

Coach's Corner

Our latest commentary to help you elevate the success of your practice

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Talking Politics: Have a Thesis, Not an Opinion

By: David Richman | October 10, 2023

With much political theater anticipated in the months ahead, we recommend taking this opportunity to share your thesis, not your opinion, on tax policies with existing and prospective clients.

Here are three ways to do so in an apolitical way:

Stay focused on the topic and its implications

As an After-Tax Advisor and student of the financial markets, beware the temptation to share your political views when discussing the topic of taxes. Instead, study the pertinent tax laws to the extent you can formulate your view of the financial implications.

You may want to share your sense of whether the [Tax Cuts and Jobs Act \(TCJA\)](#) of 2017 will sunset at the end of 2025, and what subsequent tax reform may look like based on the 2024 elections.

Develop and articulate your thesis

As with any great thesis articulation, remember these key points:

- Be pithy
- Use sound bites, not paragraphs
- Connect the dots to what you are recommending or monitoring for your clients

To keep your thesis apolitical, ensure it is an articulation of what you *believe may happen*, rather than your personal preference for what you *want to happen*.

Identify client concerns

Contrary to how politics are often discussed today, make the conversation a dialogue rather than a monologue. Ask clients how they feel about possible outcomes, or what, if any, concerns they may have about the impact on their portfolios. Turn on your "[agenda-less listening](#)" as they respond and demonstrate empathy and respect for their opinions and concerns.

Bottom line: Share your thesis, not your opinion, to help reinforce existing and prospective clients' conviction in you as someone who is on top of this fast-changing world.

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