up on any prospect letters you send.

Letter logs can be added whether you send a document to a group of selected names or if you just send a document to one name. The Letter Log pops up after you close the letter or email and return to Advisors Assistant.

How to Add a Letter Log to a Name

10) Click on the **Word** Button in Advisors Assistant and open your letter or email in the word processor you've chosen to use.

11) Print your letter or send your email.

If you want a copy of the whole letter in the letter log, click on the ABC Button to view the name, highlight the complete letter (CTRL-A) and copy it into the clipboard (use Edit Copy or click on the Copy Icon) so you can paste it into the letter log.

12) Close the word processor and return to Advisors Assistant.

13) The Letter Log window is now up on the screen. Enter who signed the letter and a summary, and you can also store the name of the document if you wish.

14) Click the **OK** Button.

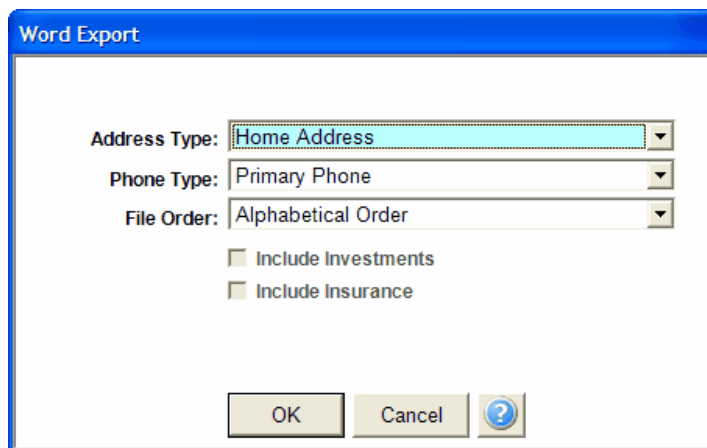
If you've sent this letter to a group of selected names, each person will have the letter log added to their record. In this instance, though, the letter log does not allow you to add notes and a follow-up date to each record. This saves you from inadvertently giving yourself hundreds of phone calls in your calendar. You can always print out a short list of names of the people the letter was sent to, and add one follow-up to your calendar to call those people.

Printing Letters to Selected Names

To "mail merge" a direct mailing, you would first select out the names you want to send letters to using our Selection Reports. Advisors Assistant then has a direct link from the Selection Reports to Microsoft Word.

How to Print a Letter to Selected Names

1. Run your selection for the names you're sending letters to.
2. Click on the **MS Word** Button at the bottom of the Selection Reports screen.
3. Select the address, phone, and order you wish to use for the letters. If you've selected product data, be sure to check the appropriate box to include the products in the letters. If you



Selecting an Address for Merging with Word

select a particular Address Type like HOME, and a name does not have a HOME address, the PRIMARY address will be used.

4. Select the letter you want to print from the list. The AA Master Letter is designed as a letter template to help you write new letters.
5. Advisors Assistant will build your data file and open Microsoft Word for you.

Sending Letters & Envelopes/Labels to a Joint Address

If you have two spouses in your database and they are both clients, you will often wish to send just one letter to the house that addresses both clients/spouses. To do this you use a combination of the "Head Of Household" field and the Joint Address.

First you'll need to make sure that one of the spouses is marked as the "Head of Household". Single clients and prospects should be marked as Head Of Household Field.

In the Head of Household record you can add an additional address with a location of JOINT (you'll need to add the JOINT location to your list of Address Location Codes.) This Joint

Address can have a greeting and addressee that includes both spouses:

Greeting: James and Dolley

Addressee: Mr. and Mrs. James Madison

When you are doing a mailing, on the selection reports criteria screen make sure you select “Only The Heads of Household.” And when you perform a Mail Merge make sure you select the Joint Address for the address to mail to.

Setting Up Your Letter/Email in Microsoft Word

When you click on the Word Button, Advisors Assistant will open Microsoft Word for you, and you will then have the letter/email you selected from the list open on the screen.

You will notice some new toolbars and menu options in Word, which Advisors Assistant set up for you automatically to make merging easier. The Mail Merge Toolbar will be showing on your screen with your other Toolbars, and we added a Mail Merge Menu Option.

Adding Merge Fields to Your Letter/Email

You can insert as many Merge Fields to your letters and emails as you'd like to customize and personalize your documents.

How to Add Merge Fields to your Letter

1. Position your cursor to the exact location where you want the field.
2. Click on the **Insert Merge Field** Icon.
3. Double-click on the Merge Field you want inserted into your letter. Close the Insert Merge Field window.

The Merge Field will be put in your letter or email at the point where your cursor was. To see the data instead of the Merge Field Name, click on the **View Merged Data** Button.

If you insert an Investment or Policy Merge Field but no product data shows in the letter, you either did not select on any product data in Selection Reports or you were not Viewing the product in Advisors Assistant before you clicked on the Word Button to open your letter.

Printing Letters/Sending Emails and Merging the Data

Your letter or email is finished and ready to print or send, and now you need to tell Word to merge the data and either print a letter or send an email. If you're printing a mass mailing, you should do a test merge print to verify that everything is printing correctly before printing all of the letters.

How to Print Your Letters with Merged Data

There are three ways you can print your letters and merge the data.

1. When printing a single letter, if you have already clicked the **View Merged Data** Button and are looking at the name itself on the screen rather than the Merge Field Names, just click your **Word Printer Icon** from the standard Word toolbar. This will send the letter directly to the printer without allowing you to change printers, copies, or print just one page. This only applies to printing a single letter.
2. If you want to change printers or other printer settings, you can click the **Merge to Printer** Icon. First select if you wish to print to all names or select a record number range. This option will merge the data whether you are viewing Merge Fields or Data on the screen. You always need to use this option to print a mass mailing (more than one name.)

If you are printing a mass mailing you should choose print option #2 and tell it to print records from 1 to 3. This would give you a test print run.

How to Send Emails with Merged Data

When sending emails, click the **Merge To Email** Icon from the Merge toolbar. Enter a subject. This will send the emails directly to Outlook into the Outbox.

After your letter/email(s) print and you exit Word, you will return to Advisors Assistant. A Letter Log window will be up on the screen. You can enter your Letter Log information and a Follow-up date if you have merged a letter to just one person, or click the Cancel Button to exit the Letter Log. Advisors Assistant will not allow you to add a follow-up date to the letter log if you have done a mass mailing – you wouldn't want to have 100 To Do's created from a Letter Log follow-up.

Printing Envelopes/Labels Using Microsoft Word

Advisors Assistant has some label formats set up on the Selection Reports menu. If you need a different label format, you can create your own labels using Microsoft Word and merging the data from Advisors Assistant.

Advisors Assistant also sets up a #10 Envelope with your master document templates.

Due to the changes in merging with different versions of MS Word, if you wish to create more label or envelope documents please contact technical support.

Where are my documents stored?

Advisors Assistant creates a directory (folder) where it saves all of your word processing documents. Each Workstation has its own folder. This is the directory Advisors Assistant defaults to when opening and saving documents, but you can always move documents to other folders just like with other Windows programs. The directory created is:

My Documents\Advisors Assistant\WordMergeDoc

Your Advisors Assistant will come with some documents already set up, such as the Master Letter and Master Email. These have some merge fields set up in them already, and can be used as document masters for other letters and emails you write.

How Do I Know What Information is Sent to Word?

When you're printing a quick letter or sending a quick email to one person, the information that is put into the data file depends on what you have on the View Screen.

- If you are looking at the name information, only the name information will be put into the Data File. If you have more than one phone number or address for that person, the phone number and address that is currently being viewed will be sent to Word. (The fax and mobile numbers are always sent.)
- If you are looking at the policy or investment information for a contact, that product information will be sent along with the name information.

If you are printing letters or sending emails from Selection Reports, the same rules apply as with printing reports. If you select only on name information, only the name information is sent to Word. If you select on product information, the product data will be sent to Word also.

Outlook Synchronization

In this chapter you will:

- ✓ Synchronize Advisors Assistant data with Microsoft Outlook
- ✓ Setup the Email Archiver

Advisors Assistant has a direct link with Microsoft Outlook (2003 or later only,) Outlook 365, or Exchange that can be used to combine the power of Advisors Assistant with MS Outlook. You can use Outlook to synchronize your Advisors Assistant calendar and contacts with your mobile device or for auto archiving your email correspondence to your contact's notes. Advisors Assistant's Outlook Integration will do all this and more with ease.

Since Advisors Assistant integrates with Outlook, it will work with any mobile device that synchronizes with Outlook. Almost all mobile devices on the market, including smartphones, synchronize with Outlook. You may have to check with your manufacturer for instructions on how to synchronize your device with Outlook.

You must be using Outlook 2003 or later to synchronize Advisors Assistant with Outlook.

Advisors Assistant can synchronize both Contact and Calendar data with Outlook. You choose the data that is synchronized with Outlook - contact data, calendar data, or both. You can also turn on the "Real-time Export" for Advisors Assistant Calendar Events with Outlook.

Contacts

Advisors Assistant will synchronize Contact data with Outlook, including 3 addresses, 4 phone numbers, 3 email addresses, 1 web address, birthdates, wedding anniversary dates, categories (with the Name Type field in Advisors Assistant,) and notes.

If you send birthdates and anniversary dates to Outlook, Outlook will set up an event in the Outlook Calendar for those dates. You can opt not to send these dates to Outlook. If you send these dates your synchronization can take a long time and you may not be able to use your Outlook until it is finished.

Advisors Assistant only synchronizes with the main Contact List in Outlook. When you import from Outlook, all Contacts will be imported unless you specify just one category to import.

Calendar

Advisors Assistant can synchronize Appointments and Tasks.

You get to choose to synchronize Appointments and/or Tasks each time you synchronize.

There are 3 options for transferring data between Advisors Assistant and Outlook.

Export from Advisors Assistant to Outlook

Update Outlook with additions or changes from Advisors Assistant.

Import from Outlook to Advisors Assistant

Update Advisors Assistant with additions or changes from Outlook.

Both Export and Import

Advisors Assistant will be updated by Outlook changes and Outlook will be updated by Advisors Assistant in one easy step.

You do not actually have to use Outlook in order to synchronize it with Advisors Assistant. Outlook must be open, but it can be used to just hold the data from Advisors Assistant so that the PDA can grab it.

Exporting to Outlook

Advisors Assistant will export any data you select directly to Outlook.

The screenshot shows the 'Outlook Synchronization' dialog box. At the top, 'Select Synchronization Direction:' is set to 'Export from Advisors Assistant to Outlook'. Below this, 'Export Calendar for Chris Moneymaker' is checked, with 'Starting on:' 11/9/2008, 'Ending on:' 2/7/2009, and 'Next 90 Days' selected. 'Event Types' includes 'Appointments' checked. 'Export Contacts' is also checked. Under 'Export Information:', there are fields for Producer, Name Type, Market, Household, Linked To, City, State, Zip Code, Area Code, Emailing Option, Calling Option, Name Range, and Birthdate Range. At the bottom, 'Import Information:' has fields for Producer and Category. Checkboxes for 'Include Note Topics Titled "Outlook Notes" in export' and 'Include Birthdays and Anniversaries. (Creates annual events in Outlook)' are present. Buttons at the bottom include OK, Cancel, Reset, and Save Criteria.

Outlook Export Options

How To Export To Outlook

1. Click on the **Outlook** Icon in the Sidebar.
2. The *Outlook Synchronization Screen* will appear. Select the synchronization direction of Export from the drop down options.
3. Select the information you want to export:
 - *Export Calendar*: Select which calendar events you wish to export to Outlook. Uncheck this box if you do not want to export calendar events to Outlook.
 - *Export Contacts*: Select which contact data you wish to export to Outlook. You can narrow the list of names exported using the Type Field or Markets. Uncheck this box if you do not want to export any contacts.
 - *Export Birthdays/Anniversaries*: lets you export the dates of birth and wedding anniversary dates. Outlook will convert them to reminders in the Outlook Calendar. Your device may treat them differently.
4. Click the **OK** Button to begin the Export.

The export to Microsoft Outlook is very dependent on your computer's speed and memory. You can watch the progress by switching over the Synchronization Window.

Exporting Client Notes

Advisors Assistant will export notes that you have entered for your names. Due to the notes limitations in Outlook and the mobile devices, though, Advisors needs to know which notes to export. Only one set of notes can be sent back and forth to Outlook.

To export notes to Outlook, create a new note for the name in Advisors Assistant called **Outlook Notes**. Any notes entered into this note called **Outlook Notes** will be exported to Outlook. Any notes you want to export must always be added to this set of notes. The name of the note is not case sensitive, so you can call it outlook notes without caps if you prefer.

Subsequent Exports

Advisors Assistant tracks all the records exported. If you update a record in Advisors Assistant and export it again, Advisors Assistant will change the record in Outlook that will subsequently change it on your mobile device.

Importing from Outlook

If you've made changes to the information in your mobile device while you were out of the office, you can import those changes back into Outlook and then update the names you've changed in your Advisors Assistant.

Advisors Assistant will import all of the names in the main Contact Folder in Outlook. If there are some names in your Contact Folder you do not wish in Advisors Assistant, you should move them into another Contact Folder in Outlook.

Outlook Import Screen

How To Import From Outlook

1. First make sure you have synched your mobile device with Outlook so that all the changes are in Outlook before you import them into Advisors Assistant.
2. Click on the **Outlook Icon** in the Sidebar.
3. The *Outlook Synchronization Screen* will appear. Select the synchronization direction of Import from the drop down options.

4. Select the information you want to import:
 - *Import Calendar*: Select which calendar events you wish to import from Outlook. Uncheck this box if you do not want to import calendar events from Outlook.
 - *Import Contacts*: Select which contact data you wish to import from Outlook. Be sure to select a Producer Name and if you wish to only import one Outlook Category. Uncheck this box if you do not want to import any contacts.
5. Click the **OK** Button to begin the Import.
6. The names and calendar will automatically be updated in Advisors Assistant based on how they are in Outlook. If you added a note to your mobile device and that name did not have a note called Outlook Notes already, a new note will be created called **Outlook Notes**.

Both Import and Export

If you wish to perform both an import and export in one step, select this option from the drop down list. Then enter the criteria for both the import and export.

Saving Criteria

You can save the criteria you've entered so that when you click on the Outlook Icon, the main function you perform will automatically be setup.

Enter your criteria. Click the **Save Criteria** Button. The next time you open the *Outlook Synchronization Screen* this criteria will already be filled out for you.

Real Time Export

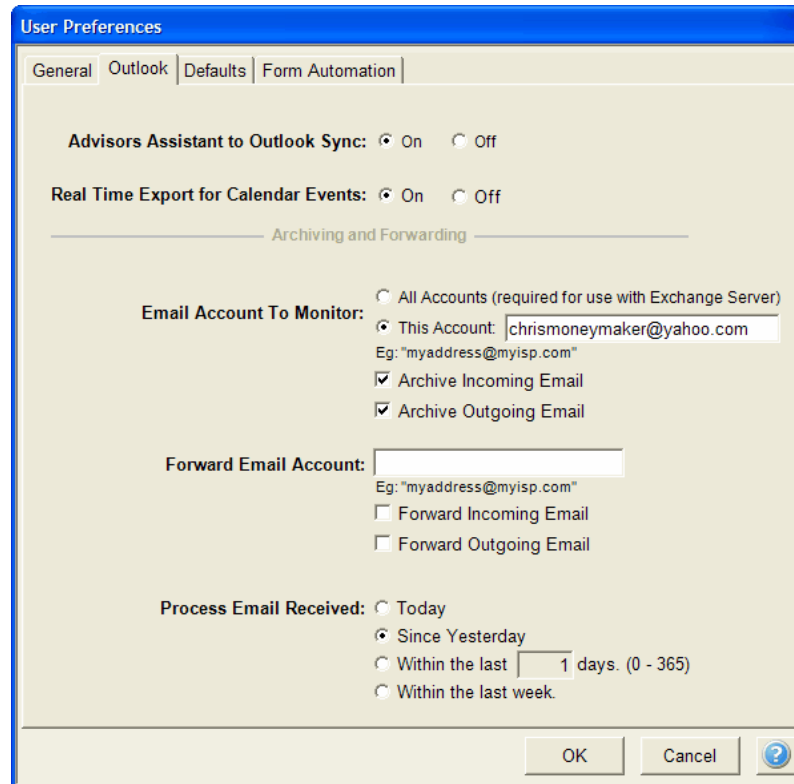
You can tell Advisors Assistant to automatically send any additions or changes to calendar events to Outlook.

How To Setup Real Time Export

1. Click on the **File** Menu, and select **Preferences**.
2. Click on the **Outlook** Tab at the top of the screen to open the Outlook Preferences.

3. Click on the radio button to turn ON Real Time Export for Calendar Events.

The Real Time Export only sends calendar events added by you to your calendar over to Outlook. Due to Outlook Security, if another user adds or edits events to your calendar you'll need to perform a full export to have all of your calendar events exported to Outlook.



Outlook Preferences Screen

Archiving Emails

The Email Archiver is an optional tool that you can turn on if you're using Outlook (2003 or later only) as your email program, and you wish to archive incoming and/or outgoing emails to the contact's Notes in your Advisors Assistant Database.

You must be using Outlook 2003 or later to archive emails in Advisors Assistant.

The Advisors Assistant Email Archiver will archive all incoming and outgoing emails that are sent through Outlook if the contact's email address is in your Advisors Assistant Database. The text of the email is saved in the contact's Notes in a read-only Note Topic called Archived Emails.

Before you begin using the Outlook Email Archiver you must turn it on through your Preferences.

How To Setup Email Archiving

1. Click on the **File** Menu, and select **Preferences**.
2. Click on the **Outlook** Tab at the top of the screen to open the Outlook Preferences.
3. Enter your preferences:
 - *Email Account To Monitor*: enter the email account you wish to monitor for capturing emails. Advisors Assistant will monitor one email address unless you're using an Outlook Exchange Server in which case you would select the first option. **Be sure to check the boxes to turn on archiving for incoming and/or outgoing emails.**
 - *Forward Email Account*: if your broker dealer has an email account they monitor for compliance, you can enter that email address and Advisors Assistant will automatically forward a copy of emails to that email address.
 - *Process Email Received*: This is a look back feature which is especially valuable the first time you do the email archive. It tells Advisors Assistant how far back to look for emails when you begin archiving. If you want Advisors Assistant to look back 3 months, you could set 90 days and then change the number of days to Today or Since Yesterday once the first archiving is complete.
4. Click **OK** to save your preferences. The next time the Send/Receive function begins in Outlook the email archiver will start.

Depending on how far back you are looking through Outlook to archive emails, it could take some time. Daily archiving does not take noticeable time.

Autodialing the Phone

In this chapter you will:

- ✓ Dial the phone using the Advisors Assistant Autodialer

Dialing the Phone with Advisors Assistant

Advisors Assistant uses the Windows TAPI dialer to take advantage of all the features that come with some of the new modems. So instead of having a setup for your dialer preferences in Advisors Assistant, you actually set up your dialer preferences through Windows.

How to dial the phone using Advisors Assistant

1. Go to the name you want to dial.
2. Click on the **Dial** Action Button.
3. Highlight the number you want to dial, and click on the **Dial Number** Button or **SKYPE** Button at the bottom of the window. You need to set up with SKYPE, and Internet phone system, to use the SKYPE Button.

The screenshot shows a window titled "Phone Dialer" with a table of contacts and a dialing interface at the bottom.

Name	Location	Phone Number	Ext	Contact/Remark	Primary
James Madison	Business Phone	(212) 875-3907		Direct Line	P
James Madison	Cell Phone	(212) 458-1234			
James Madison	Business Phone	(212) 555-4567			
James Madison	Home Phone	(212) 875-8734			

Below the table, there is a dialing interface with the following fields and buttons:

- Country:
- Area Code:
- Number:
- Dial button
- Skype button (with Skype logo)
- Exit button
- Help button (with question mark icon)

Autodialing with Advisors Assistant

4. Click the **Disconnect** Button from the Windows dialer at the top of the screen to disconnect the modem from the phone once it has dialed the number. This does not hang up the phone.
5. A **Phone Log** will automatically open with the number you dialed, or you can add the note to a different Note Topic. You can enter a phone log for the person at this time, and attach a follow-up date to the log. Click **OK** when done or **Cancel** if you don't want to add a phone log.

The Phone Log is being timed while you have it open, so when you click OK the total time is entered into the note.

The Phone Log will be added under the Notes Tab on your View Screen, along with Letter Logs and other Notes.

Preferences, Tools & Admin Functions

In this chapter you will:

- ✓ Explore User Preferences
- ✓ Explore Tools
- ✓ Explore Administrative Functions
- ✓ Update your database
- ✓ Back up your database
- ✓ Perform Database Maintenance

General Preferences

User Preferences are available from the File Menu and can be set independently for each user.

Recent Names List

You can select how many names you'd like Advisors Assistant to track in your recent names list. 7 names will show in the list, and a scroll bar will become active if you choose to list more than 7 names.

Name Lookup Screen To Use

If you have a large database, you can choose to show only a partial list of names in the Name Lookup Screens to load the screen faster.

Selected List Item Color

If your Windows Display is set to a darker color for selected list items, you may not be able to read the view screen items easily. So you can change the color that is shown in Advisors Assistant.

Sort and Locate List Items

When looking at abbreviation lists, choose if you wish to sort the list by abbreviation code or description. This effects what you would type in to find an abbreviation on the list.

Outlook Preferences

Advisors Assistant to Outlook Sync

If you wish to synchronize with Outlook, you must first turn on the synchronization.

Real Time Export for Calendar Events

Select if you wish to have additions and edits to calendar events automatically sent to Outlook.

Archiving and Forwarding

If you wish to turn on the Email Archiver in Advisors Assistant, you need to set up the email address you'll be monitoring and turn on the archiver.

Default Preferences

Default Address Location

You can set a Default Address Location so that every time you ADD a new address the location defaults to your choice.

Default Phone Location

You can set a Default Phone Location so that every time you ADD a new phone number the location defaults to your choice.

Default Producer

Select the Producer Name you would like to be entered as the default when you add a new name to Advisors Assistant.

Form Automation

You would only need to visit this option if you have installed both Quik! Forms and Laser App to your computer.

Tools

The Tools Menu contains many features that are also available through the Sidebar Menu. These features have also been added to the Tools Menu for use with voice recognition software.

Additional tools are also available:

Change Password

Allows you to change the password you use to log into Advisors Assistant.

Search All Notes

Allows you to globally search the notes within Advisors Assistant based on keywords or date ranges.

Personal Contacts Wizard

If you're using the Personal Contact option in the Advisors Assistant Notes, this wizard will walk you through finding names that have not had a personal contact within a date range you specify.

Combine Names

When you find you have two duplicate names in the database, you can use the Combine Names utility to combine the two names together. You'll need to decide which name will be remaining in the database (the surviving name) and which name will be deleted, and all data from the deleted name is added to the surviving name.

Advisors Assistant is unable to add data to the General Name Information Screen, so be sure your surviving name has all of the data from the name you'll be deleting.

Tagged Names Report

This report is detailed in the Reports Chapter of the manual. It is opened through Tools.

Administrative Functions

The Admin Menu is only available to users who have Admin access. If you do not have an Admin menu, you do not have Admin access. Figure out who has Admin access in your office and have them perform the appropriate function.

Activate Advisors Assistant & Modules

These sections are for activating the main Advisors Assistant after Trial Period, and for activating any optional modules you have purchased.

Maintain Users

This feature is used to Add, Modify, and Delete users to the database. A user is defined as a person who is able to log into the database using their given ID and Password.

Maintain Security Roles

When a user is added to the database, they are given a "role." The security roles control what a user is and is not able to do in the database. You can set up as many security roles as needed for your office.

Maintain Calendars

When a User is added to Advisors Assistant, a calendar is automatically added for that User. But you can also add "Office

Calendars” to Advisors Assistant that you can give the complete office access to, such as a Conference Room calendar.

This section also allows you to delete calendars, or move calendar events from one user’s calendar to another. The user must be deleted from the database before their calendar can be removed.

Maintain Producers

Advisors Assistant has a Producer List that it maintains so you can add producers to names in the database for reporting purposes. You can add people to the Producer List through this feature, and additional third-party id’s and passwords can also be stored for producers under their name.

Maintain Access Rights

For MultiProducer and Enterprise systems, Advisors Assistant has additional security that limits the list of names a user can see based on the Producer attached to the names. This feature is used to set up to which producer lists a user has access.

Maintain Reports

Advisors Assistant has a Basic Report Designer that allows you to create your own basic custom reports. Through Maintain Reports you can add new reports, or copy basic reports and edit them.

Maintain Master Pages

To use the Pages feature in Advisors Assistant, you must first add a Master Page through this menu option.

Maintain Abbreviations

If you have the appropriate security access, you can edit abbreviation lists directly from the field in the database. This feature allows you to delete and combine abbreviation codes (for duplicate codes.)

Maintain Postal Codes

When you install Advisors Assistant, the complete list of US Postal/Zip Codes is also installed. The Postal Codes are sent with Advisors Assistant so that when you add an address and enter the Postal/Zip Code, the City, State, and County fields are filled in automatically.

Advisors Assistant will update the Postal Code list periodically, but you may need to make a change to a Postal Code before the list is updated by Advisors Assistant. You can make changes to Postal Codes at any time.

Maintain Area Codes

When the phone company changes an area code in your area, you can have Advisors Assistant go through your database and automatically change everyone who had that old area code to the new area code.

Phone numbers are made up of three parts: the area code, the prefix (the first three digits of the phone number), and the line number (the last four digits of the phone number.) When an area code is changed, it is changed for specific prefixes in your area. You can get a list of the prefixes that have changed from the phone company.

Maintain FlexField Labels

You can edit FlexField Labels directly from the modify screens, or you can use this feature to edit the labels.

Maintain Mailing Lists

Advisors Assistant will allow you to import any comma delimited (CSV) file into your database. This feature walks you through importing the list, which entails “mapping” fields so that Advisors Assistant knows where to put the data that is being imported from your list.

Only basic name, address, and phone data can be imported. FlexFields can also be used for the import. A list of the fields available during the import is available in the Advisors Assistant Help.

Reports

Administrative reports such as process logs and database statistics.

System Preferences

There are some system-wide preferences that you can set, such as “Strong Passwords.” They’re available through this feature.

Backing Up Your Data

Computers break! It's a fact. Your computer will break. If you are not backed up, you will have a 100% probability of losing all your data sooner or later. You need a "Backup Strategy". Here's what we suggest. It doesn't matter whether you use floppy disks, tapes, CDs, DVDs, or USB Drives to backup.

Backup Strategy

1. Backup at the end of each day. If you use our built in backup, it will only take a few minutes, even on the largest database.
2. Never, never backup on the same set of disks/usb drives each time. Your data will become worth thousands of dollars. Invest in a set of disks/drives. We recommend 5 to 10 sets of backups. When you rotate through the last set, start back on the first one.
3. Label your backup sets Monday, Tuesday, Wednesday, Thursday, Friday, Week 1, Week 2, Week 3, Week 4 and January through December (one disk for each month.)
4. Take your weekly and monthly backups home or to another site.

Only a user who has Administrator rights to the server or computer on which the database is installed can Back Up Advisors Assistant. This is for security purposes. You don't want just anyone to backup your data and take the backup away.

How to Backup Advisors Assistant

1. From the computer to which the SQL Database was installed, go to **Start | Programs | Advisors Assistant | Database Maintenance/Backup/Restore.**
2. Click on the **Backup Database** Button.
3. **Select the location to which you are backing up.**
Advisors Assistant will automatically name the file with the date in the name, but you can change the name if you'd like.
4. Click **Save.**

You can set a default backup path and encryption level through the Backup Preferences. Click on the **Preferences** Button on the same screen as the backup routine.

Restoring Your Data

If your hard drive crashes, or you get a new computer, you will transfer the Advisors Assistant data to the computer by restoring the backup you made.

When you restore your data to Advisors Assistant, it will overwrite anything that is in the current database. If you have existing data in that database, and it is different than the data you are restoring, you will lose the information in the existing database. Restoring puts an exact duplicate of the data from the backup into the existing database.

How to Restore Advisors Assistant

1. From the computer to which the SQL Database was installed, go to **Start | Programs | Advisors Assistant | Database Maintenance/Backup/Restore**.
2. Click on the **Restore Database** Button.
3. **Select the location where your backup file is located.**
4. Confirm that you wish to restore the data. **Remember, this will overwrite all data in the Advisors Assistant to which you are restoring.**

Maintenance

Database Maintenance is important. Maintenance compresses and reindexes the database and should be performed on a regular basis. If you use notes often, file maintenance will also reduce the size of your notes file.

Before File Maintenance is performed, Advisors Assistant will be backed up. You do not need to do a separate backup the same day you perform File Maintenance.

If you are on a network, no one else may be in Advisors Assistant while you are performing Maintenance.

How to Perform Maintenance

1. From the computer to which the SQL Database was installed, go to **Start | Programs | Advisors Assistant | Database Maintenance/Backup/Restore**.
2. Click on the **Maintain Database** Button.
3. Since a backup is created before maintenance is performed, select the location to which you are backing up. Advisors

Assistant will automatically name the file with the date in the name, but you can change the name if you'd like.

4. Click **Save**.

Event Marketing With Advisors Assistant

Advisors Assistant can be used to implement and track any type of event marketing program by performing the following functions:

- ✓ Record all the events held and the agent responsible for holding them.
- ✓ Enter prospects who sign up for the event
- ✓ Write a series of pre-event letters using Advisors Assistant's link to Word or its built in word processor.
- ✓ Track the source of each signup.
- ✓ Create call lists to remind signups of the event.
- ✓ Change the category of prospects from Signup to Attendee for those signups who attend.
- ✓ Write post event letters to attendees.
- ✓ Record areas of interest for attendees who complete the event form for marketing of future events and products.
- ✓ Contact non-attendees about future events.
- ✓ Change the category of an attendee to a client when business is written.
- ✓ Use Advisors Assistant to market future events and products to the established client.

Tracking Events with Advisors Assistant

Advisors Assistant can be a powerful tool in tracking the event and seminar process. The steps outlined in this document focus mainly on events held to gain prospects, such as seminars. But the same steps can be used for tracking client appreciation events.

If the goal is to only market to each person once, Advisors Assistant will only make the process more efficient. If the goal is to build a database of signups, attendees, and clients, then Advisors Assistant can put enormous marketing power at your fingertips.

This document gives an overview of how you would track events in Advisors Assistant. For details of how to perform the different steps referenced here, please refer to the Advisors Assistant Help. Not described here is the process of reading mailing lists into Advisors Assistant, printing letters and envelopes, and adding teasers to envelopes that will encourage them to be opened. This will cause mailings to pull more replies than just putting labels on envelopes.

Recording The Event

The event is entered into Advisors Assistant as a name with a Type of Name equal to Event or Seminar. The event is entered

View Client With FlexFields			
Planning Your Retirement 8-15-07		+ + + +	
Types: Seminar		Group	
Industry:			
Contact:			
Established: 8/15/2007		Profits: \$0	
Age / Near: 0 / 1		Assets: \$0	
Fiscal Yr End:		Employees: 0	
Producer: Moneymaker, Chris		Tax ID:	
Perspectives: FlexFields			
Cost of Seminar: 1500.00			
Cost/Attendee: 42.86			
: 0.00	Session 1:		
: 0.00	Session 2:		
: 0.000000	Session 3:	Undefined:	
: 0.000000	Session 4:	Undefined:	
Total Signups: 50		Undefined:	
Total Attendees: 35		Undefined:	
:		Undefined:	
:		Undefined:	
Business Address		Primary 2 + + + +	
Addressee: Jane Smith (Jane)			
Business: Holiday Inn			
Job Title: Catering Manager			
Address 1: 6784 Main St.			
Address 2:			
Address 3:			
City, State: Pismo Beach, CA 93449			
Email:		0 + + + +	
Web Site:		0 + + + +	
Business Phone		Primary 1 + + + +	
Phone: (805) 773-9632 (Jane Smith-Catering)			
Fax:			
Investments Insurance New Biz Notes Markets Links Group Files FlexFields Pages Events			

Seminar Record Set Up

as an “organization” vs. an “individual.”

The View Screen above shows how a seminar record provides convenient information to refer to for address and phone information. You can use FlexFields to record additional information about the seminar or event, and you can use the addresses and phone numbers to store the contact people that are helping to set up the seminar or event.

View Client With Markets And Interests

Stephen Meyers Types: Seminar Signup

Occupation:
Spouse:
Birthdate:
Age / Near:
Anniversary:
Dry License:
Producer: Moneymaker, Chris
Total Income: \$0
Net Worth: \$0
Dependents: 0
Jurisdiction: Unknown
Tax ID:

Home Address Primary 1
 Addressee: Stephen Meyers (Stephen)
 Business:
 Job Title:
 Address 1: 987 Maple St.
 Address 2:
 Address 3:
 City, State: San Luis Obispo, CA 93405
 Email: 0
 Web Site: 0

Home Phone Primary 1
 Phone: (805) 654-9632
 Fax:

Perspectives: [Markets](#)

Market or Area of Interest	Follow-Up	Who Changed	Last Changed
Tribune ad starting 07/15/07		CM	03/31/2008

Investments Insurance New Biz Notes **Markets** Links Household Files FlexFields Pages Events

Initial Signup Record Only Needs Name, Address, Phone & Type

Entering Signups

As prospects sign up for the seminar or event, it's important to enter their name into the database. This will build a database of names that can be used for marketing later.

As shown on the View Screen, only a few data fields need to be entered at the signup level. However, every attempt should be made to get the address and phone number. “Please give me your address so we can send you the ticket and confirmation letter” can be used.

Tracking The Source Of Each Signup

To track how the signup heard about the seminar, you can use the Markets/Areas of Interest (as shown on the screen above.)

When you are entering the seminar signup into the database, add a Market to their name to show how they heard about the seminar.

Using Selection Reports, all names that responded to invitations (or any other source) can be selected from Advisors Assistant and invitations to other seminars can be sent to them. Or you can use Advisors Assistant to give you the number of clients who resulted from Seminar Invitations and compare them to the number of clients who resulted from newspaper advertising. You can get a total number who resulted from a particular source, and you can narrow it down to how many heard about a particular seminar through each source.

View Client With Links

Stephen Meyers Types: Seminar Signup

Occupation:
Spouse:
Birthdate:
Age / Near:
Anniversary:
Drv License:
Producer: Moneymaker, Chris

Total Income: \$0
Net Worth: \$0
Dependents: 0
Jurisdiction: Unknown
Tax ID:

Home Address Primary 1
Addressee: Stephen Meyers (Stephen)
Business:
Job Title:
Address 1: 987 Maple St.
Address 2:
Address 3:
City, State: San Luis Obispo, CA 93405
Email: 0
Web Site: 0
Home Phone Primary 1
Phone: (805) 654-9632
Fax:

Perspectives: [Links](#)

Linked Name	Relationship	Age	DOB	Type of Name	Who Changed	Last Changed
Planning Your Retirement 8-15-07	Seminar	0	08/15/2007	Seminar	CM	04/24/2008

Investments Insurance New Biz Notes Markets **Links** Household Files FlexFields Pages Events

Linking the Seminar to the Signup

You'll be able to track which of your advertising campaigns worked best and is worth the investment.

It is very important that each respondent be asked where they heard about the seminar.

Link The Signup To The Seminar

Once the Signup's name is entered, it's important to establish a permanent link between the Signup's name and the Seminar's name.

The View Screen shows how the signup is linked to the seminar. The relationship is “Seminar”. This maintains a permanent link even if the type of name changes to Attendee or Client, you can always get a list of all Signups using this link.

Sending a Confirmation Letter

Click on the Word Icon on the signup’s screen to send a confirmation letter just after the person is entered into the database.

Creating Call Lists

Prior to the event, all Signups can be called. By using the Selection Reports and searching for the “seminar signups,” you can print a report with phone numbers.

Of all the fields on the Selection Screen, you only need to fill in 2 fields. You want all those people linked to the seminar name who have a relationship of Seminar Signup.

The screenshot shows the 'Selection Criteria' window with various search filters. The 'Relationship' field is set to 'Seminar Signup'. The 'Linked to' field is set to 'Planning Your Retirement 8-15-07'. The 'Name Range' section is expanded, showing a list of criteria with checkboxes and 'From'/'To' fields. The criteria include: No Date Of Birth, No Anniversary, No Earned Income, No Total Income, No Net Worth, No Dependents, No Zip Code, Birthdate, Anniversary, Earned Income, Total Income, Net Worth, Dependents, Zip Code, and Change Date. The 'Name' field is highlighted in the bottom section.

Selection Report Screen Showing Signup Search

Once the selection of names is complete, print one of the lists of names that contains phone numbers.

Tracking Attendees

After the event, working from a list of attendees, simply change the Name Type for each person who attended from Signup to Attendee.

By making this change, you can get a list of people who attended the seminar for follow-up, and you can get a list of people who signed up for the seminar but did not attend it. You can send a letter to the people who did not attend letting them know of future events.

Note: We can still track all the signups for any one seminar or signups for all seminars even though we change the Name Type to Attendee. We linked each signup to the particular seminar they signed up for, so by using Selection Reports and searching

Searching for a list of Seminar Attendees

on the Relationship of “Seminar Signup”, we can always retrieve the original signup list.

Writing Post-Seminar Letters To Attendees

Previously we demonstrated setting up the selection report search for Signups. By searching for Name Type of Attendee vs. Signup, you will get a list of Attendees for the event or seminar.

After performing the search, you can write a letter to all Attendees using the MS Word button at the bottom of the report list.

View Client With Markets And Interests

Judy Kabin (+ + + +)
Types: Seminar Attendee

Occupation: Homemaker
Spouse:
Birthdate: 3/7/1965 Total Income: \$0
Age / Near: 43 / 43 Net Worth: \$0
Anniversary: Dependents: 0
Drv License: Jurisdiction: Unknown
Producer: Moneymaker, Chris Tax ID:

Home Address Primary 1 (+ + + +)
Addressee: Judy Kabin (Judy)
Business:
Job Title:
Address 1: 8543 Birch St.
Address 2:
Address 3:
City, State: San Luis Obispo, CA 93405
Email: 0 (+ + + +)
Web Site: 0 (+ + + +)

Home Phone Primary 1 (+ + + +)
Phone: (805) 312-9874
Fax:

Buttons: Add, Modify, Delete, Report, Word, Excel, Dial, Help

Perspectives: Markets

Market or Area of Interest	Follow-Up	Who Changed	Last Changed
Disability Income Prospect		CM	04/24/2000
Long Term Care Prospect		CM	04/24/2000
IRA Prospect		CM	03/31/2008

Bottom Tabs: Investments, Insurance, New Biz, Notes, **Markets**, Links, Household, Files, FlexFields, Pages, Events

Recording Areas of Interest from Workshop Questionnaire

Recording Areas of Interest for Attendees

Have attendees fill out a Workshop Questionnaire indicating their interests and return it to the agent or rep. These interests can then be converted to “areas of interest” in Advisors Assistant and tracked in the Markets.

You can use the Selection Reports to search on various Markets immediately after the event or for future mailings. You’ll know exactly what each attendee is interested in.

Contacting Non-Attendees about Future Events

The type of name for any signup who did not attend the seminar remains “Seminar Signup.” Only the Attendees are changed to “Seminar Attendee.”

By using the Selection Reports and searching based on Name Type of “Seminar Signup” linked to the seminar, you will get a list of all of the Signups who were not changed to Attendees.

Changing Name Type To Client When Business Is Written

The Name Type progresses on to Client when a policy is written or investment sold. The original source of the name (ie. event ad) and the original event are retained through the links and markets established earlier.

Appendices

Included in this chapter:

- ✓ Hot Keys

Hot Keys

There are many “Hot Keys” throughout Advisors Assistant. These keys are shortcuts that allow you to perform functions with just a couple keystrokes. To use the hot key commands, you hold down the key(s) listed (i.e. ALT) on your keyboard and press the second key.

Description	Hot Key
Name Lookup	Alt+Q
Phone Lookup	Alt+P
Scan File	Alt+Shift+S
View Scanned/Stored File	Alt+Shift+V
Store File	Alt+Shift+Z
<i>ACTION BUTTONS</i>	<i>Ctrl+Alt+</i>
Add	A
Modify	M
Delete	D
Report	R
Word	W
Excel	E
Dial	I
<i>VIEW CLIENT SCREENS</i>	<i>Alt+</i>
Investments	V
Insurance	I
New Biz	B
Notes	N
Markets	M
Links	K
Group / Household	O

Files	L
FlexFields	X
Pages	G
Events	S
<i>OTHER HOT KEYS</i>	
Copy	Ctrl+C
Paste	Ctrl+V
Cut	Ctrl+X
Modify A Telephone Number	Ctrl+T
Modify An Address	Ctrl+R
Modify A Contact Name	Ctrl+N
Insert your cursor at that point	Single Left Click
Highlight an entire date or numeric field	Double Left Click