35+ Ideas for Growing Your Retirement Business With Client Education Workshops

Host educational workshops that showcase your retirement planning expertise and offer 'social proof' that you are the advisor with the answers.

Your Host:
Sean Bailey
Editor-in-Chief

Produced by:
Devin Kropp
Associate Editor

The Difference a Retirement Plan Makes

Half of the affluent and HNW clients with a formal plan have consolidated 90%+ of their assets with their advisors — **more than double** the retirees who do not have a plan.

Source: *The Differences They Make: An Advisor, an Annuity, or a Formal Plan in a Retiree's Life*, LIMRA Secure Retirement Institute

Today's Agenda

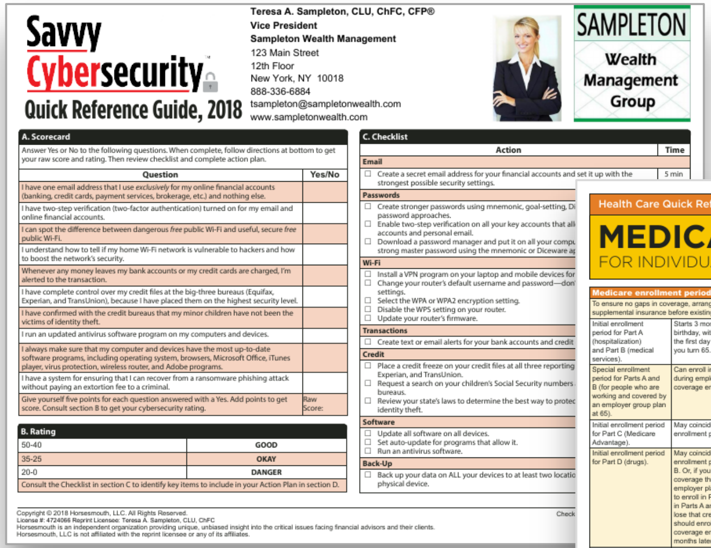
- The Difference a Plan Makes
- Why host education workshops?
- 35+ Ideas

Advisor/Client Advantage

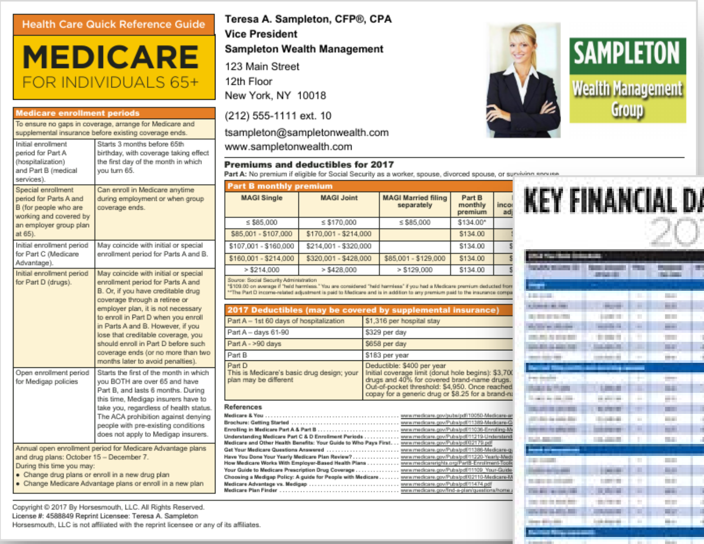
- Tactical Ideas
- Marketing Campaigns
- Action Plans
- Strategy Boot Camps

50+ Campaigns

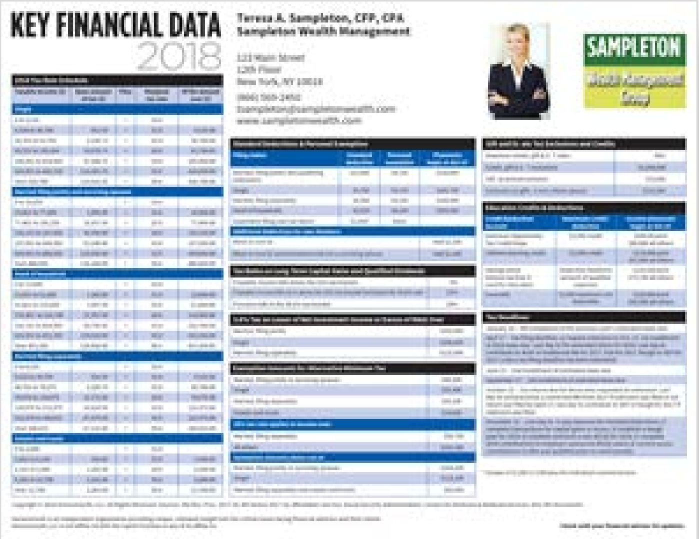
Client-Facing Reference Cards



Cybersecurity Checklist 2018



Medicare 2018

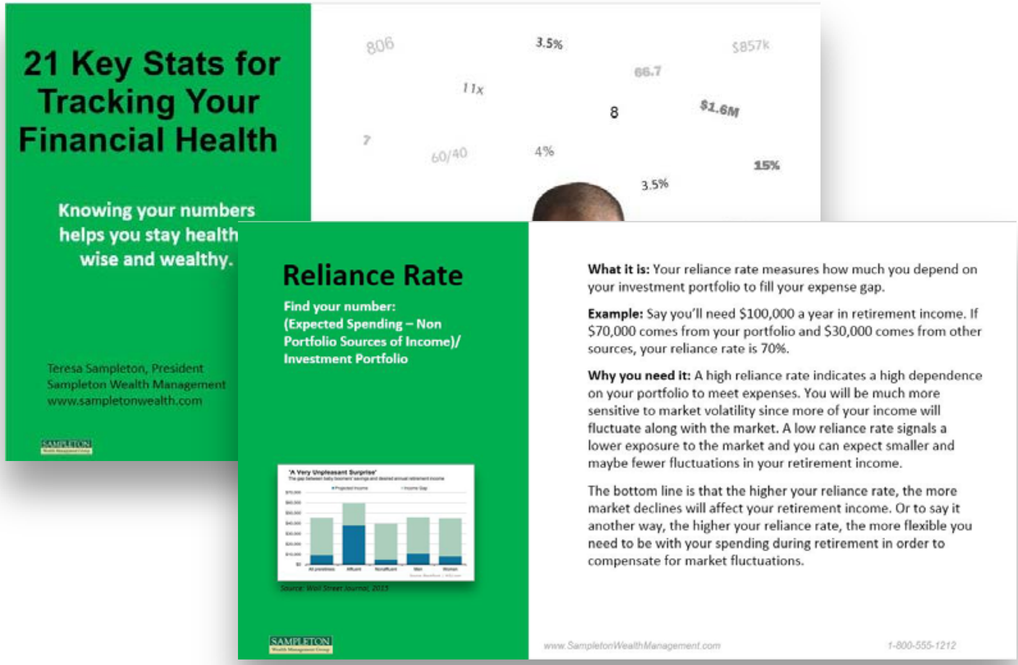


Key Financial Data 2018

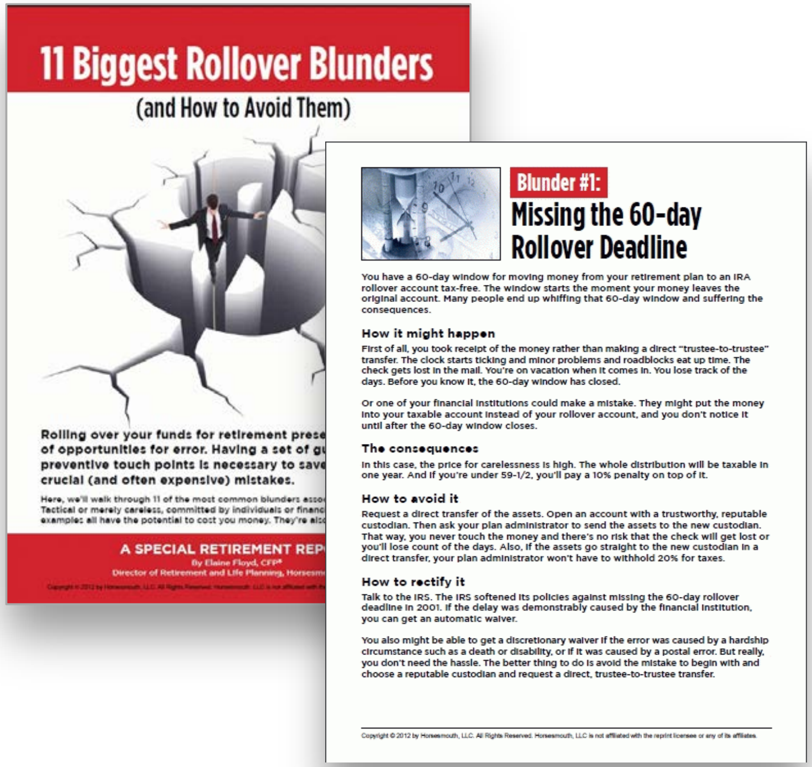
horsesmouth

ADVISOR/CLIENT

Special Reports/Lead Magnets

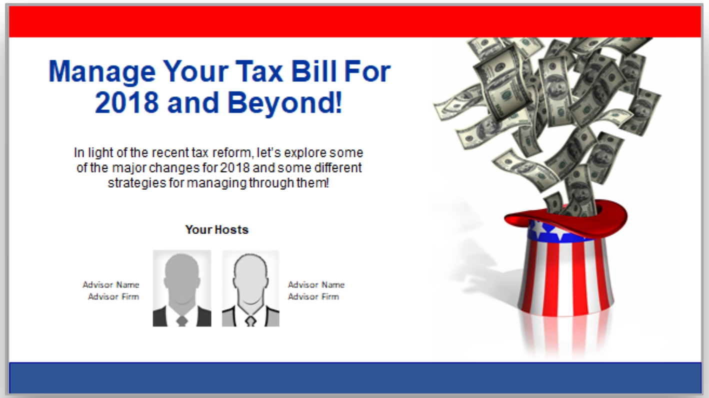


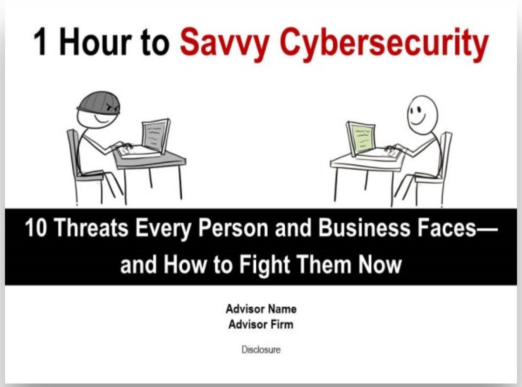
Lead Magnet w/Landing Page, Display Ads, & Lead Nurturing Emails



Special Report or 11-Touch Email Blast

Client & COI Presentations

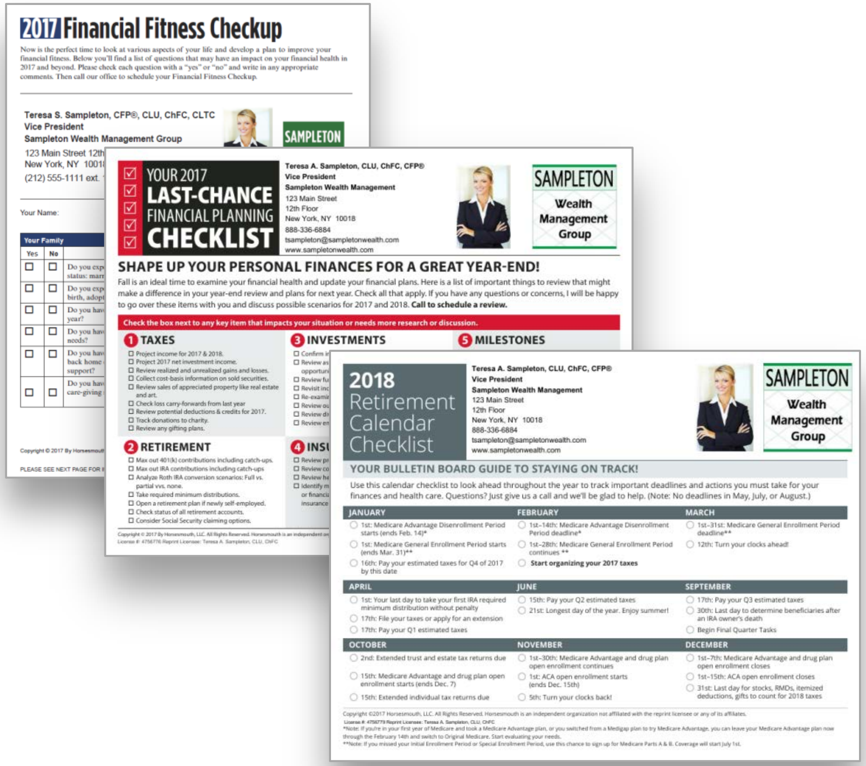




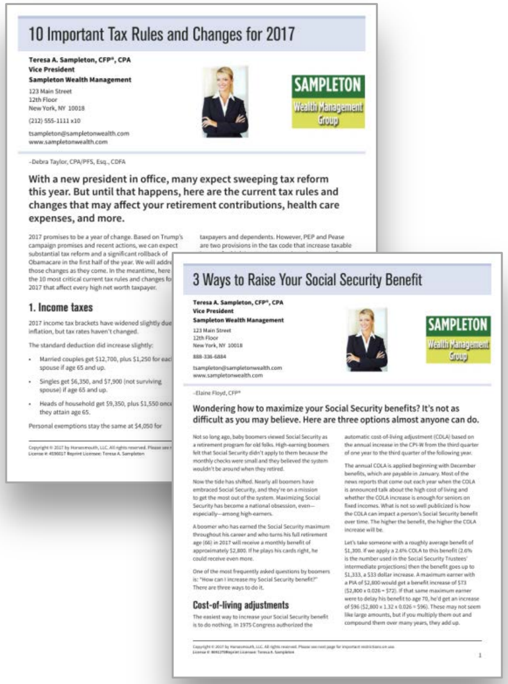
Includes PowerPoint Slide Decks, Scripts & Toolkits

Communication Touches

Postcards

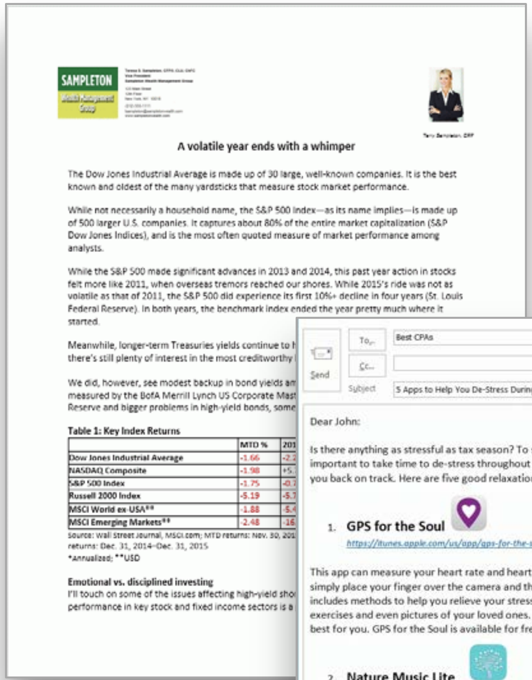


Checklists

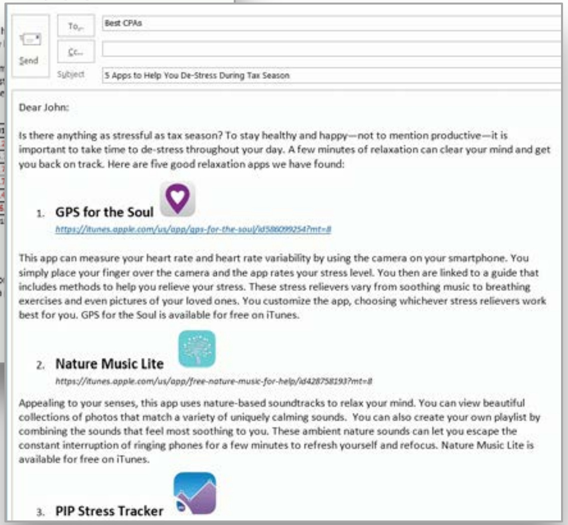


Articles

Sales Letters

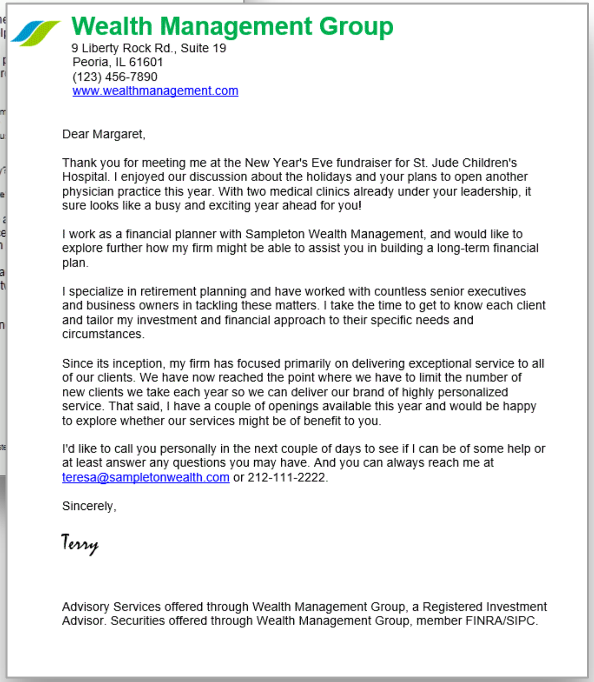


Monthly Market Updates



Seasonal Emails

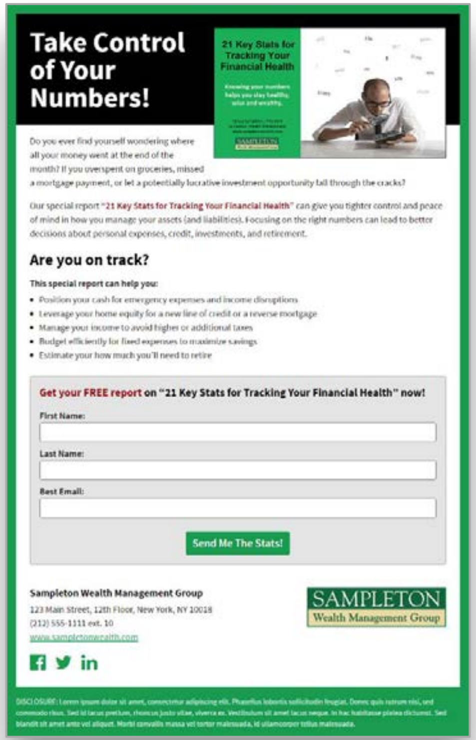
Referral Letters



Prospect Letters

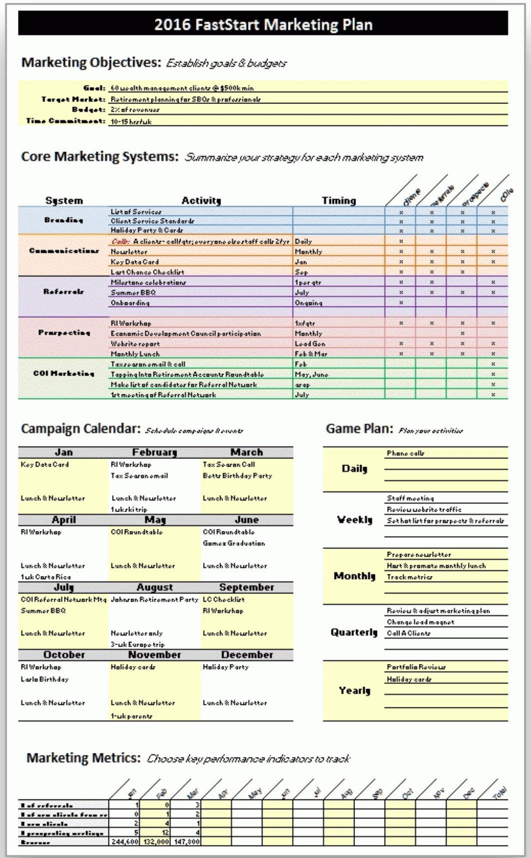
Marketing Resources for You

List of Services Template

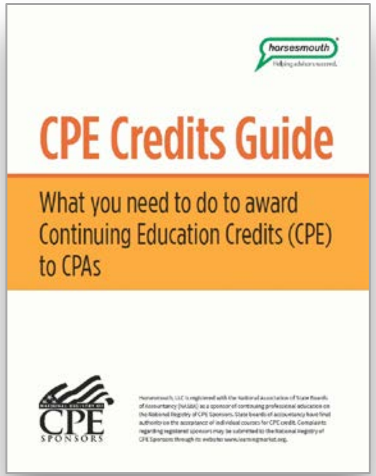


Support Materials

Monthly Webinars



Annual Marketing Calendar



Instruction & Guidance

Worksheets, Checklists, Marketing Plans, Schedules, Templates

Why Host Educational Workshops?

- Hold 10-30 prospect meetings at once
- Become the go-to retirement expert in your market
- Easy for clients to invite friends & colleagues
- Prospects see that others approve & admire you
- Perfect for clients, prospects & COIs
- Build mailing list
- Set appointments

35+ Ideas for Holding Better Client Education Workshops

1

Have Attendees Do Something

2

Be the Star of Your Show

3

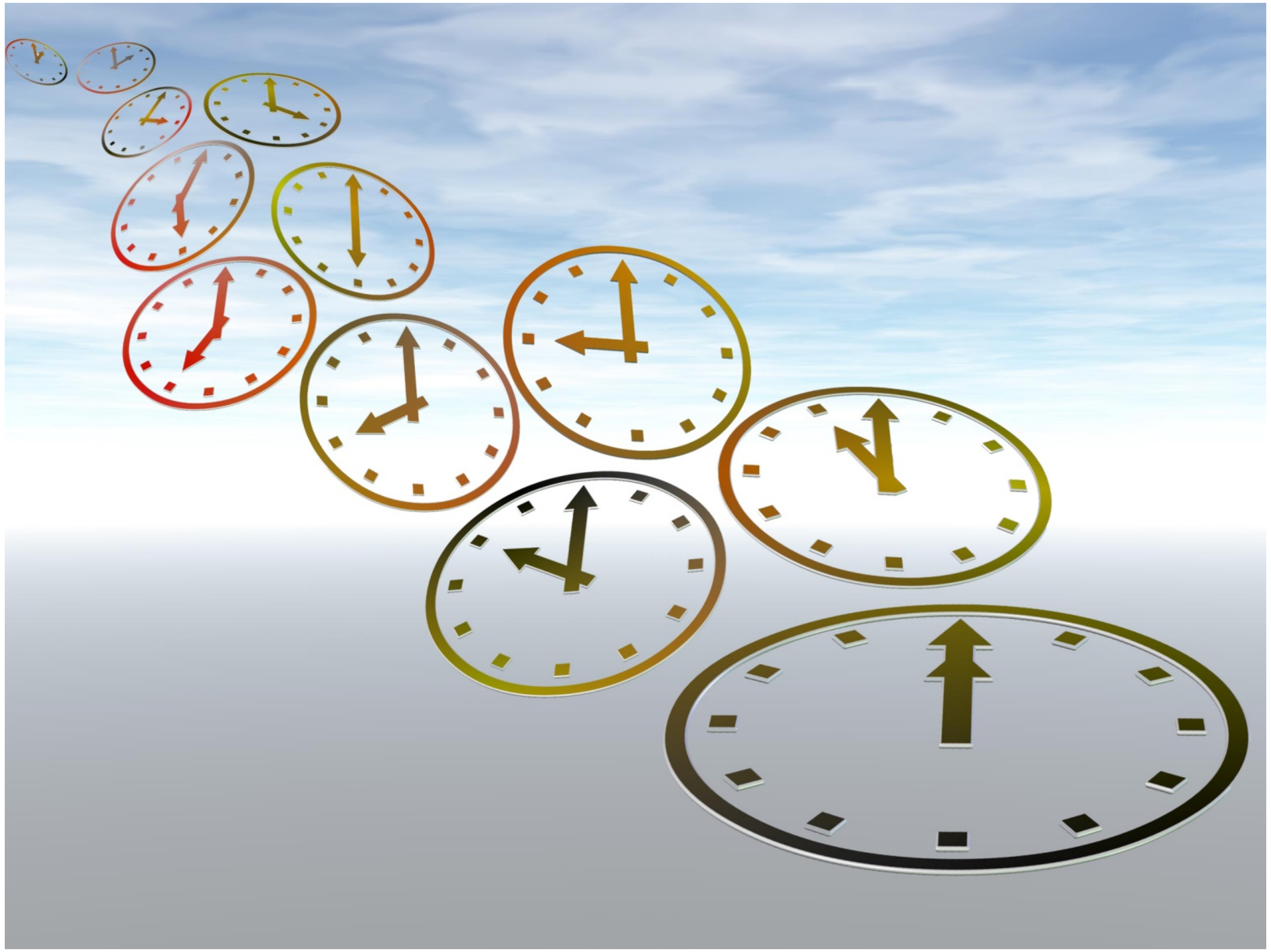
Invite Other Professionals to Speak

4

Work a Niche

5

Choose Workshop Length Wisely



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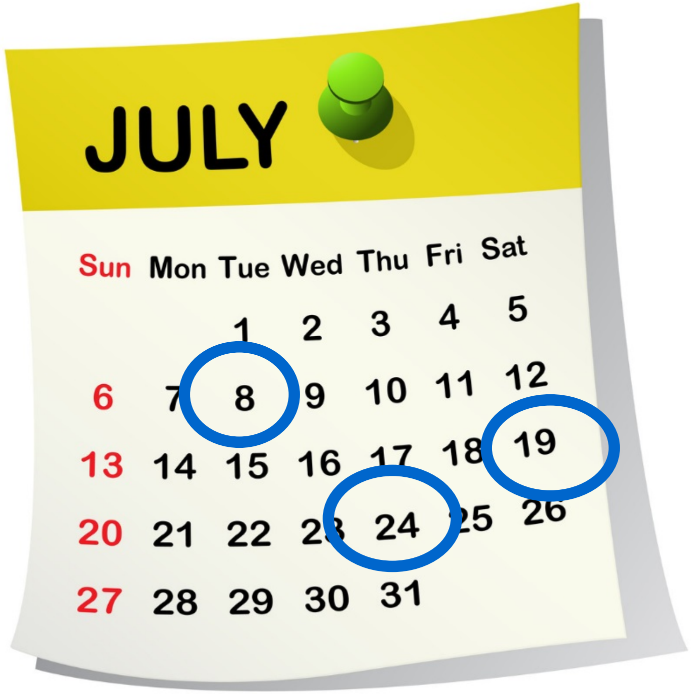
Determine the Price for Your Workshops

7

Offer Multiple Workshop Dates



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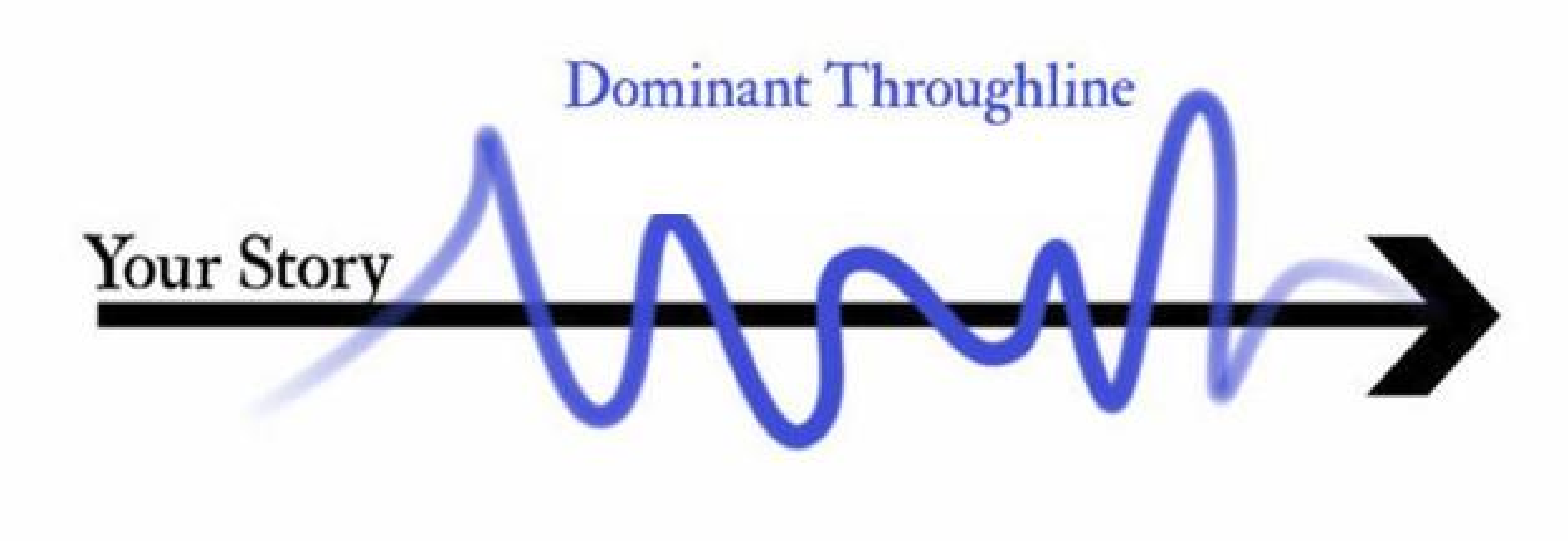
Look for Your 'Through Line'



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Focus on Retirement Income

THE NEWS

53.4% of American Workers Have No 401(k) Plan!

(Source: Federal Reserve, Economic Well-Being of US Households, 2015)

THE NEWS

Only 33.7% of American Households Have IRAs!

(Source: Investment Company Institute, 2015)

THE NEWS

Only 9% of American Households Near Retirement (Age 55-64) Have $500,000 or More in Retirement Savings!

(Source: US Government Accountability Report, 2015)

THE NEWS

Only 14% of Americans Age 50+ Make 'Catch-Up' Contributions to Their IRA

(Source: Fundreference.com, 2015)

THE NEWS

17% of American Households Have Given No Thought to Retirement Planning; Only 13% Say They Have Given It a Lot of Thought

(Source: Federal Reserve, Economic Well-Being of US Households, 2015)

10

Add Horror Stories

Pack In the Meat

12

Give Your Workshop Unusual Titles

A Man Is Not a Plan! Retirement Workshop for Women

Dump the Chair for a Harley:
Retirement Planning for Dentists

How to Manage Your Serious Money
(i.e. the money you haven't told the kids about!)

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Get Visual

14

Mention Multiple Services

Retirement Services

Retirement Planning	Retirement Income Planning	Social Security Planning	IRAs & RMDs	Pensions	Annuities	Tax Planning for Retirement
Goal Setting	Review of Income Sources	Social Security Analysis	IRA Contributions	Lump Sum Analysis	Risk Review	Roth Conversions
Needs Analysis	401(k) Management	Disability	Roth IRAs	Find Lost Pensions	Income Replacement Analysis	Roth Recharacterizations
Retirement Plan Creation	Portfolio Review & Analysis	Spouse & Survivor Benefits	Rollovers	Cash-Balance Plans	Annuity Strategies	Tax Bracket Management
Estate Planning & Philanthropy	Inheritance Planning	Couple Coordination	Withdrawal Strategies	Single-Life vs. Joint-and-Survivor Analysis	Income Sustainability Projections	Asset Location
Debt Management	Cash Flow Projections	Special Needs Coordination	RMDs	Federal & State Pension Planing	Fees & Expense Management	Beneficiary Audit
Legacy Planning	Real Estate Investments	Filing Strategies	Self-Directed IRAs	Government Retirement Plan	Contract Reviews	Tax Loss Harvesting
Health Care Management	Reverse Mortgages	Medicare Planning	ROBS	Health Care Coverage	1035 Exchanges	Credits & Deductions

Teresa Sampleton
President
Sampleton Wealth Management
123 Street Name, Town, State, 00000
name@companyname.com
www.companyname.come

SAMPLETON Wealth Management Group

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Your company disclosure information. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed augue nisl, elementum sed mattis id, tristique ac enim. Cras scelerisque fringilla dolor, sed fermentum justo dictum nec. Cras id mauris eleifend, suscipit purus id, finibus metus. Maecenas dignissim at nisl quis suscipit. Aliquam sagittis odio eget urna malesuada, id hendrerit diam molestie.

Download List of Services Template from Advisor/Client

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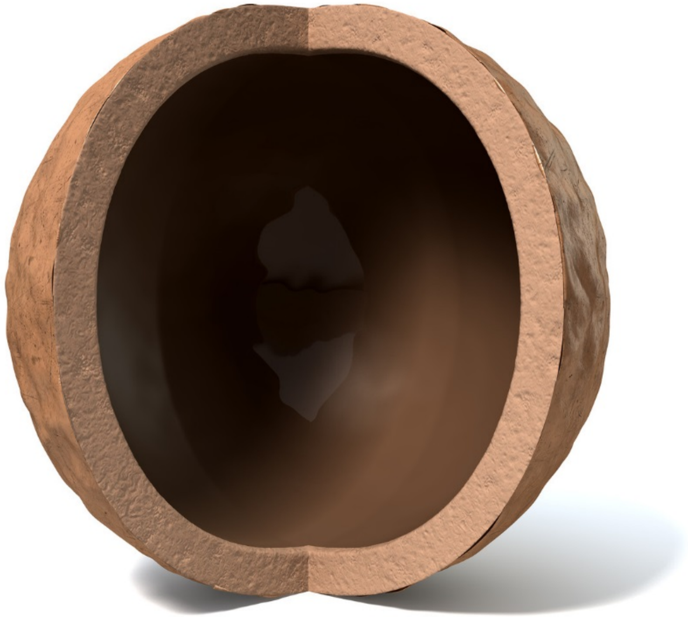
End With a High Earner Problem

16

Rehearse So Much You Can Talk It

17

Summarize Your Talk in 15 Words



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Promote Workshops 2-3 Weeks Out

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Offer Incentives for the Behavior You Want

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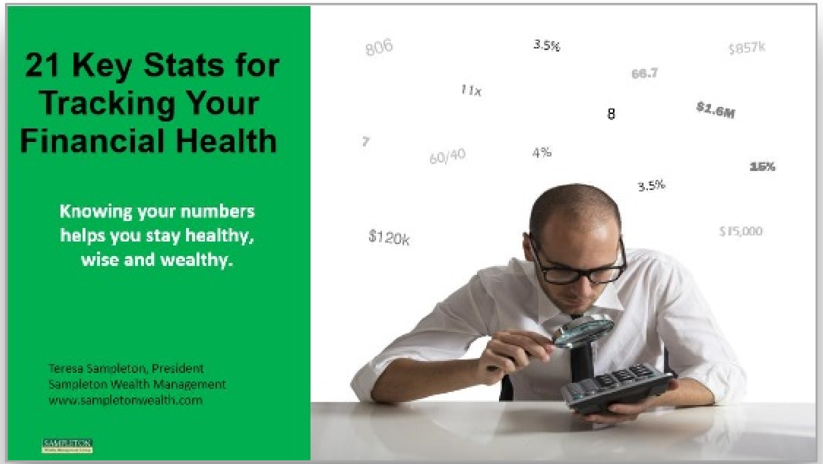
Give Attendees Handouts

Special Reports



Checklists

YOUR 2017 LAST-CHANCE FINANCIAL PLANNING CHECKLIST

Teresa A. Sampleton, CLU, ChFC, CFP®
Vice President
Sampleton Wealth Management
123 Main Street
12th Floor
New York, NY 10018
888-336-6884
tsampleton@sampletonwealth.com
www.sampletonwealth.com

SAMPLETON Wealth Management Group

SHAPE UP YOUR PERSONAL FINANCES FOR A GREAT YEAR-END!

Fall is an ideal time to examine your financial health and update your financial plans. Here is a list of important things to review that might make a difference in your year-end review and plans for next year. Check all that apply. If you have any questions or concerns, I will be happy to go over these items with you and discuss possible scenarios for 2017 and 2018. **Call to schedule a review.**

Check the box next to any key item that impacts your situation or needs more research or discussion.

1 TAXES
- ☐ Project income for 2017 & 2018.
- ☐ Project 2017 net investment income.
- ☐ Review realized and unrealized gains and losses.
- ☐ Collect cost-basis information on sold securities.
- ☐ Review sales of appreciated property like real estate and art.
- ☐ Check loss carry-forwards from last year
- ☐ Review potential deductions & credits for 2017.
- ☐ Track donations to charity.
- ☐ Review any gifting plans.

2 RETIREMENT
- ☐ Max out 401(k) contributions including catch-ups.
- ☐ Max out IRA contributions including catch-ups
- ☐ Analyze Roth IRA conversion scenarios: Full vs. partial vvs. none.
- ☐ Take required minimum distributions.
- ☐ Open a retirement plan if newly self-employed.
- ☐ Check status of all retirement accounts.
- ☐ Consider Social Security claiming options.

3 INVESTMENTS
- ☐ Confirm investment goals and strategy.
- ☐ Review asset allocation for rebalancing opportunities.
- ☐ Review fundamentals of portfolio positions.
- ☐ Revisit income and savings needs.
- ☐ Re-examine asset location.
- ☐ Review outstanding loans and mortgages.
- ☐ Review dividend distributions.
- ☐ Review employee stock options.

4 INSURANCE
- ☐ Review property and casualty policies.
- ☐ Review costs of current insurance policies.
- ☐ Review health insurance coverage.
- ☐ Identify material changes in life, business, or financial circumstances that may require insurance adjustments.

5 MILESTONES
- ☐ 50: Now you can make catch-up contributions to IRAs and some qualified retirement plans.
- ☐ 55: You can take distributions from 401(k) plans without penalty if retired.
- ☐ 59½: You can take distributions from IRAs without penalty.
- ☐ 62–70: You can apply for Social Security benefits.
- ☐ 65: You can apply for Medicare.
- ☐ 70½: You must begin taking RMDs from IRAs.

6 HEALTH
- ☐ Review employer's health insurance plan.
- ☐ Shop state health insurance exchange.
- ☐ Review Health Savings Account contributions for 2017.
- ☐ Spend any remaining balances in Flexible Spending Accounts.
- ☐ Review Medicare enrollment options.

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Reference Materials

Download from Advisor/Client

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Offer a Toolkit

Download from Advisor/Client

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Decide On a Call-to-Action

23

Hand Out & Collect Evaluation Forms

24

Send Confirmation & Reminder Emails

25

Don't Scrimp on Staff

26

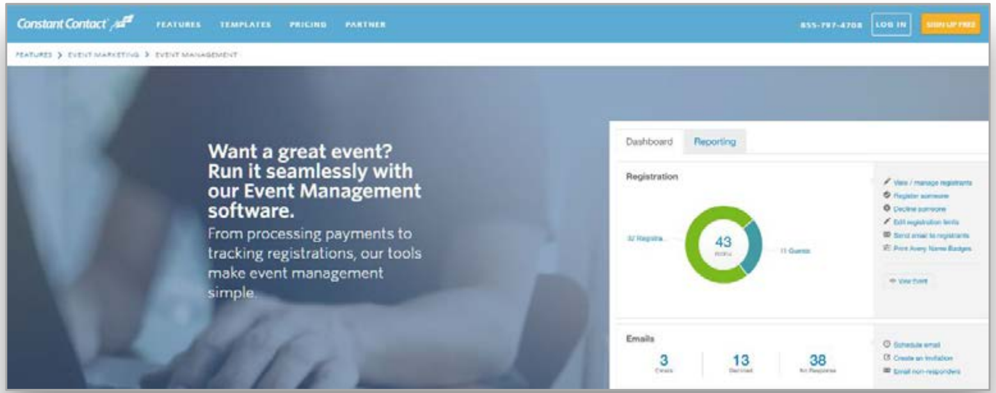
Work the Room Before & After

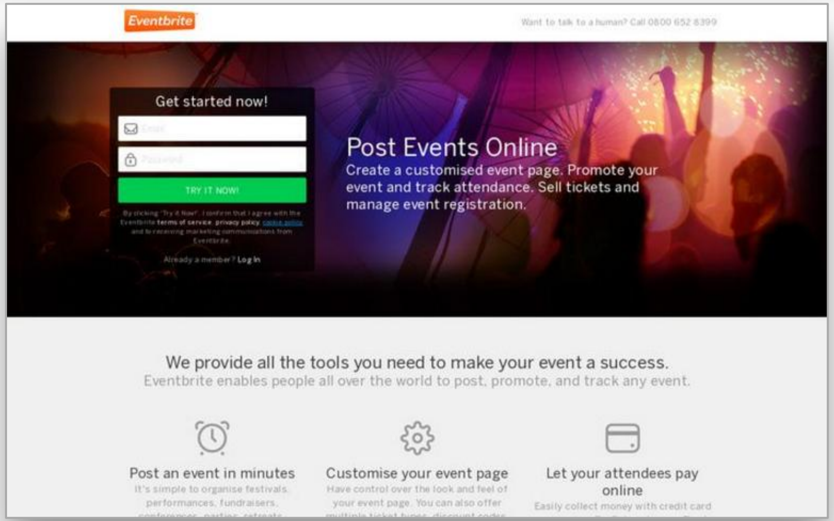
27

Follow-Up Fast

28

Automate Event Registration

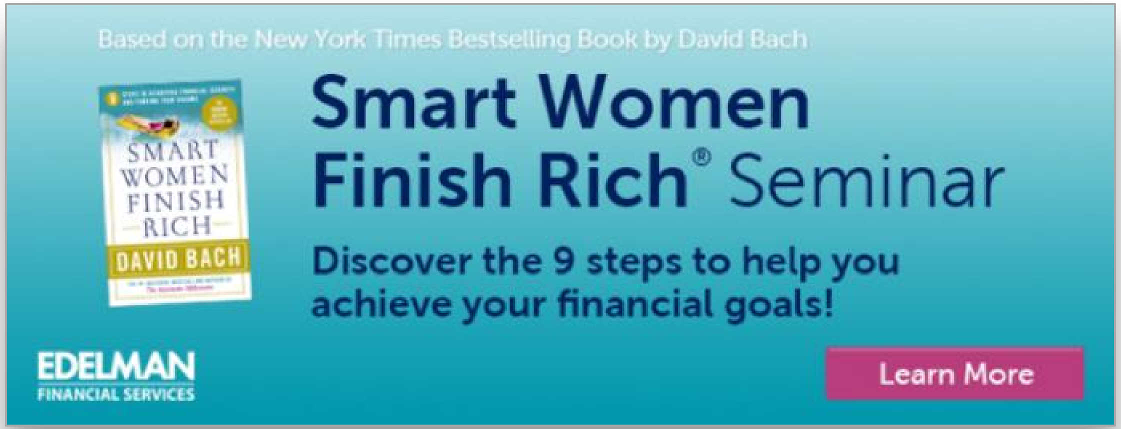




Partner With Local Employers

Strategically Invite Guests & Referrals

Promote Your Workshops Online



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Develop a Retirement Track

FINANCIAL
WORKSHOPS
IT'S YOUR MONEY • IT'S YOUR ESTATE

FINANCIAL WORKSHOPS

IT'S YOUR MONEY - FALL 2016

September 12 - Introduction & Quiz

September 19 - Annuities & Mutual Funds

September 26 - Financial Planning I

October 3 - Financial Planning II

October 10 - Long Term Care Planning

October 17 - Fixed income Investing

October 24 - Equity Investing

October 31 - The Big Take Away & Stock Market Contest

IT'S YOUR ESTATE - SPRING 2017

April 3, 10, 17, 24

May 1, 8, 15, 22

Details:

- Doors open at 9:45 am; no reserved seating
- Sessions are free to the public and do not require advance reservations
- Suggested donation - $10
- Attendance at all sessions is not required
- Coffee provided

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Always Have a Workshop on the Schedule

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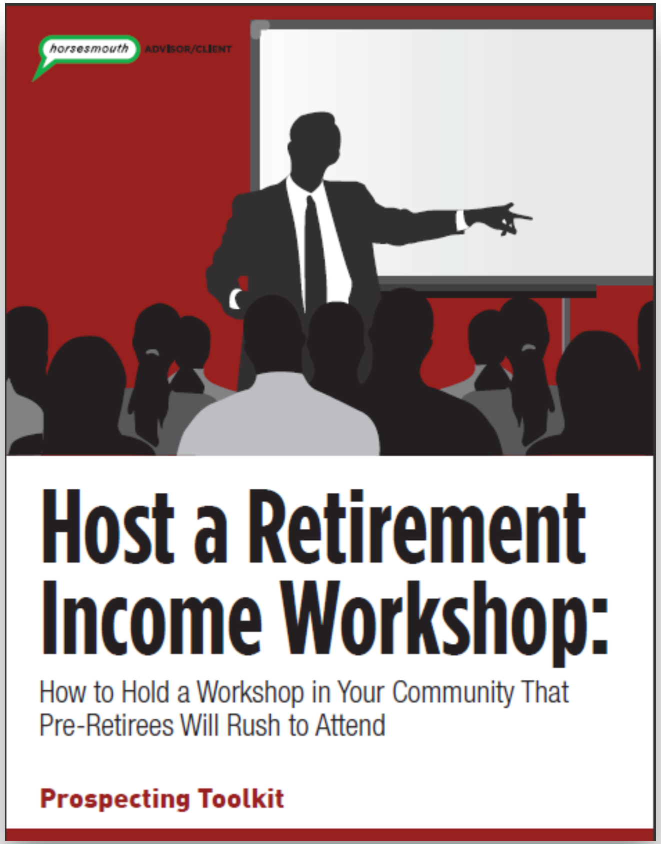
Turn Your Workshop Into a Webinar

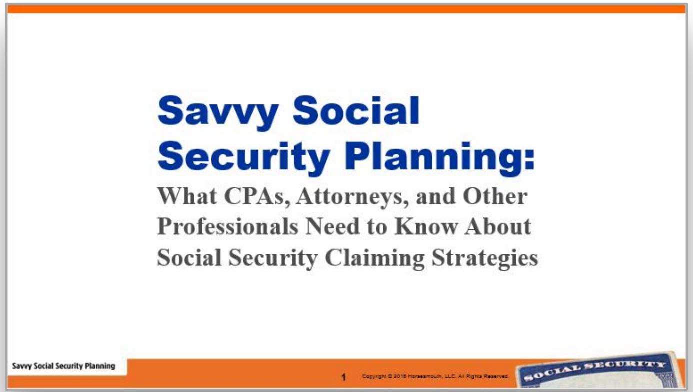
35

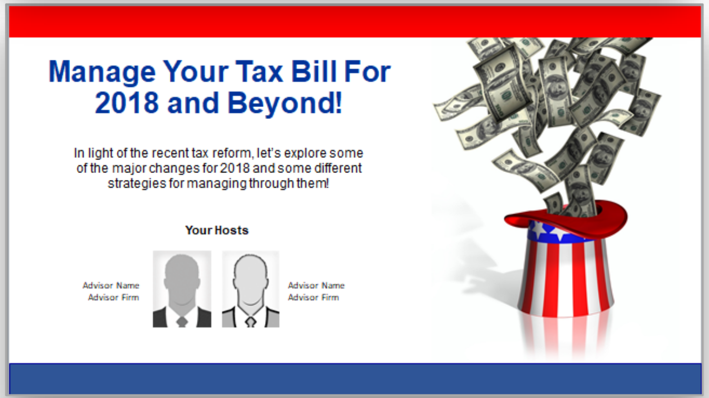
Be Entertaining

Coming in July



For Clients





For COIs

Financial Educator Marketing Workshop

Spend Two Days Building Your Financial Educator Program—Attend The Financial Educator Marketing Workshop
Dallas, October 11-12

What Will You Learn?

- The Power Of Being a Financial Educator
- The Key Success Principles of Financial Educators
- Where to Meet and Teach the Public
- Hot Financial Topics That Motivate Prospects
- The Power of Running an Integrated Marketing Campaign
- The Art and Science of Delivering Compelling Presentations
- Keys to Memorable, Dynamic Speaking
- Presenting to CPAs, Attorneys and Other Strategic Allies
- The All-Critical Follow Up: Converting Attendees into Clients
- Creating Your 2018-2019 Financial Educator Action Plan

Register Today:

www.horsesmouth.com/educator

Advisor/Client Limited-Time Offer

Buy a Quarter for only $297!

50+ Campaigns, Communications, Event Presentations, Webinars & More

Go to: horsesmouth.com/advisorclient

2018 Advisor/Marketing Campaigns (July – Sept.)

Date	Campaign	Description
July 19, 2018	Advisor/Client Marketing Clinic: Financial Education and Workshops	Get your questions on everything workshops answered and learn the power of being a financial educator during this one-hour marketing clinic.
July 25, 2018	Fall Marketing With CPAs	Set up a series of client education workshops and high-level strategy meetings with your favorite COI(s).
September 18, 2018	Fall Marketing Ideas for Clients & Prospects	Make this your best year ever with some easy marketing efforts you can roll out quickly to bring in new business, eager referrals, and held-away assets.

Advisor/Client Limited-Time Offer

Buy a Quarter for only $297!

(Annual Membership: $997)

Sign Up for a Free Demo!

50+ Campaigns, Communications, Event Presentations, Webinars & More

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