



# 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

U to M  
Key Dead  
Stay conn  
you top-o  
KEY PLANN  
& INVESTI  
DEADLIN  
OCTOBER  
NOVEMBER  
DECEMBER  
IF YOU HAVE  
KEY PLANN  
& INVESTI  
DEADLI  
JULY  
AUGUST  
SEPTEMBER  
IF YOU  
Comm  
Prospe  
Prospe  
Market  
KEY FINA  
IN  
201  
Cor  
Stay to  
positio  
clients  
CPA  
What  
Cont  
to CPA  
Charitable Gifting  
Get in f  
60 days  
meeting  
20  
Send  
refere  
tha  
NATIONAL ASSO  
CPA  
SPONS  
SESSION  
1  
MARKETING  
TOOLKIT  
ONLINE LEAD GENERATION  
**DESIGN YOUR  
LEAD GEN PLAN**  
Build an online prospecting system that turns  
your website into a lead generation machine  
that works for you 24/7.  
LEADS  
MIN  
MAX  
horsesmouth  
Advisor/Client

50+ Campaigns




# Client-Facing Reference Cards



**Quick Reference Guide, 2018**

**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



**A. Scorecard**

Answer Yes or No to the following questions. When complete, follow directions at bottom to get your raw score and rating. Then review checklist and complete action plan.

Question	Yes/No	
I have one email address that I use exclusively for my online financial accounts (banking, credit cards, payment services, brokerage, etc.) and nothing else.		
I have two-step verification (two-factor authentication) turned on for my email and online financial accounts.		
I can spot the difference between dangerous free public Wi-Fi and useful, secure free public Wi-Fi.		
I understand how to tell if my home Wi-Fi network is vulnerable to hackers and how to boost the network's security.		
Whenever any money leaves my bank accounts or my credit cards are charged, I'm alerted to the transaction.		
I have complete control over my credit files at the big-three bureaus (Equifax, Experian, and TransUnion), because I have placed them on the highest security level.		
I have confirmed with the credit bureaus that my minor children have not been the victims of identity theft.		
I run an updated antivirus software program on my computers and devices.		
I always make sure that my computer and devices have the most up-to-date software programs, including operating systems, browsers, Microsoft Office, iTunes, player, virus protection, wireless router, and Adobe programs.		
I have a system for ensuring that I can recover from a ransomware phishing attack without paying an extortion fee to a criminal.		
Give yourself five points for each question answered with a Yes. Add points to get total score. Consult section B to get your cybersecurity rating.		Raw Score

**B. Rating**

50-40	<b>GOOD</b>
35-25	<b>OKAY</b>
20-0	<b>DANGER</b>

Consult the Checklist in section C to identify key items to include in your Action Plan in section D.

Copyright © 2018 Horseshoof, LLC. All Rights Reserved.  
 License # 408840 Reprint License. Teresa A. Sampleton, CLU, ChFC, CFP®  
 Horseshoof is an independent organization providing unique, unbiased insights into the critical issues facing financial advisors and their clients.  
 Horseshoof, LLC is not affiliated with the reprint license or any of its affiliates.

**C. Checklist**

Action	Time
Email	
<input type="checkbox"/> Create a secret email address for your financial accounts and set it up with the strongest possible security settings.	5 min
Passwords	
<input type="checkbox"/> Create stronger passwords using mnemonic, goal-setting, DI password approaches.	
<input type="checkbox"/> Enable two-step verification on all your key accounts that all accounts and personal email.	
<input type="checkbox"/> Download a password manager and put it on all your comp. strong master password using the mnemonic or Diceware app.	
WiFi	
<input type="checkbox"/> Install a VPN program on your laptop and mobile devices for all settings.	
<input type="checkbox"/> Change your router's default username and password—don't settings.	
<input type="checkbox"/> Select the WPA or WPA2 encryption setting.	
<input type="checkbox"/> Disable the WPS setting on your router.	
<input type="checkbox"/> Update your router's firmware.	
Transactions	
<input type="checkbox"/> Create text or email alerts for your bank accounts and credit cards.	
Credit	
<input type="checkbox"/> Place a credit freeze on your credit files at all three reporting agencies, and TransUnion.	
<input type="checkbox"/> Request a search on your children's Social Security numbers, business.	
<input type="checkbox"/> Review your state's laws to determine the best way to protect identity theft.	
Software	
<input type="checkbox"/> Update all software on all devices.	
<input type="checkbox"/> Set auto-update for programs that allow it.	
<input type="checkbox"/> Run an antivirus software.	
Back-Up	
<input type="checkbox"/> Back up your data on ALL your devices to at least two local physical devices.	

Open enrollment period for Medicare policies  
 Starts the first of the month in which you BOTH are over 65 and have Part B, and lasts 6 months. During this time, Medigap insurers have to take you, regardless of health status. The ACA prohibition against denying people with pre-existing conditions does not apply to Medigap insurers.

Annual open enrollment period for Medicare Advantage plans and drug plans: October 15 – December 7.  
 During this time you may:  
 • Change drug plans or enroll in a new drug plan  
 • Change Medicare Advantage plans or enroll in a new plan

Copyright © 2017 By Horseshoof, LLC. All Rights Reserved.  
 License # 408840 Reprint License. Teresa A. Sampleton  
 Horseshoof, LLC is not affiliated with the reprint license or any of its affiliates.

## Cybersecurity Checklist 2018

### Health Care Quick Reference Guide

## MEDICARE FOR INDIVIDUALS 65+

#### Medicare enrollment periods

To ensure no gaps in coverage, arrange for Medicare and supplemental insurance before starting coverage and:

- Initial enrollment period for Part A (hospitalization) and Part B (medical services)
- Special enrollment period for Parts A and B (for people who are working and covered by an employer group plan at 65)
- Initial enrollment period for Part C (Medicare Advantage)
- Initial enrollment period for Part D (drugs)

Can enroll in Medicare anytime during employment or when group coverage ends.

May coincide with initial or special enrollment period for Parts A and B.

May coincide with initial or special enrollment period for Parts A and B. Or, if you have credible drug coverage through a retiree or employer plan, it is not necessary to enroll in Part D when you enroll in Parts A and B. However, if you lose that credible coverage, you should enroll in Part D before such coverage ends (or no more than two months later to avoid penalties).

Starts the first of the month in which you BOTH are over 65 and have Part B, and lasts 6 months. During this time, Medigap insurers have to take you, regardless of health status. The ACA prohibition against denying people with pre-existing conditions does not apply to Medigap insurers.

Annual open enrollment period for Medicare Advantage plans and drug plans: October 15 – December 7. During this time you may:

- Change drug plans or enroll in a new drug plan
- Change Medicare Advantage plans or enroll in a new plan

**Teresa A. Sampleton, CFP®, CPA**  
**Vice President**  
**Sampleton Wealth Management**  
 123 Main Street  
 12th Floor  
 New York, NY 10018  
 (212) 555-1111 ext. 10  
 tsampleton@sampletonwealth.com  
 www.sampletonwealth.com



#### Premiums and deductibles for 2017

Part A: No premium if eligible for Social Security as a worker, spouse, divorced spouse, or surviving spouse.

#### Part B monthly premium

MAOI Single	MAOI Joint	MAOI Married filing separately	Part B monthly premium	Income
≤ \$85,000	≤ \$170,000	≤ \$85,000	\$134.00*	
\$85,001 - \$107,000	\$170,001 - \$214,000	> \$85,000	\$134.00*	
\$107,001 - \$180,000	\$214,001 - \$320,000		\$134.00	1
\$180,001 - \$214,000	\$320,001 - \$428,000	\$85,001 - \$128,000	\$134.00	1
> \$214,000	> \$428,000	> \$128,000	\$134.00	1

#### 2017 Deductibles (may be covered by supplemental insurance)

Part A – 1st 60 days of hospitalization: \$1,315 per hospital stay

Part A – days 61-90: \$329 per day

Part A – 91-90 days: \$698 per day

Part B: \$183 per year

Part D: \$430 per year (deductible for generic drug or \$8.25 for a brand-name drug)

Deductible: \$430 per year (initial coverage limit; how long begins); \$3.70 (drugs and 40% for covered brand-name drugs; out-of-pocket maximum: \$4,950. Once reached, copy for a generic drug or \$8.25 for a brand-name drug)

References: Medicare & You, Medicare Plan Finder, Medicare Part A & Part B, Medicare Part C & D Enrollment Periods, Medicare and Other Health Benefits, Your Guide to Who Pays Part, Get Your Medicare Questions Answered, How to Choose Your Health Insurance Plan, Medicare Plan Finder, Medicare Part A & Part B, Medicare Part C & D Enrollment Periods, Medicare and Other Health Benefits, Your Guide to Who Pays Part, Get Your Medicare Questions Answered, How to Choose Your Health Insurance Plan, Medicare Plan Finder, Medicare Part A & Part B, Medicare Part C & D Enrollment Periods, Medicare and Other Health Benefits, Your Guide to Who Pays Part, Get Your Medicare Questions Answered, How to Choose Your Health Insurance Plan, Medicare Plan Finder

## KEY FINANCIAL DATA 2018

Line	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
1. Net Worth														
2. Cash														
3. Accounts Receivable														
4. Inventory														
5. Property, Plant, & Equipment														
6. Intangible Assets														
7. Liabilities														
8. Total Assets														
9. Total Liabilities														
10. Net Worth														

**Teresa A. Sampleton, CFP®, CPA**  
**Sampleton Wealth Management**  
 123 Main Street  
 New York, NY 10018  
 (212) 555-1111  
 tsampleton@sampletonwealth.com  
 www.sampletonwealth.com



**KEY FINANCIAL DATA 2018**

1. Net Worth

2. Cash

3. Accounts Receivable

4. Inventory

5. Property, Plant, & Equipment

6. Intangible Assets

7. Liabilities

8. Total Assets

9. Total Liabilities

10. Net Worth

## Key Financial Data 2018

# Special Reports/Lead Magnets

## 21 Key Stats for Tracking Your Financial Health

Knowing your numbers helps you stay healthy and wealthy.

Teresa Sampleton, President  
Sampleton Wealth Management  
www.sampletonwealth.com

### Reliance Rate

Find your number:  
(Expected Spending – Non Portfolio Sources of Income) / Investment Portfolio

Source: Wall Street Journal, 2012

**What it is:** Your reliance rate measures how much you depend on your investment portfolio to fill your expense gap.

**Example:** Say you'll need \$100,000 a year in retirement income. If \$70,000 comes from your portfolio and \$30,000 comes from other sources, your reliance rate is 70%.

**Why you need it:** A high reliance rate indicates a high dependence on your portfolio to meet expenses. You will be much more sensitive to market volatility since more of your income will fluctuate along with the market. A low reliance rate signals a lower exposure to the market and you can expect smaller and maybe fewer fluctuations in your retirement income.

The bottom line is that the higher your reliance rate, the more market declines will affect your retirement income. Or to say it another way, the higher your reliance rate, the more flexible you need to be with your spending during retirement in order to compensate for market fluctuations.

www.sampletonwealthmanagement.com 1-800-555-1212

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

## 11 Biggest Rollover Blunders

(and How to Avoid Them)

**Blunder #1: Missing the 60-day Rollover Deadline**

You have a 60-day window for moving money from your retirement plan to an IRA rollover account tax-free. The window starts the moment your money leaves the original account. Many people end up whiffing that 60-day window and suffering the consequences.

**How it might happen**  
First of all, you took receipt of the money rather than making a direct "trustee-to-trustee" transfer. The clock starts ticking and minor problems and roadblocks eat up time. The check gets lost in the mail. You're on vacation when it comes in. You lose track of the days. Before you know it, the 60-day window has closed.

Or one of your financial institutions could make a mistake. They might put the money into your taxable account instead of your rollover account, and you don't notice it until after the 60-day window closes.

**The consequences**  
In this case, the price for carelessness is high. The whole distribution will be taxable in one year. And if you're under 59-1/2, you'll pay a 10% penalty on top of it.

**How to avoid it**  
Request a direct transfer of the assets. Open an account with a trustworthy, reputable custodian. Then ask your plan administrator to send the assets to the new custodian. That way, you never touch the money and there's no risk that the check will get lost or you'll lose count of the days. Also, if the assets go straight to the new custodian in a direct transfer, your plan administrator won't have to withhold 20% for taxes.

**How to rectify it**  
Talk to the IRS. The IRS softened its policies against missing the 60-day rollover deadline in 2001. If the delay was demonstrably caused by the financial institution, you can get an automatic waiver.

You also might be able to get a discretionary waiver if the error was caused by a hardship circumstance such as a death or disability, or if it was caused by a postal error. But really, you don't need the hassle. The better thing to do is avoid the mistake to begin with and choose a reputable custodian and request a direct, trustee-to-trustee transfer.

Copyright © 2012 by HorseMouth, LLC. All Rights Reserved. HorseMouth, LLC is not affiliated with the reprint licenses or any of its affiliates.

**Special Report or 11-Touch Email Blast**

# Client & COI Presentations

Navigating the Complexities of  
the New Medicare Tax

FINDING OPPORTUNITIES TO BETTER SERVE OUR CLIENTS

Advisor Name  
Firm Name

Reviewed by: Debra Taylor, CPA/PFS, Etc.

**Life  
After Work**

How to Create a Good Life  
in Retirement

Tapping Into Retirement Accounts

FINDING OPPORTUNITIES TO BETTER SERVE OUR CLIENTS

Advisor Name  
Firm Name

Manage Your Tax Bill For  
2018 and Beyond!

In light of the recent tax reform, let's explore some  
of the major changes for 2018 and some different  
strategies for managing through them!


Your Hosts

Advisor Name  
Advisor Firm

Advisor Name  
Advisor Firm



1 Hour to Savvy Cybersecurity



10 Threats Every Person and Business Faces—  
and How to Fight Them Now

Advisor Name  
Advisor Firm

Disclosure

How to Get Rollover Ready!

Rollovers can be tricky!  
Explore your options for  
funding a comfortable and  
sustainable retirement.

Hosted by:



Rollover Ready | Advisor Name

This content is provided as a general overview and should not be used as a substitute for professional advice. Always consult your advisor regarding your own financial situation.

Includes PowerPoint Slide Decks, Scripts & Toolkits




# Communication Touches

### KEY PLANNING & INVESTMENT DEADLINES

SUMMER 2016

**Adviser Name:** Larson Financial Group  
1035 Corporate Square Drive, Suite 200  
St. Louis, MO 63172  
Tel: (314) 566-2400  
Toll Free: (866) 509-2450  
Fax: (314) 373-0778  
Website: www.larsonfinancial.com



**FINANCIAL DATES & DEADLINES**

**JULY**  
FOCUS: Investor Psychology  
July 4, Independence Day (markets closed)  
July 31, Form 1042 due

**AUGUST**  
FOCUS: College Planning  
None, Enjoy your summer

**SEPTEMBER**  
FOCUS: Health Care Planning  
September 5, Labor Day (markets closed)  
September 8, Form 1042 due  
September 15, Form 1042 due

**SPECIAL OBSERVANCES**

U.S. Open Country Month  
July 9-16, Memorial Days  
July 18-21, Republican Convention  
July 25-28, Democratic Convention

What's your money personality?



National Golf Month  
What Will Be Your Legacy Month  
August 5-21, Summer Olympics  
August 22, U.S. Open Tennis Begins

Prepared for rising college costs?

### KEY BIRTHDAYS

Do you know someone celebrating any of these milestones?

**Teresa S. Samperton, CFP®, CLU, ChFC, CLTC**  
Vice President  
Samperton Wealth Management Group  
123 Main Street  
12th Floor  
New York, NY 10018  
(212) 555-1111 ext. 10  
www.sampertonwealth.com



We're always happy to talk with anyone you know about these important birth dates. Certain milestones present special tax and investment questions to consider. Just let us know.

- Age 58, Catch-up contributions may be made to IRAs and qualified retirement plans.
- Age 55, Penalty-free distributions may be taken from 401(k) plans if retired. Catch-up contributions may be made to HSAs.
- Age 59½, Penalty-free distributions may be taken from IRAs and qualified plans and from Roth IRAs if account has been open at least five years.
- Age 60, Application may be made for early Social Security benefits by widows or widowers claiming benefits under spouse's earnings record.
- Age 62, Application may be made for early Social Security and qualified retirement plans.
- Age 65, Application should be made for Medicare benefits unless covered by a group plan.
- Age 66, Full retirement age for unreduced Social Security.
- Age 70, Apply for Social Security to get maximum benefit.
- Age 70½, Most start required minimum distributions from IRA.

**If you have any questions about this or anything else, please call us! (212) 555-1111 ext. 10**

### 2017 Financial Fitness Checkup

Now is the perfect time to look at various aspects of your life and develop a plan to improve your financial fitness. Below you'll find a list of questions that may have an impact on your financial health in 2017 and beyond. Please check each question with a "yes" or "no" and write in any appropriate comments. Then call our office to schedule your Financial Fitness Checkup.

**Teresa S. Samperton, CFP®, CLU, ChFC, CLTC**  
Vice President  
Samperton Wealth Management Group  
123 Main Street 12th Floor  
New York, NY 10018  
(212) 555-1111 ext.



### YOUR 2017 LAST-CHANCE FINANCIAL PLANNING CHECKLIST

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



**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.

<b>1 TAXES</b>	<b>3 INVESTMENTS</b>	<b>5 MILESTONES</b>
<input type="checkbox"/> Project income for 2017 & 2018. <input type="checkbox"/> Project 2017 net investment income. <input type="checkbox"/> Review realized and unrealized gains and losses. <input type="checkbox"/> Collect cost basis information on sold securities. <input type="checkbox"/> Review sales of appreciated property like real estate and art. <input type="checkbox"/> Check loss carry forwards from last year. <input type="checkbox"/> Review potential deductions & credits for 2017. <input type="checkbox"/> Check donations to charity. <input type="checkbox"/> Review any gifting plans.	<input type="checkbox"/> Confirm if <input type="checkbox"/> Review all <input type="checkbox"/> Review inc <input type="checkbox"/> Re-assess <input type="checkbox"/> Review in <input type="checkbox"/> Review di <input type="checkbox"/> Review in <input type="checkbox"/> Review in <input type="checkbox"/> Review in	<input type="checkbox"/> 100% Medicare Advantage Enrollment Period starts (ends Feb. 14)* <input type="checkbox"/> 1% Medicare General Enrollment Period starts (ends Mar. 31)** <input type="checkbox"/> 16th: Pay your estimated taxes for Q4 of 2017 by 15th date.

### 2018 Retirement Calendar Checklist

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



**YOUR BULLETIN BOARD GUIDE TO STAYING ON TRACK!**

Use this calendar checklist to look ahead throughout the year to track important deadlines and actions you must take for your finances and health care. Questions? Just give us a call and we'll be glad to help. (Note: No deadlines in May, July, or August.)

JANUARY	FEBRUARY	MARCH
<input type="checkbox"/> 1st: Medicare Advantage Enrollment Period starts (ends Feb. 14)* <input type="checkbox"/> 1st: Medicare General Enrollment Period starts (ends Mar. 31)** <input type="checkbox"/> 16th: Pay your estimated taxes for Q4 of 2017 by 15th date.	<input type="checkbox"/> 1st-16th: Medicare Advantage Enrollment Period deadline* <input type="checkbox"/> 1st-28th: Medicare General Enrollment Period continues ** <input type="checkbox"/> Start organizing your 2017 taxes	<input type="checkbox"/> 1st-31st: Medicare General Enrollment Period deadline** <input type="checkbox"/> 15th: Turn your clocks ahead!
<input type="checkbox"/> 1st: Four last day to take your first IRA required minimum distribution without penalty. <input type="checkbox"/> 17th: Pay your taxes or apply for an extension. <input type="checkbox"/> 17th: Pay your Q1 estimated taxes.	<input type="checkbox"/> 15th: Pay your Q2 estimated taxes. <input type="checkbox"/> 21st: Longest day of the year. Enjoy summer!	<input type="checkbox"/> 17th: Pay your Q3 estimated taxes. <input type="checkbox"/> 30th: Last day to determine beneficiaries after an IRA owner's death. <input type="checkbox"/> Begin Final Quarter Taxes
<input type="checkbox"/> 2nd: Extended trust and estate tax returns due. <input type="checkbox"/> 15th: Medicare Advantage and drug plan open enrollment starts (ends Dec. 7). <input type="checkbox"/> 15th: Extended individual tax returns due.	<input type="checkbox"/> 1st-30th: Medicare Advantage and drug plan open enrollment continues. <input type="checkbox"/> 1st: ACA open enrollment starts (ends Dec. 15th). <input type="checkbox"/> 5th: Turn your clocks back!	<input type="checkbox"/> 1st-7th: Medicare Advantage and drug plan open enrollment closes. <input type="checkbox"/> 1st-15th: ACA open enrollment closes. <input type="checkbox"/> 31st: Last day for stocks, RMDs, required distributions, IRAs to count for 2018 taxes.

### 10 Important Tax Rules and Changes for 2017

**Teresa A. Samperton, CFP®, CPA**  
Vice President  
Samperton Wealth Management  
123 Main Street  
12th Floor  
New York, NY 10018  
(212) 555-1111 ext. 10  
tsamperton@sampertonwealth.com  
www.sampertonwealth.com



Debra Taylor, CPA/PFS, Esq., CFP®

With a new president in office, many expect sweeping tax reform and changes that may affect your retirement contributions, health care expenses, and more.

2017 promises to be a year of change. Based on Trump's campaign promises and recent actions, we can expect substantial tax reform and a significant rollback of Obamacare in the first half of the year. We will address those changes as they come. In the meantime, here are the 10 most critical current tax rules and changes for 2017 that affect every high net worth taxpayer.

1. Income taxes

2017 income tax brackets have widened slightly due to inflation, but rates haven't changed.

2. Charitable deductions

3. Retirement contributions

4. Health care expenses

5. Personal exemptions

6. State taxes

7. Estate taxes


8. Gift taxes

9. Capital gains taxes

10. Tax-exempt investments

### 3 Ways to Raise Your Social Security Benefit

**Teresa A. Samperton, CFP®, CPA**  
Vice President  
Samperton Wealth Management  
123 Main Street  
12th Floor  
New York, NY 10018  
www.sampertonwealth.com



Wondering how to maximize your Social Security benefits? It's not as difficult as you may believe. Here are three options almost anyone can do.

1. Delaying your claim

2. Working longer

3. Claiming spousal benefits

Postcards

Checklists

Articles



# Sales Letters

**SAMPLETON**  
Wealth Management Group

**A volatile year ends with a whimper**

The Dow Jones Industrial Average is made up of 30 large, well-known companies. It is the best known and oldest of the many yardsticks that measure stock market performance.

While not necessarily a household name, the S&P 500 Index—as its name implies—is made up of 500 larger U.S. companies. It captures about 80% of the entire market capitalization (S&P Dow Jones Indices), and is the most often quoted measure of market performance among analysts.

While the S&P 500 made significant advances in 2013 and 2014, this past year action in stocks felt more like 2011, when overseas tremors reached our shores. While 2013's ride was not as volatile as that of 2011, the S&P 500 did experience its first 10%+ decline in four years (St. Louis Federal Reserve). In both years, the benchmark index ended the year pretty much where it started.

Meanwhile, longer-term Treasuries yields continue to fall and there's still plenty of interest in the most creditworthy.

We did, however, see modest backup in bond yields as measured by the BofA Merrill Lynch US Corporate Mast Reserve and bigger problems in high-yield bonds, some

**Table 1: Key Index Returns**

	MTD %	2014
Dow Jones Industrial Average	-1.66	-2.3
RUSMDAQ Composite	-1.96	+5
S&P 500 Index	-1.75	-2.3
Russell 2000 Index	-5.19	-5.3
MSCI World ex USA**	-1.88	-6.3
MSCI Emerging Markets**	-2.48	-18

Source: Wall Street Journal, MSCI.com; MTD returns: Nov. 30, 2014 returns: Dec. 31, 2014-Dec. 31, 2015  
\*\*seasonal; \*\*USD

**Emotional vs. disciplined investing**  
The touch on some of the issues affecting high-yield and performance in key stock and fixed income sectors is a

Monthly Market Updates

Send To: Best CPAs  
Cc:  
Subject: 5 Apps to Help You De-Stress During Tax Season

Dear John:

Is there anything as stressful as tax season? To stay healthy and happy—not to mention productive—it is important to take time to de-stress throughout your day. A few minutes of relaxation can clear your mind and get you back on track. Here are five good relaxation apps we have found:

- 1. GPS for the Soul**  
<https://itunes.apple.com/us/app/gps-for-the-soul/id428758193?mt=8>  
This app can measure your heart rate and heart rate variability by using the camera on your smartphone. You simply place your finger over the camera and the app rates your stress level. You then are linked to a guide that includes methods to help you relieve your stress. These stress relievers vary from soothing music to breathing exercises and even pictures of your loved ones. You customize the app, choosing whichever stress relievers work best for you. GPS for the Soul is available for free on iTunes.
- 2. Nature Music Lite**  
<https://itunes.apple.com/us/app/free-nature-music-for-help/id428758193?mt=8>  
Appealing to your senses, this app uses nature-based soundtracks to relax your mind. You can view beautiful collections of photos that match a variety of uniquely calming sounds. You can also create your own playlist by combining the sounds that feel most soothing to you. These ambient nature sounds can let you escape the constant interruption of ringing phones for a few minutes to refresh yourself and refocus. Nature Music Lite is available for free on iTunes.
- 3. PIP Stress Tracker**

Seasonal Emails

**Wealth Management Group**  
9 Liberty Rock Rd., Suite 19  
Peoria, IL 61601  
(123) 456-7890  
[www.wealthmanagement.com](http://www.wealthmanagement.com)

Dear Bob:

Tax season is over! And now that it's behind us, I wanted to make you aware of a "concierge" service I offer only at certain times of the year.

We know that friends and family are a vital part of your life, and when we see loved ones facing perplexing financial issues, we want to help.

Now that taxes are filed, I have some time to help anyone you care about who could use some help.

Think of me as a help desk! While I can't provide investment recommendations, I can offer resources from some of your favorite people:

- The newly married – How much mortgage is too much?
- Mom – How much assisted living can we afford?
- Neighbor – What are some options in selling a house?
- New exec – What is restricted stock?
- College grad – How to manage college loans?
- Fishing buddy – Is it time to claim Social Security?
- Co-worker – Should I take the lump sum?
- Retiree – Is my spending on track with my income?

It's not a service we advertise (and there's no charge to make you aware of it). We offer this assistance as a courtesy and never an obligation. This is just a resource I can offer.

So, if any of your friends, family, or colleagues need guidance or just would like to ask a question or have a conversation, please don't be too big or too small.

And, of course, I am always here for you if you need me.

*Adam*

Adam Sample  
Certified Financial Planner  
[adam@wealthmanagement.com](mailto:adam@wealthmanagement.com)

Advisory Services offered through Wealth Management Group, a Registered Investment Advisor. Securities offered through Wealth Management Group, member FINRA/SIPC.

Referral Letters

**Wealth Management Group**  
9 Liberty Rock Rd., Suite 19  
Peoria, IL 61601  
(123) 456-7890  
[www.wealthmanagement.com](http://www.wealthmanagement.com)

Dear Margaret,

Thank you for meeting me at the New Year's Eve fundraiser for St. Jude Children's Hospital. I enjoyed our discussion about the holidays and your plans to open another physician practice this year. With two medical clinics already under your leadership, it sure looks like a busy and exciting year ahead for you!

I work as a financial planner with Sampleton Wealth Management, and would like to explore further how my firm might be able to assist you in building a long-term financial plan.

I specialize in retirement planning and have worked with countless senior executives and business owners in tackling these matters. I take the time to get to know each client and tailor my investment and financial approach to their specific needs and circumstances.

Since its inception, my firm has focused primarily on delivering exceptional service to all of our clients. We have now reached the point where we have to limit the number of new clients we take each year so we can deliver our brand of highly personalized service. That said, I have a couple of openings available this year and would be happy to explore whether our services might be of benefit to you.

I'd like to call you personally in the next couple of days to see if I can be of some help or at least answer any questions you may have. And you can always reach me at [teresa@sampletonwealth.com](mailto:teresa@sampletonwealth.com) or 212-111-2222.

Sincerely,

*Terry*

Advisory Services offered through Wealth Management Group, a Registered Investment Advisor. Securities offered through Wealth Management Group, member FINRA/SIPC.

Prospect Letters

# Marketing Resources for You

List of Services						
Investment Planning	Retirement Planning	Estate Planning & Philanthropy	Risk Management & Insurance	Cash Flow & Budgeting	Family Services	Tax Management
Portfolios Management & Risk Analysis	Retirement Goal Setting	Wills	Review of Existing Policies	Cash Flow Analysis	College Savings Planning	Review of Cost Bases
Asset Allocation & Diversification	Social Security Analysis	Powers of Attorney	Life Insurance Needs	Expenses & Budgeting	529 College Savings Plans	Review Realized Gains
Concentrated Stock Analysis	Business Planning	Living Will	Long Term Care Insurance	Debt Management	Roth IRAs for Children	Carry Forward Losses
Asset Location	IRA Contributions & Conversions	Health Care Proxy	Disability Insurance	Planned Purchases	Gifting	Tax Loss Harvesting
Investment Risk Control Strategy	401(k) Management & Employer-Sponsored Plans	Charitable Giving	Health Insurance	Emergency Savings	Elderly Planning	Deductions & Credits
Second Opinion Reviews	Annuities & Pensions	Guardians for Minor Children	Honorees & Honors Insurance	Mortgage Review	Legacy Planning	Potential Roth Conversions
Portfolio Stress-Testing	RMDs & Withdrawal Strategies	Asset Protection Analysis	Liability Coverage	Lines of Credit	Divorce & Widowhood Services	HSAs & FSAs

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

**Disclosures:** Your company disclosure information. Please refer to the separate disclosure document for more information. This document is not intended to provide any financial or investment advice. It is for informational purposes only. Please consult your advisor for more information.

List of Services Template

## The Financial Advisor's Marketing Calendar

# 2018

A complete year of financial deadlines, special observances, holidays, and communication themes for contacting clients, prospects, referrals and COIs.

Advisor/Client

Annual Marketing Calendar

## Take Control of Your Numbers!

21 Key Stats for Tracking Your Financial Health

Do you ever find yourself wondering where all your money went at the end of the month? If you overpay on groceries, missed a mortgage payment, or let a potentially lucrative investment opportunity fall through the cracks?

Your special report "21 Key Stats for Tracking Your Financial Health" can give you tighter control and peace of mind in how you manage your assets and liabilities. Focusing on the right numbers can lead to better decisions about personal expenses, credit, investments, and retirement.

**Are you on track?**

This special report can help you:

- Analyze your cash for emergency expenses and fix cost overruns
- Leverage your home equity for a new line of credit or a reverse mortgage
- Manage your income to avoid higher or additional taxes
- Budget wisely for fixed expenses to maximize savings
- Evaluate your how much you'll need to retire

Get your FREE report on "21 Key Stats for Tracking Your Financial Health" now!

First Name:

Last Name:

Best Email:

Send Me The Stats!

Sampleton Wealth Management Group  
 123 Main Street, 12th Floor, New York, NY 10018  
 (212) 555-1111 ext. 30  
[www.Sampletonwealth.com](http://www.Sampletonwealth.com)

DISCLOSURE: Please refer to the separate disclosure document for more information. This document is not intended to provide any financial or investment advice. It is for informational purposes only. Please consult your advisor for more information.

Support Materials



Monthly Webinars

horsesmouth  
making advisors succeed.

## CPE Credits Guide

What you need to do to award Continuing Education Credits (CPE) to CPAs

CPE SPONSORS

horsesmouth, LLC is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing education for the National Registry of CPA Sponsors. State boards of accountancy have final authority on the approval of all individual courses for CPE credit. Companies requiring registration sponsors may be submitted to the National Registry of CPA Sponsors through its website: www.nasboregistry.com.

Instruction & Guidance

2016 FastStart Marketing Plan						
<b>Marketing Objectives:</b> Establish goals & budgets						
Goals: 45 fourth management clients @ \$50k/mo						
Target Markets: Retirement planning for 55-65 yr professionals						
Budget: 2nd quarter						
Time Commitment: 10-15 hrs/week						
<b>Core Marketing Systems:</b> Summarize your strategy for each marketing system						
System	Activity	Timing	Jan	Feb	Mar	Apr
Broadline	List of Services Client Service Standards Holiday Party & Cards		X	X	X	X
Communicator	Call: A listserve call (4 times over the course of the year) Key Data Card Last Chance Checklist Philanthropy checklist Summer BEO	Daily Weekly Jan Feb Year str July	X	X	X	X
Referrals	Subsidiary RI Workshop Economic Development Council participation Webinar report Monthly Lunch Tea time email call Tapping into Retirement Accounts Roundtable Photo list of candidates for Referral Network	Infery Weekly Lead Gen Feb-Mar Feb Mar, June July	X	X	X	X
COI Marketing			X	X	X	X
<b>Campaign Calendar:</b> Schedule campaign events						
Jan	Feb	March	Phone calls			
Key Data Card	RI Workshop Tea time email	Tea time call Buddy Birthday Party	Daily			
Lunch & Newsletter	Lunch & Newsletter Lunch & Newsletter	Lunch & Newsletter	Staff meetings			
April	May	June	Business card traffic			
RI Workshop	COI Roundtable	COI Roundtable Genus Revolution	Social list for prospective referrals			
Lunch & Newsletter	Lunch & Newsletter	Lunch & Newsletter	Program newsletter			
Luh Data Card			Start to promote monthly lunch			
July	August	September	Track metrics			
COI Referral Network Mtg	Johanan Retirement Party	LO Check out	Review & adjust marketing plan			
Summer BEO		RI Workshop	Check lead magnet			
Lunch & Newsletter	Newsletter only	Lunch & Newsletter	Quarterly			
RI Workshop	Holiday cards	Holiday Party	Call & Outreach			
Lunch & Newsletter	Lunch & Newsletter Tea time	Lunch & Newsletter	Portfolio Review Holiday cards			
<b>Marketing Metrics:</b> Choose key performance indicators to track						
Lead referrals	100	200	300	400	500	600
Lead conversions from COI	10	20	30	40	50	60
January clients	1	2	3	4	5	6
Quarterly marketing expense	248,600	322,000	147,000			

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**





# Have Attendees Do Something





## Be the Star of Your Show







## Invite Other Professionals to Speak





# Work a Niche







## Choose Workshop Length Wisely





# Determine the Price for Your Workshops



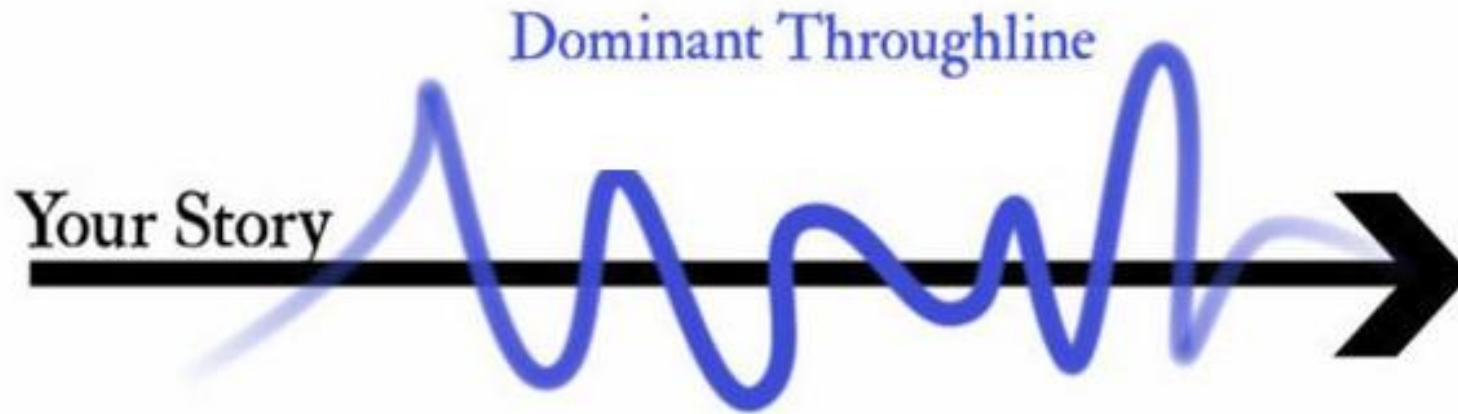


# Offer Multiple Workshop Dates





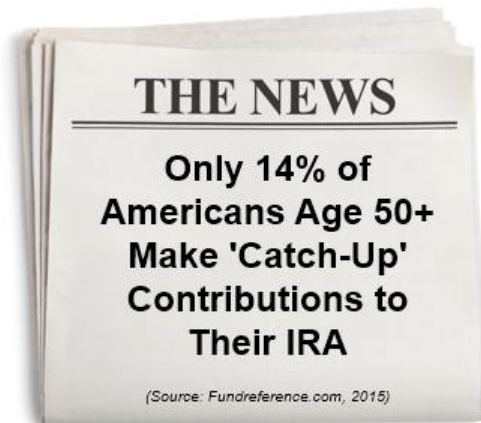
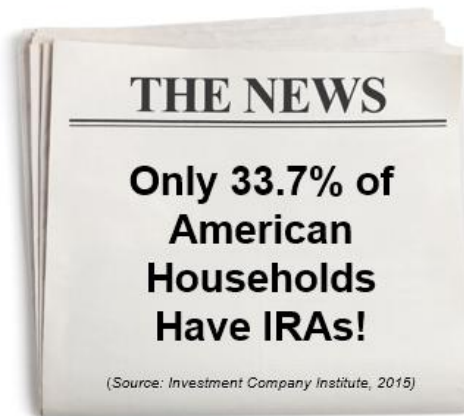
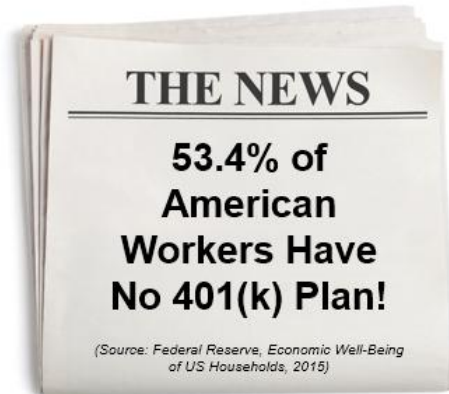
## Look for Your 'Through Line'







# Focus on Retirement Income



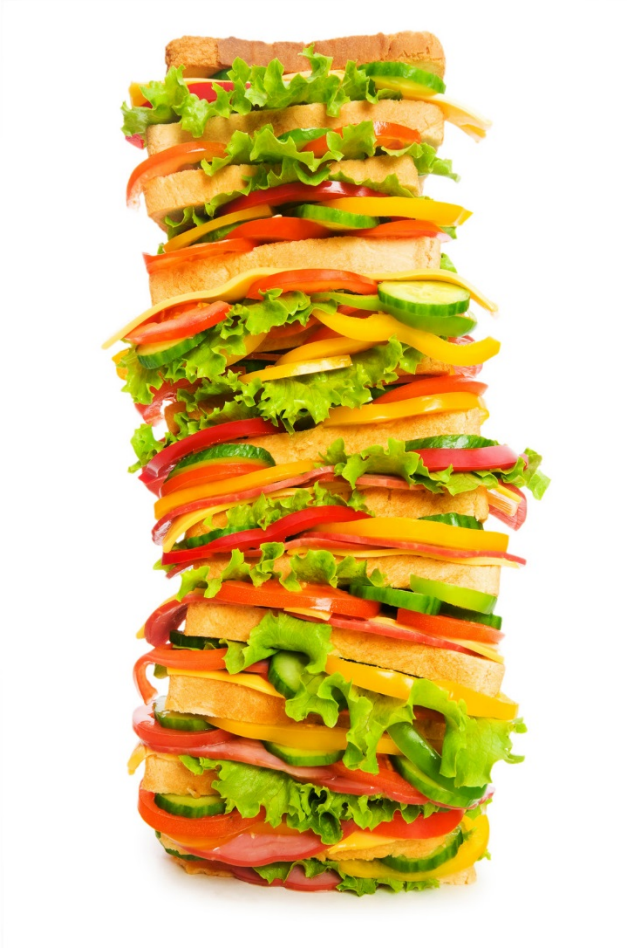


# Add Horror Stories





# Pack In the Meat







# 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!)



# Get Visual



# 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**

**Disclosures:** 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



# End With a High Earner Problem



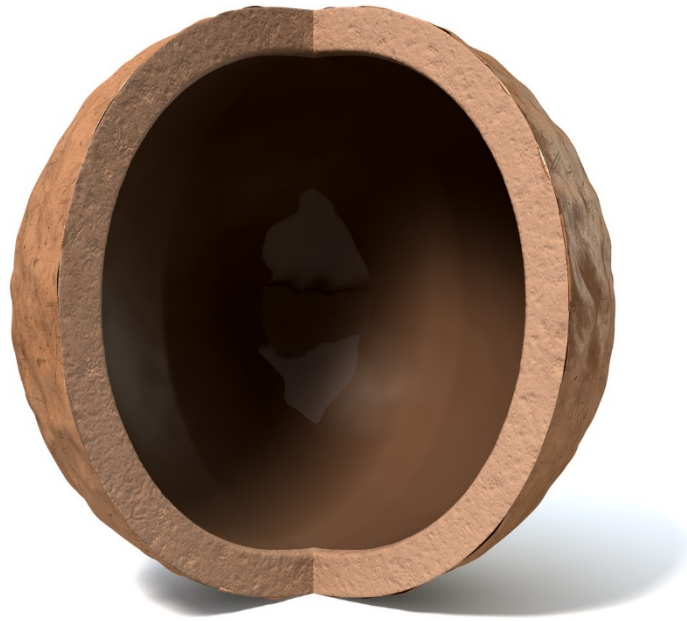


# Rehearse So Much You Can Talk It





# Summarize Your Talk in 15 Words







## Promote Workshops 2-3 Weeks Out





# Offer Incentives for the Behavior You Want





# Give Attendees Handouts

## Special Reports

**21 Key Stats for Tracking Your Financial Health**

Knowing your numbers helps you stay healthy, wise and wealthy.

Teresa Samoleton, President  
Sampleton Wealth Management  
www.sampletonwealth.com

## Checklists

**YOUR 2017 LAST-CHANCE FINANCIAL PLANNING CHECKLIST**

Teresa A. Samoleton, CLU, ChFC, CFP®  
Vice President  
Sampleton Wealth Management  
123 Main Street  
12th Floor  
New York, NY 10018  
888-336-6864  
tsamoleton@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.

<p><b>1 TAXES</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Project income for 2017 &amp; 2018.</li> <li><input type="checkbox"/> Project 2017 net investment income.</li> <li><input type="checkbox"/> Review realized and unrealized gains and losses.</li> <li><input type="checkbox"/> Collect cost-basis information on sold securities.</li> <li><input type="checkbox"/> Review sales of appreciated property like real estate and art.</li> <li><input type="checkbox"/> Check for carry forwards from last year.</li> <li><input type="checkbox"/> Review potential deductions &amp; credits for 2017.</li> <li><input type="checkbox"/> Track donations to charity.</li> <li><input type="checkbox"/> Review any gifting plans.</li> </ul>	<p><b>2 RETIREMENT</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Max out all 401(k) contributions including catch-ups.</li> <li><input type="checkbox"/> Max out IRA contributions including catch-ups.</li> <li><input type="checkbox"/> Review Roth IRA conversion options, full vs. partial vs. none.</li> <li><input type="checkbox"/> Take required minimum distributions.</li> <li><input type="checkbox"/> Open a retirement plan if newly self-employed.</li> <li><input type="checkbox"/> Check status of all retirement accounts.</li> <li><input type="checkbox"/> Consider Social Security claiming options.</li> </ul>	<p><b>3 INVESTMENTS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Confirm investment goals and strategy.</li> <li><input type="checkbox"/> Review asset allocation for rebalancing opportunities.</li> <li><input type="checkbox"/> Review fundamentals of portfolio positions.</li> <li><input type="checkbox"/> Revisit income and savings needs.</li> <li><input type="checkbox"/> Re-examine asset location.</li> <li><input type="checkbox"/> Review outstanding loans and mortgages.</li> <li><input type="checkbox"/> Review dividend distributions.</li> <li><input type="checkbox"/> Review employee stock options.</li> </ul>	<p><b>4 INSURANCE</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Review property and casualty policies.</li> <li><input type="checkbox"/> Review costs of current insurance policies.</li> <li><input type="checkbox"/> Review health insurance coverage.</li> <li><input type="checkbox"/> Identify material changes in life, business, or financial circumstances that may require insurance adjustments.</li> </ul>	<p><b>5 MILESTONES</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 50: How you can make catch-up contributions to IRAs and some qualified retirement plans.</li> <li><input type="checkbox"/> 55: You can take distributions from 401(k) plans without penalty if vested.</li> <li><input type="checkbox"/> 59½: You can take distributions from IRAs without penalty.</li> <li><input type="checkbox"/> 62-70: You can apply for Social Security benefits.</li> <li><input type="checkbox"/> 65: You can apply for Medicare.</li> <li><input type="checkbox"/> 70½: You must begin taking RMDs from IRAs.</li> </ul>	<p><b>6 HEALTH</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Review employer's health insurance plan.</li> <li><input type="checkbox"/> Shop state health insurance exchange.</li> <li><input type="checkbox"/> Review Health Savings Account contributions for 2017.</li> <li><input type="checkbox"/> Spend any remaining balances in Flexible Spending Accounts.</li> <li><input type="checkbox"/> Review Medicare enrollment options.</li> </ul>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Copyright © 2017 by HorseMouth, LLC. All Rights Reserved. HorseMouth is an independent organization providing unique, unbiased insight into critical issues facing Advisors and their clients.  
License # 00007038993 Licensee: Teresa A. Samoleton, CLU, ChFC

## Reference Materials

**KEY FINANCIAL DATA 2018**

Teresa A. Samoleton, CFP®, CPA  
Sampleton Wealth Management

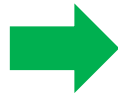
123 Main Street  
12th Floor  
New York, NY 10018  
888-336-2400  
tsamoleton@sampletonwealth.com  
www.sampletonwealth.com

**SAMPLETON Wealth Management Group**

Download from Advisor/Client



# Offer a Toolkit



### The 1st Year Retiree's Tax Checklist

*The first year of full retirement can be an exciting one, but don't overlook the tax implications. Each retirement income source has a unique tax status. Use this checklist to be sure you're paying enough tax through withholding and/or estimated tax payments to avoid being charged a penalty.*

Advisor N. Larson Fir...  
One City Place  
St. Louis, MO  
Tel: (314) 569...  
Toll Free: (866)...  
Fax: (314) 37...  
Web site: www...

### Choosing an IRA Custodian

By Elaine Floyd, CFP®

*As assets in IRAs scale six or seven figures, mistakes can be painfully expensive. One error is to fail to vet your IRA custodian. Here are 10 questions to ask a prospective custodian before opening a new account.*

### Rollover Ready Checklist

*There are very specific steps to take in deciding what to do with your retirement savings. To help you think through the options, review these 10 items that cover all the basics of rolling over your assets and getting your funding ready for retirement.*

1. I know what I want to do with this money
  - Fund retirement
  - Start a business
  - Make a big lifestyle change
  - Leave an investment
  - Give to charity
2. My retirement distribution
  - Desired date
  - Earliest possible
3. Identify all source income
  - Social Security
  - Pensions
  - Earnings from work
  - Asset income
  - Other
4. Calculate spend
  - Estimate annual
  - Replacement of
5. List all retirement accounts
  - Account #1
  - Account #2
  - Account #3
  - Account #4
  - Account #5
  - Account #6
  - Account #7
  - Account #8
  - Account #9
  - Account #10

### Retirement Ready Checklist

*Ten years out is not too early to start preparing for retirement. Review these steps to make sure you've covered all your bases as you get ready for the big day.*

Anthony W. Samperton, CFP®, CLU, ChFC  
President  
Samperton Wealth Management Group

### 11 Biggest Rollover Blunders (and How to Avoid Them)

*Rolling over your funds for retirement presents a number of opportunities for error. Having a set of guidelines and preventive touch points is necessary to save yourself from crucial (and often expensive) mistakes.*

*Here, we'll walk through 11 of the most common blunders associated with rolling over. Tactical or merely careless, committed by individuals or financial institutions, these examples all have the potential to cost you money... They're also easy to avoid.*

A SPECIAL RETIREMENT REPORT  
By Elaine Floyd, CFP®  
Director of Retirement and Life Planning, Portsmouth LLC

### Rollover Ready Kit

**Congratulations!**

*You did it! You are within shouting distance of retiring. Soon you will be free to start the greatest adventure of your life... free from the daily grind... free from traffic... free from work's worries!*

*To make sure your retirement is everything you want it to be, we've put together a few checklists to step you through getting ready for the big day.*

*As you move through these checklists, please consult a financial professional to get advice on the specifics of your situation. These checklists cover the basics of preparing for retirement, but your circumstances will differ.*

Anthony W. Samperton, CFP®, CLU, ChFC  
President  
Samperton Wealth Management Group  
9 Liberty Rock Road  
Suite 110, Portsmouth, NH 03801  
1-203-856-1800  
asamperton@sampertonwealthmanagement.com  
www.sampertonwealthmanagement.com

Download from Advisor/Client



## Decide On a Call-to-Action





# Hand Out & Collect Evaluation Forms

**Evaluation**

- OUTSTANDING**
- Excellent
- Very Good
- Average
- Below Average



# Send Confirmation & Reminder Emails







# Don't Scrimp on Staff



# Work the Room Before & After





## Follow-Up Fast







# Automate Event Registration

Constant Contact <sup>SM</sup> FEATURES TEMPLATES PRICING PARTNER 855-787-4708 [LOG IN](#) [SIGN UP FREE](#)

FEATURES > EVENT MARKETING > EVENT MANAGEMENT

Want a great event?  
Run it seamlessly with our Event Management software.  
From processing payments to tracking registrations, our tools make event management simple.

Dashboard Reporting

Registration

42 Registrations 43 Active 11 Guests

- View / manage registrations
- Register someone
- Create someone
- Edit registration details
- Send email to registrants
- Print lanyard Name Badges

View Data

Emails

3 Events 13 Emails 38 No Responses

- Schedule email
- Create an invitation
- Email non-responders

Eventbrite Want to talk to a human? Call 0800 652 8399

Get started now!

Try it now!

Post Events Online  
Create a customised event page. Promote your event and track attendance. Sell tickets and manage event registration.

We provide all the tools you need to make your event a success. Eventbrite enables people all over the world to post, promote, and track any event.

- Post an event in minutes**  
It's simple to organise festivals, performances, fundraisers, conferences, parties, and more.
- Customise your event page**  
Have control over the look and feel of your event page. You can also offer multiple ticket types, discount codes.
- Let your attendees pay online**  
Easily collect money with credit card.





# Partner With Local Employers





## Strategically Invite Guests & Referrals





# Promote Your Workshops Online

Based on the New York Times Bestselling Book by David Bach



## Smart Women Finish Rich<sup>®</sup> Seminar

Discover the 9 steps to help you achieve your financial goals!

**EDELMAN**  
FINANCIAL SERVICES

[Learn More](#)



### INVESTORS: SIGN UP NOW FOR A FREE ALL-ACCESS PASS (WHILE THEY LAST!) WORTH \$275 TO OUR LIVE INVESTMENT ADVICE EVENT IN MANHATTAN.

It's THE event of the year, and the New York Times and Wall Street Journal will be there to cover it! Listen to well-known financial experts speak on topics that include: How to Avoid Financial Scams, Financial Planning Advice, How To Manage Your Assets, Safe Investing, and How Individual Investors Should Pick Stocks

[REGISTER ME NOW!](#)

# 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





# Always Have a Workshop on the Schedule



# Turn Your Workshop Into a Webinar






# Be Entertaining





# Coming in July



horsemouth ADVISOR/CLIENT

Host a Retirement Income Workshop:  
How to Hold a Workshop in Your Community That Pre-Retirees Will Rush to Attend

Prospecting Toolkit

The flyer features a silhouette of a presenter pointing at a whiteboard in front of an audience.



Life After Work  
How to Create a Good Life in Retirement

The flyer shows a smiling elderly couple looking out at the ocean.



How to Get Rollover Ready!

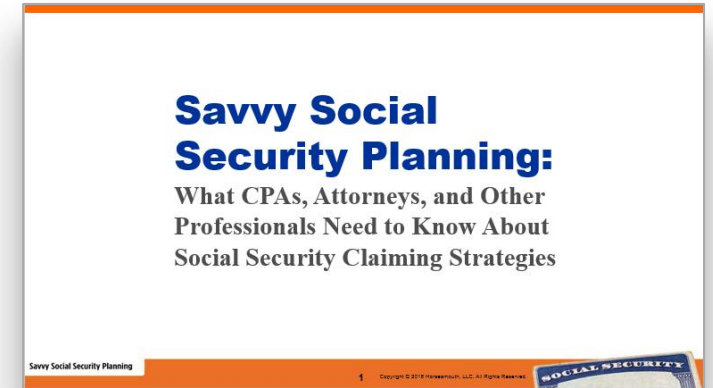
Rollovers can be tricky!  
Explore your options for funding a comfortable and sustainable retirement.

Hosted by:

Rollover Ready | Advice News

The flyer features a hand holding a stopwatch with 'ROLLOVER READY' on the display and a company logo.

For Clients



Savvy Social Security Planning:  
What CPAs, Attorneys, and Other Professionals Need to Know About Social Security Claiming Strategies

Savvy Social Security Planning

The flyer has a white background with blue and orange accents.



Manage Your Tax Bill For 2018 and Beyond!

In light of the recent tax reform, let's explore some of the major changes for 2018 and some different strategies for managing through them!

Your Hosts

Advisor Name  
Advisor Firm

Advisor Name  
Advisor Firm

The flyer features a top hat overflowing with money and a blue footer.

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.horsemouth.com/educator](http://www.horsemouth.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](http://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

Go to [horsesmouth.com/advisorclient](https://horsesmouth.com/advisorclient)