

MARKETING TOOLKIT:

Everything You Need to Present...

**Savvy Social Security Planning:
What Baby Boomers Need to Know
to Maximize Retirement Income**

Contents

Overview of Tasks Involved in Successful Seminars.....	5
Tasks leading up to event • The event itself • Post-seminar tasks	
Best Practices: When and Where	6
Best days of the week and time of day 6	
Where to find rooms • Suggestions 7	
Scout early • Room size • Cost • Parking • What to look for on a tour 8	
Best Practices: Ready the Presentation.....	10
Getting started 10	
Fine-tuning the beginning 11	
Planning to handle questions 12	
Fine-tuning the end of the seminar • Q & A • Transitions • Calls to action 13	
Using the Savvy Social Security Calculators 14	
Best practices for adjusting the slides • Tips for effective practice 15	
Presentation do’s and don’ts which impact preparation 17	
Best Practices: Marketing	18
Generate buzz • Use and promote free stuff 18	
Marketing Before the Seminar	19
Titling & description • Calls to action & RSVP • Ads & social media • Clients or prospects? 19	
Requiring response and importance of confirmation 21	
Pros and cons of using “space is limited” • Pros and cons of canceling 21	
Marketing During the Seminar	22
Using Evaluation/Request for information forms 23	
Marketing After the Seminar	23
Why thank you notes are important 23	
Contacting people who confirmed but did not attend • Updating CRM, etc. 24	
Using Evaluation comments • Negative comments 24	
“Drip” marketing campaign (See page 58 for details) 24	
Offering frequent seminars • Public speaking • Additional Social Security Seminars 24	
General Best Practices: Checklist	26

Section: Getting Started 27

Strategy Brief28
Overall Timeline • Preparation • Delivery • Post-seminar29
Planning & Scheduling Step-by-Step Instructions30
Plan Starts Here: Key Task Scheduling Worksheets
10 week plan31
8 week plan32

Section: Detailed Schedules/Checklists 33

Tips for using the Schedules/Checklists 33
Early Planning: Schedule & Checklist 34
Compliance: Schedule & Checklist 35
FINRA-review Letters Reference • Matches items with letters36
Kick-off Marketing: Schedule & Checklist.....40
Continue Marketing: Schedule & Checklist41
Prepare & Practice: Schedule & Checklist (Complete tasks as marketing continues)42
Lead-up to Seminar: Schedule & Checklist43
Materials Planner44
Day-of Seminar: Schedule & Checklist45
Post-Seminar: Schedule & Checklist (Includes Drip campaign)46
General Notes Worksheet47

Section: Marketing & Other Resources 48

Instructions for Downloading Slides and Script 48

Pre-Seminar Marketing Resources

Video • Sample • Download & Personalizing instructions 49
Poster/Flyer • Sample • Download & Personalizing instructions 50
Postcard • Sample • Download & Personalizing instructions 51
Press Release 52
Email invitations • Clients • Prospects • COIs 53
Phone invitations • Clients • Prospects • COIs • “Bring a guest” 54
Best Practice Schedule: Acknowledge, Confirm, Remind 57
Emails • Acknowledge response • Confirm attendance • Reminders 57

Post-Seminar Marketing Resources

Thank you note 60
“Drip” Campaign • Tips • Article reprints list 61
“Drip” Campaign emails 62
Article reprints: Key points to highlight 64
Phone scripts • Clients, their guests, prospects • COIs 65

Section: Materials without headers/footers 66

Suitable for printing or copying from this document
Sign-in Sheet 67
Agenda 68
Evaluation / Request for Information form 69
Client meeting confirmation (email content) 70
2-page SS Questionnaire 72

Overview: Six Sets of Tasks

Advisors who succeed with seminars and workshops have a clear picture of the overall process. These can be divided into six sets of tasks.

Four sets of tasks lead up to the event itself:

- | | |
|--|---|
| 1. Determine date and time.
Reserve room. | These may be done in reverse order, if the availability of the room determines the date and time. |
| 2. Determine target audience.
Get lists/resources to reach them. | Your target audience may include existing clients and/or prospects. |
| 3. Ready the presentation. | Decide how you'll introduce yourself and practice your delivery. |
| 4. Adjust the marketing plan as desired.
Ready the marketing tools.
Follow through! | Follow through on RSVPs to ensure attendance. |

The numbering above does not necessarily indicate order of completion. For example, many advisors start with a target audience in mind and choose the time and location based on what may appeal to them. Marketing activities and delivery preparation often occur concurrently.

The fifth set of tasks centers on the event itself. The sixth is all about leveraging the event:

- | | |
|--|---|
| 5. Deliver the seminar, workshop, lunch-and-learn, etc. | This includes room set-up, handling questions effectively, and using appropriate calls to action. |
| 6. Post-event activities. | This includes updating mailing lists, staying in touch with attendees, and reaching out to potential clients. |

This Toolkit

You'll find what you need to complete each of the six sets of tasks in this toolkit, including best practices.

Introduction to Best Practices

Holding seminars and workshops is an excellent way to demonstrate expertise and promote your services. Subscribers to Horseshmouth programs such as Advisor/Client, Savvy Social Security Planning for Boomers, and Savvy Medicare Planning for Boomers have access to a growing number of presentations on a variety of high-interest topics. Each comes with a slide deck, full script, marketing templates, planning and follow-through checklists, FINRA-review letters and more. These best practices and tips apply to all of these presentations.

You'll find best practices for everything from finding good rooms for your events to confidently introducing yourself. Use these to deliver high quality seminars that help drive new business.

When? Day of Week and Time of Day

Consider location in combination with timing. Convenience for your target audience should be your prime consideration. With that in mind:

- The best days of the week are Tuesday, Wednesday, Thursday and Saturday.
- Avoid early morning

Few advisors report good attendance at early morning events. The exception are events targeting business owners and executives. Scheduling these so they *end* by 9:00 or 9:30 AM (and serving coffee and breakfast) can draw a nice crowd. The location needs to be convenient to the audiences' work.

- Lunchtime may be a good choice

Luncheon events are usually held between 11:30 AM and 1:30 PM. When delivering lunch-and-learns at a company, ask management to choose the day and time. Discuss the possibility of holding two events on the same day (both around lunchtime) to help the company with coverage—and increase attendance.

- Late afternoon and early evening are also good choices

Many advisors hold events in the early evening, starting between 5:30 and 7:00 PM. This can be ideal for combining your presentation with a social event such as wine or beer tasting. You may also want to serve substantial appetizers or even a full meal, although this is not essential.

Consider the Calendar

Think about what may affect attendance. Are you inviting parents to an event when graduations tend to occur? Targeting retail business owners during their busy season?

A street fair may not only draw attendees away, it can make parking scarce. "March Madness" may be tough to compete with. On the other hand, the Medicare open enrollment period can be ideal for Medicare or Social Security seminars.

Your Own Research May Help

You may want to survey clients and prospects. Word questions carefully. Do not ask, “What days and times would be good?” Instead ask, “On which days and times would you be most likely to attend?”

Below the question, show a variety of days of the week with timeframes. e.g., Tuesday 7:30 to 9:00 AM, Tuesday 11:30 AM to 1:00 PM, Wednesday 4:00 to 6:00 PM, etc. Show no more than six options. Ask them to select their top three.

Try to get feedback about general location preference. However, this is challenging unless your prospects and clients live or work in the same general area. e.g., many of them work “downtown” and/or many live near “the tri-valley hub” and will understand what those descriptions mean.

Always include, “I would probably not attend” as an option. You might also include “Other” with space for their comments.

Where? The Room/Location

The best location is primarily dictated by convenience for your audience. For example: If your target audience is working and the event is during the week, you'll want something near where they work. Such convenience is more than ideal—it's required.

Places to Hold Events

In addition to your office, there are a number of places which may provide a suitable room:

- Libraries
- Chambers of Commerce (joint event or “sponsored” by Chamber)
- Community meeting rooms and sites managed by park-and-rec departments
- Country clubs, golf courses, and yacht clubs
- Shared-office suites with meeting rooms for rent
- Social or fraternal organizations (e.g., Moose, Elks)
- Restaurants with rooms that can be closed off, or restaurants that may close for your event
- Retail shops with enough open space for chairs (joint event with shop owner)
- Conference or other meeting rooms in COIs' offices (joint event with COI)
- Brew-pubs and small wineries
- Hotels, including “boutique” hotels and bed-and-breakfasts
- Churches and other places of worship
- Schools, including community colleges, universities and for-profit colleges

Tips: Scout Early and Select Two or Three Locations

Evaluate potential locations well in advance. Ideally you'll want to have two or three places on your go-to list before you schedule an event. Start your research on the phone and ask about three things:

1. Size of available room(s):

You will need to indicate the approximate number of attendees. Have a range in mind before you call. Tip: If they have round tables, tell them you want to seat two fewer people at each (e.g., six people at tables that seat eight). This avoids people being forced to sit with their back to you.

Ask if they require that your event be open to the public. This is often the case for libraries, churches and other community-focused locations.

Always tour any potential locations in person and consider the following:

- Small rooms can be appropriate but can also feel claustrophobic. Large rooms can easily become “too big” and look as if you did not get the desired number of attendees.
- For rooms with dividers: Have your tour guide close the divider, stand on the other side and talk loudly. (Or have your assistant/colleague do this.) Can you hear him or her enough that it may be distracting if there is another event going on?
- Think about where guests may sign in. The hallway? Is there space inside the door that’s suitable? Last but not least...are the restrooms nearby and clean?

2. Cost, deposits, and availability:

In addition to determining the rental and deposit amount, be sure to ask about their cancellation policy. Find out the deadline for cancellation and if a deposit may be rolled over to another event. Try to get a sense of how far in advance you need to book rooms.

Note: Rolling deposits over to another event may not be the policy where meeting places are in high demand. You may also find there is a small fee for changing the date and/or a limit on the number of times you may do that.

3. Ease of parking and public transportation:

Ask about the parking cost and whether you can pay for attendees’ parking, so you will know if you have that option. If appropriate for your area, ask which buses and/or trains stop nearby.

Ask about the number of parking spaces likely to be open, and any planned construction that may affect parking. Ideally, tour on the day of the week and timeframe you plan to hold your event so you can see for yourself, too.

Best Practice: Take a Tour

Be sure to tour all of the locations which pass initial screening. In addition to the pointers shown above, consider the following:

- The look and feel of the place -- does it project the image you desire?

This does not necessarily mean “upscale.” Many advisors report great success with libraries, schools and church basements. Nor does the image have to be as per the usual business setting; after all, your prospects and clients may be tired of the same old meeting rooms.

- The location and its staff reflect upon you. Are the staff courteous and helpful?

Things will go wrong—that’s almost guaranteed. The staff’s willingness to talk with you during the tour is a good indication they’ll be helpful the day of your event.

- Many guests will simply leave if it’s too hard to find the event. Is it easy to find their meeting rooms?

Tip: On the day of your tour, see if you can quickly find signage for events and the room in which one event is located. If not, ask if you can provide additional signage for your events.

- Stand quietly for a few minutes under a vent in the room you may rent. Is it noticeably hot or cold? Is the AC/heat noisy?

Tip: Ask if the AC/heat is on before you do this. They may be off in unused rooms to save energy.

- Look at a room that has been set up for an event. Are the tables, tablecloths, and chairs presentable?

Tips: Ask about table options. Do they have rectangular and round? How many people can be seated at the tables? Be sure to sit in a chair your guests will use—is it comfortable?

- Refreshments and meals: Do they allow you to bring in your own or use outside caterers? Do they offer catering services? If so, what are the minimum charges?

Note: The above questions may be important to include in the initial screen.

Tips: No need to be lavish but never scrimp on refreshments. Check local community colleges that have a hospitality program to see if they offer catering. Be sure to taste-test before using any catering services for your event.

- Equipment: Bring a list of what you may need and get rates for each piece. Be sure to ask how reserving the equipment works.

Tips: Ask whether they have equipment-support personnel. Look for electrical outlets in the rooms and consider whether cords will create a tripping hazard and/or look unprofessional. Make sure you have a good cell phone signal so people can call you the day of the event. Test the WiFi if you’ll need it.

- At the end of your tour ask, “Is there anything I should have asked?” This often uncovers important new information about the location and successful events.

Miscellaneous Tips

- Many advisors have an assistant do the research. However, we recommend you personally review room(s) before selecting locations for the final list. This not only provides greater peace of mind, it helps you practice your presentation because you can picture where you'll be.
- When a location is over your budget, doesn't have the right room, or has insufficient parking, ask the staff for suggestions of other places. They are often your best resource!
- You can often bring room quality up by renting nicer linens and chairs. Most rental services also deliver, set up, and pick up.
- Find out if the location allows you to promote the event, such as using their bulletin boards. However, consider your target audience before you choose to promote this way (not everyone who comes to a library may fit your target).
- Consider inviting one or more people from the hotel, park-and-rec department, etc. to your event. This courtesy goes a long way at the same time it expands your audience.

Create Your Go-to List of Locations

Create a list of two or three (or more) places for your events with details for each location. However, be sure to confirm or update the rates and other details each time you schedule an event.

Tips: Keep notes on the places you rejected, including specific information on why they did not make the cut and/or are not preferred. Store the "no" list with the "yes" list. This will help you avoid using an unacceptable room by accident.

Ready the Presentation (Seminar, Lunch/Learn, Workshop)

Each presentation comes with many tools to make readying and delivering seminars easy and effective. Here are some of the finer points, including tips for practicing.

Getting Started

1. First things first: Download and open the current PowerPoint file and save-as using a new file name so you can work with it. Do the same for the script, which is usually in a Word file but may be a .pdf.
2. Print the full script and read it while you look at the PowerPoint deck slide by slide (or print both out). Reading the script on paper, in particular, will help you learn the content more quickly.

Tip: You may want to create an outline version of the script. This not only helps the content sink in, it creates a tool to use in presentations instead of the full script.

3. Review program newsletters to ensure you are current. For example: Newsletters provide updates on reform proposals in the news and tips for addressing any issues.

Fine-Tuning the Presentation

There are a number of things advisors can do to ensure an effective seminar or workshop. Here are the best practices, from start to finish.

The Beginning

Best practices for beginning a seminar or workshop are described below. Decide which, if any, you want to include. Write down what you want to say and practice it.

- What will you say to introduce yourself? Tips from Wendi Webb:
“Include your bio in the handout and keep your introduction short and sweet. Think of yourself as a host or tour guide. You want to be personable and engaging. Try to (1) highlight your expertise (2) identify your niche or ideal client and (3) link both to the seminar topic. Here’s an example for a Social Security seminar:

Welcome, everyone. My name is (name). I’m a financial advisor with (company) and I work with (e.g., executives, working professionals) on managing their money. I specialize in retirement planning. Social Security can have strategic importance on (e.g., executive’s) retirement income. There are tried and true techniques for maximizing your benefits. But you have to know the rules...”

(Transition into the presentation from there.)

- Will you introduce yourself or have someone else, such as a client, partner, or assistant, introduce you?

Tip: If someone else introduces you, they may want you to tell them what to say. Be prepared!

Do you want a slide that introduces yourself and/or your firm as background to verbal introduction?

If so, you may want to insert a slide at the beginning of the slide deck so you can move smoothly from the introduction to the presentation.

- How will you handle the agenda?

The presentation will run more smoothly if you let the audience know what you plan to cover. This need not be a line-by-line agenda. An overview of key points or topics works fine.

Tip: Most slide decks do not include an agenda but have a slide that can be used as backdrop. Look for an appropriate slide that comes up very early but not necessarily first. Adjust the script for that slide so you ensure you’re giving a clear overview of what you’ll cover in the presentation.

Tip: Many advisors choose to include an agenda in the handouts and/or insert an agenda slide.

Note: Slides and scripts do not include a timeframe. Be sure to tell your audience how long the program will take, for example, “...about one hour” or “We’ll wrap by 1:30.”

Handling the agenda, continued

Tip: This is an ideal time to engage the audience. After providing an overview or agenda, invite them to tell you what questions they already have. For example: *“That’s the overview. Let’s take a minute to hear from you. What questions or issues do you want me to be sure to address?”*

Take all comments and then let your audience know what you will and will not cover, handling the latter tactfully. e.g., *“Great input, thank you. I’ll cover most of this in the seminar. The two exceptions are... These things are best addressed one-on-one and I’ll be happy to do that.”*

- Do you want to get a sense of who is in your audience and what’s on their mind?

If your audience is fifteen or fewer people: After you cover the agenda, ask attendees to introduce themselves one-by-one and say what they hope will be covered.

If your audience is greater than fifteen have the people at each table talk together: Ask them to introduce themselves around their table and say what they’d like to have addressed in the presentation. Give them five minutes or so and then check in with each table—ask each table to share one or two questions or issues that came up.

Best Practice for the Above: Take Notes

Keep a notepad handy. Write down any questions, issues, or topics your audience raises that are not going to be addressed as part of your planned presentation. This not only helps you remember to address them, it shows the audience you intend to do that.

Best Practice Regarding Acronyms

Some presentations use a lot of acronyms. Highlight any acronyms you don’t yet know by heart or create a cheat-sheet. Keep that handy during presentations. Consider providing a similar glossary in the audience handouts. If you do, tell them about the glossary as you start the program.

Planning to Handle Questions

Think about when you prefer to take questions. Once you decide, include this information as you begin the presentation. (Include it as you practice, too.)

- Pros and cons of taking questions throughout the presentation or seminar:

The positives include: People who want to ask questions get attention right away, and you’ve got an interactive seminar. The negatives include: It’s easier to get thrown off track, and one person with many questions can monopolize the time.

Note: When giving workshops, always encourage and take questions throughout.

- Pros and cons of taking questions only at the end:

The positives include: It’s easier to stay on track and on time, and you don’t have to tell people “I’ll get to that” during the presentation. The negatives include: You have less opportunity to interact with attendees.

Tips

- Answering questions helps increase the seminar’s perceived value. To ensure you have at least a handful to answer, create “seed” questions in advance and use them as needed.

It’s particularly helpful to use these to kick off the Q & A. You can position the questions as having been submitted or raised in advance. For example: *“Let’s open things up for questions. I’ll start with a question someone emailed me.”*

- If you’re covering sensitive topics, consider giving attendees a way to pose questions anonymously.

One of the easiest ways to do this is to provide index cards on each table or at each seat. As you open the seminar, let people know they can use them to jot down questions. As you explain how to use the cards, show them a few cards with questions already written out, explaining that questions have been previously submitted. (These are your seed questions.)

Gather all of the cards, including blank ones, as you transition to Q & A. That way no one knows if you’re using only the prepared seed questions.

- Practice answering questions in advance. Also practice saying, “I don’t know and I will find out.” This is yet another use of your handy notepad.

The End of the Seminar

Ending the seminar or workshop includes a number of parts and each are shown below. Decide which, if any, you want to include. Write down what you want to say and include these comments in your practice!

Do you want to have Q & A at this point? If so, look at the slide deck and find a good spot to pause for questions—usually before the last couple slides because those tend to be good closing slides.

- You will need to transition from the presentation to answering questions. Use something simple like, *“We have time for questions. Who wants to get things started?”*
- You will also need to wrap up questions and move to whatever is next. The ideal way to handle this is to say something like, *“We have time for one more question”* and then take that one more question.

If the timing isn’t right for one more question or if your audience has run out of steam, say something like, *“...and that’s a great question to close with”* or *“...and I’m afraid that will have to be our last question for now.”* The key here is to make the statement and move smoothly to the next part.

You may be familiar with this concept: Tell them what you’re going to tell them, tell them, and then tell them what you told them—which is where you are at this point. Best practices/options include:

- Duplicating the slide you had up as you covered the agenda so it shows at this time, too. Refer to the key points on it, e.g., *“This evening we covered...”*
- Verbally review key points (without agenda slide showing) and express your hope the information will prove useful to them and their friends and family.

- Tell a story about how someone who attended an earlier event used what they learned. Express your hope that they, too, are now empowered to do similar things. Always use a story with a happy ending—trying to scare people will backfire.

Be sure to thank your audience! Options include thanking them for coming, for asking great questions, for their attention—or for all of that.

Close with a call to action, which should be based on your reason for holding the event. Look at the slides and see if your “call” fits with one or not. Examples for Savvy Social Security Planning for Boomers:

- You wanted to interest them in meeting with you (business development): *“Social Security is too important for guesswork. We’d like to help you protect your nest egg and maximize your retirement income. Please use the Information Request form to schedule a complimentary evaluation.”* (Say with last slide.)
- Business development: *“One of my goals tonight was to illustrate my expertise. I hope this opens the door for us to see if my services would provide value to you. Please use the Comments card to let me know if you’re open to such a discussion.”* (Say after last slide.)
- You wanted to educate: *“My goal tonight was to equip you with information you need about your Social Security benefit. Please use the evaluation form to tell me how I did.”* (Say after last slide.)

Best Practices for Using Savvy Social Security Calculators

Many advisors use the calculators in seminars and report doing so greatly increases the number of attendees who sign up for one-on-one meetings.

Most advisors talk about using various calculations with clients and show a breakeven example on the screen as they do so. (The breakeven example has the broadest applicability.) This not only highlights their expertise, it demonstrates it in a compelling manner.

They use the “Boomer Bob” example that comes with the breakeven calculator or craft an example of their own. Though most use the calculation to create a slide showing part of the worksheet, some advisors use the calculator live and project so the audience can see how the calculator works.

It’s worth noting that the advisors who report the highest number of sign-ups invite people to schedule a one-on-one meeting then and there—at the seminar.

Best Practices for Adjusting the Slides

- Be sure to double-check the slide deck:

Due to different operating systems and versions of PowerPoint, objects on the slides may have moved around. Review each slide with Gridlines view on. Move text boxes so they are centered, lined-up, etc. as needed and as you prefer. Remember to save!

- Add animation to slides?

To keep things as simple as possible none of the slides use animation (i.e., content comes up using movement). Add animation as desired. Use the same speed for most animation for a professional look.

- Be sure to practice with the slides, including any animation.

Tip: If you're having trouble remembering to click to advance animation, use "After previous." Don't worry about content coming up out of sync with what you're saying—most people won't notice.

Fold any Presentation Fine-Tunes into Your Script

Any changes to slides and script are subject to your own compliance review

- Add content to your script to help you deliver a professional presentation.
- If you added or deleted slides be sure to change the slide numbers in the script.

Best Practices for Practicing

Everyone's a little different when it comes to effective practice, however, this advice applies across the board: do not wing it. Here are the minimum best practices:

- Practice the entire presentation at least once.
- Practice with slides if you plan to use slides.
- Practice at least once with a timer so you know approximately how long it takes.

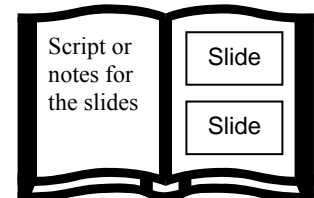
Below are additional best practices from experts on public speaking and your peers. Try them out and use the ones that work best for you.

- **Collate script pages with corresponding slides in a binder:**

Add page-breaks to the script as needed so you only see content for one or two slides per page. Print the slides using the "Handout" option with no more than three slides printing on one page.

Match them up: Script and any notes on the left, slide(s) on the right. Insert into plastic page-protectors so they turn easily.

This binder is a great tool for learning the program, refreshing your memory, practicing without PowerPoint, as a reference while delivering the program, and for storing the script with the slides.



- **Use just an outline script along with the slides:**

Some advisors find the slides have enough content to guide them—they don't need a full script. However...

- **Turning to read** the slides in a live presentation is a no-no. Using an outline script helps prevent this very bad habit. Here's how to use an outline script effectively:

Do not use the slides in PowerPoint as you begin practice. Print the slides out so you have one or two per page. Look at the printed outline and the printed slides as you practice.

Once you think you've got the content down, practice using just the printed outline along with transitioning the slides in PowerPoint.

Saying pretty much what the slides show is fine but be honest with yourself: If you need to *see* the slides, have them printed on paper for live presentations so you don't have to turn to see the content.

- **See how long your presentation will take:**

Start a timer or note the time and commence practice. Speak slowly, don't let yourself rush. Do this a couple of times to gauge your time. Add 10 to 15 minutes for questions and to help ensure that you never go over your allotted time.

Are you squeezed for time? Don't set yourself up for a rushed presentation. Cut something out so you have plenty of time. Audiences are always happy if things end early.

Practice aloud:

- Practice in a space in which you can speak as loudly as you will speak in the live event. Practice the entire program this way. Be sure to practice aloud a couple times while using PowerPoint, too.

- **Include at least some practice while standing** (unless you will be seated during the seminar):

If you can, picture yourself in the room you'll use. Include a pretend audience and a pretend location for projected slides—audience in front of you, screen behind or to one side. Use a wireless mouse to advance slides so you practice the rhythm of it all.

- **Most advisors say they need at least four or five rounds of practice.** Practice the whole thing—from introduction, through presentation, answering questions, and closing the event.

- **Beware of over-practicing.** Yes, this is a real possibility! Signs of over-practicing include:

Suddenly adding comments that don't completely fit, multi-tasking (e.g., checking your email while you practice), speaking much more quickly than you have been, and making enough mistakes that you start over more than once. If any of these things happen it's time to stop for now. Go get some exercise.

- **Most advisors find it useful to do one last run through the script just before the presentation** (with or without the slides). This warms you up so your program is smooth and lively right from the start.

Presentation Do's and Don'ts

- Be prepared for technical difficulties: Print at least one set of slides using one per page or two per page. Bring the set with you. If you have technical problems and don't have other handouts you can make copies for each attendee.
- Many advisors with a shared practice also share presentations—each person handling part of the seminar. This is an excellent way to engage both advisors with the audience, and visa versa. If you choose to do this, be absolutely sure to plan and practice the following:

Introduce both people in the beginning and let the audience know you will both present. It is very effective if you each introduce the other.

Figure out when you'll transition and how. Be sure to practice these transitions.

Whoever is presenting handles questions during his or her part. Figure out how you will handle answering questions at the end. Some advisors take turns with questions at the end, while others prefer that just one person handle questions at the end.

Agree that each of you will remain silent while the other is presenting unless your partner asks you to comment or answer a question. If one or both of you is unable to keep this agreement, do not present 'together' at all. Jumping in unasked will reflect poorly on both of you.

- Avoid having your assistant or partner advance slides for you. But if you cannot avoid that, don't apologize to the audience. Just say, "Next slide" or "next" each time in a calm pleasant voice.

- Do not try to control what people do with the handouts and don't worry about people jumping ahead. Most people can look at handouts and pay attention to you at the same time; in fact, some people absorb more that way.

- Do not allow yourself to go long. Never, ever, ever go over the allotted time. No matter how rapt some of your audience may seem it's certain most are hiding their annoyance. To avoid going long:

Practice using a shorter timeframe than you actually have. As a guideline, plan and practice using 10 to 15 minutes less than you actually have.

Engage your assistant or someone in the audience to help you stay on time. *"I need a volunteer to watch the clock for me."* Ask them to give you a signal five minutes before you want to end.

- If you're running behind, avoid statements such as, "This is taking longer than I thought" or "You're asking so many questions." That sounds like you're blaming the audience. Also avoid, "We started late," because that just brings attention to your poor time-management.

Instead: Ask people to hold questions until the end. *"These are great questions. Let's switch protocol a bit. Please hold questions and we'll have a full discussion at the end."*

Or skip some slides saying, *“Bear with me as I skip a few slides.”* Or say, *“To use your time well I’m going to focus on…”* and finish that sentence as you come to the right slide. Most attendees will think you never intended to cover the slides you skipped.

- If one person is asking lots of questions avoid saying things like, “Let someone else ask a question,” because that seems rude. Besides, others probably have the same questions. However, it is possible to have too many questions or comments. Here are two techniques to get back on track:

To discourage one or more in the audience: After responding to their question or comment, break and avoid eye contact. Look at others in the audience—ideally those furthest away—which has the added benefit of encouraging the others to speak up.

If you need to stop questions or comments: Answer the question or respond to the comment on the table. Then say, *“Two more questions for now,”* as you hold two fingers aloft and scan the crowd. Give the next question/comment to the persistent person if you must. Answer or respond quickly and then, eyes scanning the crowd away from that person say, *“Okay, one more.”*

Marketing Best Practices

Marketing is all about getting “butts in seats.” Each set of campaign toolkits, marketing materials and checklists encompasses a number of best practices. We’ll highlight those that tend to be overlooked and provide tips from your peers on marketing before, during, and after the event.

Best Practice: Generate Buzz with Continual Marketing

Even if you hold just one seminar on Social Security Planning per year, you should send newsletters and article reprints on the topic of Social Security year-round. This information marketing helps increase awareness of your expertise.

Continual marketing also helps prime the pump for your event(s), as well as helps capture the attention of those who did not attend your event(s).

Best Practice: Use and Promote Free Stuff

Include a give-away for each seminar attendee. Examples include the Boomer’s Guide to Social Security (a very popular and effective give-away) or a free Social Security analysis. Some advisors have a drawing for items such as wine or gift certificates. Be sure to follow appropriate compliance protocol with these.

Always mention the item as part of promoting the event. Include it in web and other announcements, such as postcards, marketing letters and emails, calls, invitations, and confirmation notices.

Marketing Best Practices Before the Event

Titling and description

Each Horseshmouth program includes titling designed to capture attention. If you adjust that and/or change or add to the marketing materials, keep the following in mind:

- Many experts say including a “how to...” phrase is most effective.
- “Presentation” tends to indicate a less-interactive event in which the presenter talks a lot.
- “Seminar” tends to evoke a more educational image than “presentation.”
- “Workshop” tends to signal an event in which attendees discuss and work on things which apply to their personal situation.
- “Lunch and learn” means two things: It’s a program short enough to fit into a lunch break and lunch will be served. A description that includes “luncheon” and “briefing” means the same thing but with a touch more sophistication.

Market more than once

- Do not send out just one marketing item for a seminar. Send more than one to each person on your invitation list. Most advisors have the best success with three (or more).
- Use more than one marketing tool. In addition to marketing more than once to each person, you may want to use a different marketing tool each time. For example, you might send a letter, call on the telephone, and email.
- Invite people to more than one event. Market to everyone each time. This includes those who already attended the same event; however, you should alter the wording to acknowledge their attendance. For example, *“Thought you may want to forward this invitation or bring a guest this time.”*

Mind the timing

The marketing you do to help generate buzz should take place on a continual basis. However, it’s possible to begin marketing a specific event too early or too late:

- Most advisors announce and begin extending invitations five to six weeks ahead of the seminar. (Invitations received more than six weeks ahead tend to be forgotten, invitations received a couple weeks ahead tend to run into scheduling conflicts.)

Use a call to action with each email, letter, postcard or call

Just as it's vital to market a seminar more than once, it's vital to include a clear call to action each time. The most common—RSVP—is included in many of the marketing materials. However, there are ways to make that ubiquitous acronym stronger and more effective.

- Avoid “Please RSVP.”

RSVP stands for “répondez s'il vous plait” or “please respond”; which makes the above “please, please respond.” Unfortunately, many of the marketing email and letter templates include this very statement. Though most clients and prospects won't notice you may want to delete ‘please’ or use a different ‘RSVP.’

- A stronger “RSVP”:

Many advisors report they found their clients and prospects did not know that “RSVP” was asking for a response of some kind. They had far better response with calls to action such as these:

“Please call or email to let me know if you'd like to attend.”

“To attend the free luncheon seminar please contact us by phone [phone number] or email [email address].”

Use your website and social media; post video

Post announcements on your website, Facebook page, LinkedIn profile, etc. Be sure to include a call to action and link so people can respond. Use Twitter to announce the seminar, too. Add the Savvy Social Security video to your website following directions on the savvysocialsecurity.net website.

Consider advertising and announcements in local newspapers and other publications

Some advisors report that advertising works well, while others say it was a waste of money. Before placing an ad get clear information about the typical reader to ensure that it fits your target. Be prepared to run the ad more than once. Be prepared to have the ads flop—don't use these if you're unwilling to experiment or financially unable to do so.

- Check into free or low-cost announcements, usually in a “community calendar.” Many local newspapers provide space in their print and online versions.

Start with your clients and existing COIs

Many advisors who did not have good results focused on marketing to non-clients. Advisors who focused on marketing to clients, at least initially, had far better results. In addition:

- The more successful seminars are educational and often positioned as gestures of appreciation for clients.
- Most advisors specifically invited clients to bring friends or family members, thus expanding their audience.

Don't hope people will just show up—require a response

No matter how much marketing you do or how eloquently you write your marketing content, you can easily have zero attendees if you don't require a response of some kind. Options include:

- Use a reservation model, e.g., *“Call us today to reserve your seat.”*
- Use a tickets model, e.g., *“Call us today to receive your tickets.”*

These models also make it easy to offer each person additional seats or tickets for guests. This can be especially effective when talking with your higher-tier clients.

- Use some sort of registration process. This may be as simple as, *“Registration is required. Reserve your seat(s) by replying to this email.”* Some advisors use an online registration service such as Cvent or Eventbrite.
- Include your call to action in letters, emails, calls, postcards, and posters.
- Call to talk about the seminar and directly ask if they want to attend. This can be done at any time and in combination with any of the above.
- Do a last-minute sweep if you have time for more. People tend to leave action until the last minute. Your call or email makes it easy for them to sign up at the same time it helps add attendees.

Confirm!

Most advisors say it's best to confirm guests' attendance. Many say they use both email and a phone call. The email includes the time, location, and other details. The phone call adds a courteous personal touch while providing you with some assurance about the number of attendees.

Advisors who call to confirm also note that those attendees who say they cannot make the seminar after all tend to sign up for—and attend—the next.

Pros and cons of using “space is limited.”

A number of advisors report excellent results with indicating that space at a seminar or workshop is limited. Limiting attendance can heighten perception of value and prompt people to take action to sign up. Though having too many attendees is a great problem to have, limiting attendance to a certain number (known only to you) also makes it easier to manage the event.

Limiting attendance does have its downside. The most common occurs when a “limitation” is merely a ploy, because that falsehood tends to come through. A less common downside occurs when the number of attendees is obviously far fewer than the room would hold. This issue is easily defused by talking about the benefits of a small group as you begin the program. *“...we like to have smaller groups like this because everyone will be able to get their questions answered.”*

Pros and Cons of Canceling a Seminar

You've carefully selected a date, time, and location. You've sent emails and made calls. You've included clear calls to action each time. Despite doing everything right, there are much fewer confirmed attendees than you planned or hoped for. Should you cancel?

- Many advisors say you should never cancel. Even if only one person shows up, that one person may prove to be an excellent client—there is a lot of anecdotal evidence backing that up. Event planning experts also caution against canceling because some people may show up even though they did not respond or confirm.

If you choose to hold the seminar make sure you show positive attitude. Strengthen your positive outlook by practicing how you will greet even just one attendee and how you'll position the low attendance. *"I like small groups because we can focus on your particular situation and questions."*

- On the other hand, some advisors say you should indeed cancel if (a) doing so prevents significant financial loss and (b) you can arrange to meet with those who confirmed attendance. Some advisors move the event to their office conference room, or arrange to meet with each person one-on-one. A few advisors have their assistant be at the original location for about 30 minutes to greet anyone who happens to show up.

Tip: As you plan the seminar, consider your budget and any minimum you may place on attendance. If you decide there is a minimum, give yourself time well in advance of the seminar to increase attendance and/or announce a new (less expensive) location.

Best Marketing Practices During the Seminar or Workshop

Although Savvy Social Security Planning is positioned as educational, most advisors do hope to develop new business as a result. Tips:

- Focus on educating attendees during the seminar because this promotes your expertise most effectively. In contrast, a salesy approach usually backfires.
- As you end the seminar or workshop, give attendees an evaluation/request for information form and ask them to complete it. Such forms are included in the toolkit. (See below for tips about the form itself.)

Tip: Include a request for a free item on the form—something other than what you already gave away at the event.

Tip: An advisor who delivers two seminars each month and succeeds in generating new business from them suggests handing the forms out before taking questions. Distribute the forms and ask people to complete them. Give them a few minutes. Open the floor for questions.

- Include a business card and firm brochure with each set of handouts. Provide extras at the back of the room. Also include flyers about upcoming seminars and invite attendees to give those to friends and family who may be interested.

- Consider having people provide contact information as entry into a drawing. Explore options that have a good fit with the seminar audience and location. e.g., golf balls and other paraphernalia for an event at a golf course, wine at a vineyard, gift certificates from a local retail shop or restaurant.

Work with compliance and be creative. A certificate good for a couple of buckets of balls is often as appreciated as one for a round of golf. A modest bottle of wine in beautiful wrapping can make an excellent impression. Desk toys are inexpensive and appreciated by almost everyone.

Tips and Ideas for Evaluation/Request for Information Forms

Forms are included with each toolkit. Here are some additional ideas from your peers:

- Move the seminar evaluation rating and comments so they are at the top of the form. This highlights the evaluation component and encourages honest feedback.

- Ask specific evaluation questions instead of using a rating of 1 to 5. Examples include:

How will you apply what you've learned?

Was there something you learned that surprised you?

What, if anything, should I (advisor) do to improve presentation skills?

What, if anything, should we do differently for the next seminars?

- If you are highly interested in feedback about your skills as a presenter, create an evaluation form that is separate from the form used to request information or an appointment. Either make this evaluation form completely anonymous or show the attendee name as "optional." This makes it easy for attendees to give negative feedback but still ask for information and/or an appointment (using the other form).

Best Marketing Practices After the Seminar, Workshop, etc.

The follow-through after the workshop or seminar is where business development objectives are met. When you carve out time in your (and/or your assistant's) schedule for preparation and delivery make sure you also schedule adequate time for follow-through.

- Send each attendee a thank you note within two days after the event. Include extra thanks if they brought a guest. Ideally these are handwritten notes sent via traditional mail.

Once attendees return to day-to-day life the good feelings, motivation, and memory of who they want to refer to you fade quickly. Your thank you note helps re-spark all of that. That's why sending these out within two days is important—within one day is even better.

- Organize all of the Evaluation/Request for Information forms so you can fulfill all requests on a timely basis. And follow-through!
- For any attendee who provided contact information but did not request anything: Consider contacting them by phone to ask if they would like different information than what was offered on the phone.

- For anyone who said they would attend but did not: Contact them, too. Keep this low-key, suggesting that things happen and plans change, but be sure to directly ask if they want a one-on-one meeting or notice of the next event. Call or use handwritten notes for this.

- Update your mailing lists and applicable CRM:

Note the seminar(s) each person attended and their requests for information or appointment. Note any comments they made, especially anything strongly positive or negative. Note if they brought guests and who those guests were. As you add guests to CRM, note who brought them.

- Your post-seminar marketing should have been planned and readied before the seminar. This plan includes the above activities. Now it's time to follow through on the rest:

Use “drip” marketing—various letters, article reprints, and newsletters sent out on a regular basis.

Market additional seminars to them, too. (See the tips below about providing a series of seminars or workshops.)

- Review the evaluation comments. Accumulate feedback for all seminars.

Do not let single or occasional critical comments or low ratings prompt you to make changes. If you see more than two or three of the same or similar comment, then it's time to make changes. If you need to improve your presentation skills join a local Toastmasters group (this may be a good networking opportunity, too).

Additional Best Practice: Offer Frequent Seminars and/or a Series

A number of advisors have had such success with seminars that they've made them a central focus of their marketing efforts. These advisors leverage their opportunity to be center stage to develop or highlight certain expertise, such as retirement income planning.

- Some advisors offer seminars and workshops frequently, such as every month or every two months (a few offer seminars twice a month). The seminars tend to be on a variety of topics and are marketed on a continual basis. Newsletters, the firm website, and social media show the full schedule and topics, as well as specific information for each current seminar.
- Other advisors organize seminars and workshops into related topics (e.g., Retirement Planning: How to...IRA Rollovers, Structure Your Retirement Paycheck, Decide When to Take Social Security, Arrange Healthcare in Retirement). These are promoted as a series—people are encouraged to attend all of them. Most advisors offer the series once or twice a year.

These advisors make sure it's easy for web-surfers, social-media-users, and others to sign up for seminar notices as well as for any particular seminar or seminar series. Some advisors also offer their seminars via local adult education programs at community colleges.

Seminars with a Twist: Be a Public Speaker

Many organizations have monthly meetings featuring a speaker, such as chambers of commerce, professional associations, service groups such as the Optimists, and business groups of all kinds.

Your educational, non-sales-focused programs can land you these speaking gigs—giving you lots of exposure and a chance to expand your network. To take advantage of these opportunities:

- Adjust presentations so they fit within the typical 30- to 45-minute time frame (including questions), and suit a wider audience.
- Prepare descriptions that fit each organization's usual model (use examples from their website or calendar).
- Contact each organization and offer to speak. Be prepared to work with their schedule, which may not have an opening for some time.

Tip: Completing the above tasks in the order shown prepares you to work successfully with these groups. However, you will often find they have specific requirements that differ from what's shown above. Be ready and willing to adjust to meet them.

Additional Social Security Seminars

Your subscription to Savvy Social Security Planning gives you access to a growing number of seminars. Check the website for seminar toolkits and materials for the following groups:

- Women
- Couples
- CPAs, attorneys, and other COIs

Use these specialized materials to attract target audiences, and to demonstrate your ability to meet their unique needs and interests.

Savvy Social Security Seminars General Best Practices Checklist

CREATE GO-TO LIST OF LOCATIONS

- Create list of possible locations.
- Complete initial research by phone, and select some to tour.
- Complete tour of each location.
- Complete list of preferred locations with details (also note rejects or less desirable locations).
- Other:

IDENTIFY PREFERABLE DAY(S) OF WEEK AND TIMEFRAME(S)

- Optional: Survey clients and prospects.
- Choose day(s) of week and timeframe(s) for initial seminars.
- Other:

PLAN AND IMPLEMENT CONTINUAL MARKETING

- Choose topic(s) or theme(s). e.g., Social Security, retirement income, etc.
- Choose tools. e.g., article reprints, blog, newsletters, tweets.
- Evaluate potential vendors for email, mail, social media messages.
- Ready any social media outlets, e.g., create Facebook page, LinkedIn profile, Twitter account.
- Set schedule and align with tools (what you'll use, when).
- Identify lists (prospects, clients, etc.) and ready them for use.
- Establish reminders and/or assign tasks to your assistant.
- Implement and manage over time.
- Other:

OPTIONAL: BE A PUBLIC SPEAKER

- Research possible groups and create list to contact.
- Ready presentation(s) and descriptions.
- Contact groups and schedule talks.
- Ready any handouts, evaluation forms, brochures, etc. as per each group's rules.
- Add announcements into continual marketing schedule.
- Other:

Getting Started

In This Section

Strategy Brief

Overall Timeline

Planning & Scheduling Step-by-Step

How to use the detailed Schedules/Checklists to complete your plan and schedule

Key Task Scheduling Worksheets

How to work backwards from the seminar date for easier and more effective planning

- 10-week plan
- 8-week plan

Strategy Brief:

Host Savvy Social Security Seminars and Workshops

Opportunity	Social Security is a top concern of pre-retirees and a complex issue most clients and prospects aren't going to be able to master without the aid of an advisor. Anxiety over the economy has created a cultural appetite for more information—and more specific information—on the complex topics. Pre-retiree clients and prospects, including high-earners, will benefit from knowing what they can expect to receive, and how they can maximize benefits. This offers advisors an opportunity to showcase their expertise in guiding smart decisions around Social Security and retirement income planning.
Target Audience	High-earners age 50 to 65 (and older): Clients and guests, prospects, as well as referral targets & COIs.
Timeframe	Using seminar script as-is: 45 minutes excluding time for questions.
Objectives	<p>Expand pre-retiree business by hosting seminars for affluent pre-retirees:</p> <ul style="list-style-type: none"> • Showcase expertise in and promote retirement planning services • Get in front of groups of pre-retirees • Make it easy for clients to bring in referrals • Educate clients, prospects, and COIs • Set appointments
Resources in Overview	<p>Resources include:</p> <ul style="list-style-type: none"> • Marketing materials pre- and post-seminar: email, letters, postcards, article reprints, scripts (FINRA reviewed). • Invitation and confirmation materials: emails and scripts (FINRA reviewed). • Seminar materials: slide deck and script (FINRA reviewed). • Seminar materials for attendee use: agenda, handout, evaluation form (FINRA reviewed).
Compliance	Submit materials at least two weeks prior to first marketing date, earlier if needed.
Planning & Tasks in Overview	<p>Total timeframe for planning: 8 to 10 weeks before seminar.</p> <p>Prior to seminar:</p> <ul style="list-style-type: none"> • Set date and time, reserve room. • Determine target audience, get lists/resources to reach them. • Ready marketing tools—including compliance—and implement marketing. • Ready the presentation and its materials, and practice. <p>Day of the seminar:</p> <ul style="list-style-type: none"> • Set up room, deliver seminar, extend call to action. <p>After the seminar:</p> <ul style="list-style-type: none"> • Respond to requests, set appointments, update mail lists.

**Longer, more conservative timeline shown in bold*

Overall Timeline*

10+ weeks prior • Reserve room.

- 10 weeks prior** • Identify target audience and ready lists for marketing.
8 weeks prior • Finalize marketing & seminar planning (customize to your preferences).
• Submit materials to compliance.

No specific tasks scheduled. Use this time to be completely ready to kick off marketing and to get an early start on other tasks.

- 6 weeks prior** • Kick off marketing, and continue up to one week before seminar.
4 weeks prior • Prepare presentation, handouts, arrange refreshments, practice.
• Begin preparing for post-seminar tasks.

Marketing activities continue.
Preparation and practice often continue during this timeframe.

- 2 weeks prior** • Reservations “deadline.”
1.5 weeks prior • Confirm attendees, finalize handouts and refreshments, practice.

5 days prior • Start email reminders, prep thank-you notes, create seed questions, practice.

3 days prior • Continue reminders & confirmation, finalize refreshments, check in with room
2 days prior location, practice.

Day before • Send final reminder, finish preparing handouts and other materials, one clean paper set of slides, test all equipment, practice.

Day-of • Set up, present, wrap, discuss/debrief with team.

Day after seminar • Send thank-you notes, organize requests, contact non-attendees, begin setting appointments.

1 week after • Send first post-seminar marketing item, update mailing lists & CRM, review evaluations, continue setting appointments.

2 weeks after • Send second post-seminar marketing item, continue setting appointments.

3 weeks after • Send third post-seminar marketing item, continue setting appointments

4 weeks after • Send fourth post-seminar marketing item.
Continue • *There are six article reprints that can be used in post-seminar marketing.*

Planning & Scheduling: Step-by-Step Instructions

Step 1: See the Key Task Scheduling Worksheets. Choose which timeline/worksheet you will use:

- 10-week plan applies a longer timeline, including approximately six weeks of marketing.
- 8-week plan applies a shorter timeline, including just four weeks of marketing.

Step 2: Use the Key Task Scheduling Worksheet to plan your overall schedule.

Step 3: Transfer dates from the Key Task Scheduling Worksheet to each detailed schedule/checklist.

Note: Some of the detailed schedules/checklists show both timelines, e.g., “10/8 weeks” or “8 or 10 weeks.” Follow just one timeline—the one you selected in step 1.

Some dates in the Key Task Scheduling Worksheet indicate when to begin a set of tasks, others when to complete tasks. For example: When to begin preparing and practicing, versus when to post announcements to complete that task.

You will add dates and fill in the schedule as you complete step 4.

Step 4: Using each detailed schedule/checklist, finish your plan and schedule. For example:

- Use the Marketing schedules/checklists to note which marketing materials you plan to use, as well as the date each will go out.
- Use the Compliance schedule/checklist to note which marketing and other materials you plan to use, as well as the date those must be submitted to compliance so they’re ready for use.
- Use the Prepare & Practice schedule/checklist to define when you and your assistant will begin or complete tasks, such as learning the presentation and preparing seminar materials.
- Use the Post-seminar schedule/checklist to note which article reprints you’ll use in a drip campaign, and the date you plan to send each of those out.

Step 5: Everyone working on tasks—including you—should block time in the calendar now to handle tasks.

Also note key dates in your calendar. For example:

- Block time to collate selected article reprints with their FINRA-review letters so they can be submitted to compliance by the deadline you set. Also note in the calendar the deadline you set for submission.
- Note the date you plan to begin preparing to deliver the seminar. Block time to devote to getting familiar with the presentation, and to practice.

If there is more than one person following through on this plan and completing tasks:

Create a central reference for the Key Task Scheduling worksheet and all of the detailed Schedules/Checklists. (Put them in a folder or binder.) Each person should update the applicable Schedules/Checklists as tasks are completed.

Key Task Scheduling Worksheet: 10 Week Plan

Complete this Worksheet as a first step in planning

- (1) See the bottom row of the first table. Enter the date of the seminar in the middle column. Work upward row-by-row (backward in time) entering a date for each key task or set of tasks.
- (2) See the top row of the second table. Enter the seminar date. Work downward (forward in time), entering a date for each key task or sets of tasks.
- (3) Transfer dates from this worksheet to each detailed schedule/checklist. Work through the rest of each detailed schedule/checklist to finish planning.
- (4) Block time in your calendar to complete tasks. Also note key dates in your calendar.

<i>Guideline</i>	Schedule tasks Specific Date(s)	<i>Tasks in overview. See each schedule/checklist for details</i>
10 weeks or more		Reserve room, any needed rentals
10 weeks before		Review seminar and materials and edit as desired
10 weeks before		Identify target audience and list resources
10 weeks before		Finalize marketing and seminar plan, ready lists
10 weeks before		Submit all materials to compliance
6 weeks before		Kick off marketing. See checklists for continued marketing
6 weeks before		Begin seminar prep: plan food, handouts, learn seminar
2 weeks before		Recommended reservation deadline
2 weeks before		Confirm attendance, arrange food, practice
5 days before		Begin reminders, confirm food, beverage, etc., practice
Day before		Final reminder, final prep, practice
Start here →		(1) Enter seminar date and work backward in time ↑

		(2) Enter seminar date and work forward in time ↓
Day after		Send thank you notes, organize requests, set appointments.
Week after		Send 1 st article (Set appts, update lists & other follow-thru)
Week after		Update web, etc. Review evaluations & seminar notes
2 weeks after		Send 2 nd article (and continue follow-thru)
3 weeks after		Send 3 rd article (and continue follow-thru)

Key Task Scheduling Worksheet: 8 Week Plan

Complete this Worksheet as a first step in planning

- (1) See the bottom row of the first table. Enter the date of the seminar in the middle column. Work upward row-by-row (backward in time) entering a date for each key task or set of tasks.
- (2) See the top row of the second table. Enter the seminar date. Work downward (forward in time), entering a date for each key task or sets of tasks.
- (3) Transfer dates from this worksheet to each detailed schedule/checklist. Work through the rest of each detailed schedule/checklist to finish planning.
- (4) Block time in your calendar to complete tasks. Also note key dates in your calendar.

<i>Guideline</i>	Schedule tasks Specific Date(s)	<i>Tasks in overview. See full schedule/checklists for details.</i>
8 weeks or more		Reserve room, any needed rentals
8 weeks before		Review seminar and materials and edit as desired
8 weeks before		Identify target audience and list resources
8 weeks before		Finalize marketing and seminar plan, ready lists
8 weeks before		Submit all materials to compliance
4 weeks before		Kick off marketing. See checklists for continued marketing
4 weeks before		Begin seminar prep: plan food, handouts, learn seminar
2 weeks before		Recommended reservation deadline
2 weeks before		Confirm attendance, arrange food, practice
5 days before		Begin reminders, confirm food, beverage, etc., practice
Day before		Final reminders, final prep, practice
Start here →		(1) Enter seminar date and work backward in time ↑

		(2) Enter seminar date and work forward in time ↓
Day after		Send thank you notes, organize requests, set appointments.
Week after		Send 1 st article (Set appts, update lists & other follow-thru)
Week after		Update web, etc. Review evaluations & seminar notes
2 weeks after		Send 2 nd article (and continue follow-thru)
3 weeks after		Send 3 rd article (and continue follow-thru)

Schedules/Checklists

In this section

Detailed Schedules/Checklists:

- Early Planning
- Compliance
- FINRA-review letters Reference - List of items matched to their review letter
See savvysocialsecurity.net to download the letters themselves
- Kick off Marketing
- Continue Marketing *Tasks on these two Schedules/Checklists are completed at the same time*
- Prepare and Practice
- Lead up to Seminar (Last couple of weeks prior to event)
- Materials Planner
- Day-of Seminar
- Post Seminar
- General Notes Worksheet (Use to capture notes, especially for changes to plan schedule.)

Tips for using the Schedules/Checklists:

- If you have not already looked over all of the schedules/checklists to get a feel for them, do that now.
- Remember to transfer dates from the Key Task Scheduling worksheet to each schedule/checklist, and then complete the rest of the plan and schedule on each.
- In most cases it's best to apply a consistent timeline. If you selected the 10-week timeline, apply that with each schedule/checklist (don't use 10 weeks for some and 8 weeks for others).
- Assigning tasks: Add the initials of each person by the task or set of tasks.
- Some checklists provide checkboxes for two purposes:
 1. To check off the items you plan to use or tasks you plan to complete.
 2. To note that a task has been completed by checking it off.
- Some checklists provide checkboxes for just one purpose: To note that a task has been completed.

Add the initials of each person assigned to each task

Early Planning: Schedule & Checklist

Date(s)	Guideline & Overview
	Reserve room, any needed rentals: 10/8+ weeks before
<input type="checkbox"/> Set room & equipment budget: \$ _____	<input type="checkbox"/> Room reserved
<input type="checkbox"/> Deposit \$ _____ Due by: _____	<input type="checkbox"/> Equipment and/or items reserved
<input type="checkbox"/> Cancellation deadline:	<input type="checkbox"/> Other:
	Identify target audience & ready lists for use: 10/8+ weeks before
Select target audience & clarify specifics: e.g., Clients age 55 - 63	Indicate lists/resources for each selected. • Check-off when list ready for use.
<input type="checkbox"/> Clients:	<input type="checkbox"/>
<input type="checkbox"/> Prospects:	<input type="checkbox"/>
<input type="checkbox"/> COIs:	<input type="checkbox"/>
<input type="checkbox"/> Other:	<input type="checkbox"/>
	Finalize marketing & seminar plan: 10/8+ weeks before
<ul style="list-style-type: none"> • <i>Check-off when each applicable task is complete.</i> 	
<input type="checkbox"/> Review available marketing materials. Choose which ones you'll use and how many times. For example, if you choose to use the postcard, how many times will you send it out? Will you use emails and calls to extend invitations? How many mailings will you use after the seminar and which article reprints will you use?	
<input type="checkbox"/> Note your decisions on the above on each applicable Schedule/Checklist.	
<input type="checkbox"/> Include and plan for lead times to order handouts, print postcards or posters, etc.	
<input type="checkbox"/> Consider what you need and what you may want. For example, do you need to familiarize yourself with using a projector and remote? Do you need any equipment? Do you want to use nametags? Do you want to hold a drawing? Add notes to checklists as needed to ensure you follow through.	
<input type="checkbox"/> Are you co-sponsoring or holding this event with a partner such as a COI or the owner of a local brew pub? Use all of the checklists – including this one – to guide discussion and make agreements.	
<input type="checkbox"/> Set a budget for marketing: \$ _____ Set a budget for the seminar: \$ _____	
<input type="checkbox"/> Other: _____	
<input type="checkbox"/> Important: Block time in calendar(s) to handle all tasks before and after seminar.	

Add the initials of person assigned by each task or set of tasks

LTR = FINRA-review letter available on Savvysocialsecurity.net. See FINRA letter reference.

Compliance: Schedule & Checklist

Show date here

Submit all materials to compliance: 10/8+ weeks before

Review marketing materials used before and after the seminar. Check each you plan to use:

Direct Mail & Posting

- Press release (LTR)
- Poster/flyer (LTR)
- Postcard (LTR)

Emails

- Invitation (LTR)
- Acknowledge reservation
- Event reminders
- Confirm attendance

Post-Seminar

- Thank you note (LTR)
- Post-seminar emails (LTR)
- Meeting confirmation (LTR)
- Checklist for client (LTR)

- Collate each selected with its FINRA review letter, if applicable

Review article reprints intended for use after the seminar. Check each you plan to use:

- "When to Apply for Social Security Benefits" (LTR)
- "Creative Soc. Sec. Claiming Strategies" (LTR)
- "Social Security as Longevity Insurance" (LTR)
- "Life Expectancy and Social Security" (LTR)
- "Will Working Longer Help/ Hinder Benefit?" (LTR)
- "How COLAs Affect Social Security Benefits" (LTR)

- Collate each selected item with its FINRA review letter
Go to Savvysocialsecurity.net to download and personalize reprints.

Review telephone scripts intended for use before and after the seminar. Check each you plan to use:

- Invitation – Clients/Prospects
- Invitation – COIs
- Encourage attendees to bring a guest
- Post-seminar – Clients/Prospects
- Post-seminar - COIs
- Submit to compliance as appropriate

Review slides & script Items and review letters may be downloaded from savvysocialsecurity.net

- Review best practices. Adjust presentation as desired & ready for submission
- Collate with their FINRA review letter

Review materials used during the seminar. Check each you plan to use:

- Sign-in sheet
 - Agenda
 - "Boomers Guide" handout (LTR)
 - Evaluation/Request for information form (LTR)
 - Collate each selected with its FINRA review letter as applicable
- Reminder: Order these now, if needed

- Other:** _____
(e.g., Content for website, social media)

- Task complete** Add notes here as desired (e.g., how long process took):

FINRA-review letters & additional items may be found on savvysocialsecurity.net
 Use this list to match item to letter. Check items & letters off as you find them and/or complete personalization.

Items & FINRA-Review Letters Reference	
Savvy Social Security Planning: Boomers Presentation	
FINRA Letter Reference	
Marketing Materials <i>Download & personalize from site</i>	
<input type="checkbox"/> Video (Sample in toolkit)	<input type="checkbox"/> FR2013-0521-0156/H
<input type="checkbox"/> Poster (Sample in toolkit. Also shown as 'poster/flyer')	<input type="checkbox"/> FX2012-0104-0269/E
<input type="checkbox"/> Postcard (Sample in toolkit)	<input type="checkbox"/> FX2012-0104-0268/E
Items in Toolkit <i>And on site</i>	
<input type="checkbox"/> Press Release	<input type="checkbox"/> FX2012-0104-0270/E
<input type="checkbox"/> Invitation (email or letter)	<input type="checkbox"/> FX2012-0104-0266/E
<input type="checkbox"/> Evaluation/Request for information form	<input type="checkbox"/> FX2011-0509-0204/E
Article Reprints <i>Download & personalize from site</i>	
<input type="checkbox"/> When to Apply for Social Security Benefits	<input type="checkbox"/> FR2011-1102-0237/E
<input type="checkbox"/> Creative Social Security Claiming Strategies	<input type="checkbox"/> FR2011-1102-0024/E
<input type="checkbox"/> Social Security as Longevity Insurance	<input type="checkbox"/> FR2011-1102-0235/E
<input type="checkbox"/> Life Expectancy and Social Security	<input type="checkbox"/> FR2011-1102-0233/E
<input type="checkbox"/> Will Working Longer Help/Hinder Soc Sec Benefit?	<input type="checkbox"/> FR2011-1102-0188/E
<input type="checkbox"/> How COLAs Affect Social Security Benefits	<input type="checkbox"/> FX2011-1026-0152/E
Presentation <i>Download from site</i>	
<input type="checkbox"/> PowerPoint presentation deck & script	<input type="checkbox"/> FR2011-1221-0297/E
<input type="checkbox"/> PowerPoint presentation deck additional slides	<input type="checkbox"/> FX2012-1109-0031/E
Handout & Other <i>Order additional copies of Boomer's Guide from site or Member Serv</i>	
<input type="checkbox"/> Laminated "Boomer's Guide to Soc Sec Planning"	<input type="checkbox"/> FX2011-1230-0175/E

FINRA-review letters & additional items may be found on savvysocialsecurity.net

Use this list to match item to letter. Check items & letters off as you find them and/or complete personalization.

Items & FINRA-Review Letters Reference Savvy Social Security Planning: Womens Presentation	
FINRA Letter Reference	
Marketing Materials <i>Download & personalize from site</i>	
<input type="checkbox"/> Video (Sample in toolkit)	<input type="checkbox"/> FR2013-0521-0156/H
<input type="checkbox"/> Poster (Sample in toolkit. Also shown as 'poster/flyer')	<input type="checkbox"/> FX2013-0619-0133/E
<input type="checkbox"/> Postcard (Sample in toolkit)	<input type="checkbox"/> FX2013-0619-0134/E
<input type="checkbox"/> Invitation (email or letter)	<input type="checkbox"/> FX2013-0619-0132/E
Article Reprints <i>Download & personalize from site</i>	
<input type="checkbox"/> When to Apply for Social Security Benefits	<input type="checkbox"/> FR2011-1102-0237/E
<input type="checkbox"/> Creative Social Security Claiming Strategies	<input type="checkbox"/> FR2011-1102-0024/E
<input type="checkbox"/> Social Security as Longevity Insurance	<input type="checkbox"/> FR2011-1102-0235/E
<input type="checkbox"/> Life Expectancy and Social Security	<input type="checkbox"/> FR2011-1102-0233/E
<input type="checkbox"/> Will Working Longer Help/Hinder Soc Sec Benefit?	<input type="checkbox"/> FR2011-1102-0188/E
<input type="checkbox"/> How COLAs Affect Social Security Benefits	<input type="checkbox"/> FX2011-1026-0152/E
Presentation <i>Download from site</i>	
<input type="checkbox"/> PowerPoint presentation deck & script	<input type="checkbox"/> FR2013-0619-0130/E
Handout & Other <i>Order additional copies of Boomer's Guide from site or Member Serv</i>	
<input type="checkbox"/> Laminated "Boomer's Guide to Soc Sec Planning"	<input type="checkbox"/> FX2011-1230-0175/E

FINRA-review letters & additional items may be found on savvysocialsecurity.net

Use this list to match item to letter. Check items & letters off as you find them and/or complete personalization.

Items & FINRA-Review Letters Reference

Savvy Social Security Planning: CPA-COI Presentation

FINRA Letter Reference	
Marketing Materials <i>Download & personalize from site</i>	
<input type="checkbox"/> Invitation (email or letter)	<input type="checkbox"/> FR2013-0515-0069/E
<input type="checkbox"/> Thank you note	<input type="checkbox"/> FX2013-0502-0045/E
Article Reprints <i>Download & personalize from site</i>	
<input type="checkbox"/> When to Apply for Social Security Benefits	<input type="checkbox"/> FR2011-1102-0237/E
<input type="checkbox"/> Creative Social Security Claiming Strategies	<input type="checkbox"/> FR2011-1102-0024/E
<input type="checkbox"/> Social Security as Longevity Insurance	<input type="checkbox"/> FR2011-1102-0235/E
<input type="checkbox"/> Life Expectancy and Social Security	<input type="checkbox"/> FR2011-1102-0233/E
<input type="checkbox"/> Will Working Longer Help/Hinder Soc Sec Benefit?	<input type="checkbox"/> FR2011-1102-0188/E
<input type="checkbox"/> How COLAs Affect Social Security Benefits	<input type="checkbox"/> FX2011-1026-0152/E
Presentation <i>Download from site</i>	
<input type="checkbox"/> PowerPoint presentation deck & script	<input type="checkbox"/> FR2013-0205-0487/E
Handout & Other <i>Order additional copies of Boomer's Guide from site or Member Serv</i>	
<input type="checkbox"/> Laminated "Boomer's Guide to Soc Sec Planning"	<input type="checkbox"/> FX2011-1230-0175/E

FINRA-review letters & additional items may be found on savvysocialsecurity.net

Use this list to match item to letter. Check items & letters off as you find them and/or complete personalization.

Items & FINRA-Review Letters Reference

Savvy Social Security Planning: Couples Presentation

FINRA Letter Reference	
Marketing Materials <i>Download & personalize from site</i>	
<input type="checkbox"/> Video (Sample in toolkit)	<input type="checkbox"/> FR2013-0521-0156/H
<input type="checkbox"/> Poster (Sample in toolkit. Also shown as 'poster/flyer')	<input type="checkbox"/> FR2013-0710-0117/E
<input type="checkbox"/> Press Release	<input type="checkbox"/> FR2013-0710-0118/E
<input type="checkbox"/> Postcard (Sample in toolkit)	<input type="checkbox"/> FR2013-0710-0116/E
Items in Toolkit <i>And on site</i>	
<input type="checkbox"/> Invitation (email or letter)	<input type="checkbox"/> FR2013-0710-0115/E
Article Reprints <i>Download & personalize from site</i>	
<input type="checkbox"/> When to Apply for Social Security Benefits	<input type="checkbox"/> FR2011-1102-0237/E
<input type="checkbox"/> Creative Social Security Claiming Strategies	<input type="checkbox"/> FR2011-1102-0024/E
<input type="checkbox"/> Social Security as Longevity Insurance	<input type="checkbox"/> FR2011-1102-0235/E
<input type="checkbox"/> Life Expectancy and Social Security	<input type="checkbox"/> FR2011-1102-0233/E
<input type="checkbox"/> Will Working Longer Help/Hinder Soc Sec Benefit?	<input type="checkbox"/> FR2011-1102-0188/E
<input type="checkbox"/> How COLAs Affect Social Security Benefits	<input type="checkbox"/> FX2011-1026-0152/E
Presentation <i>Download from site</i>	
<input type="checkbox"/> PowerPoint presentation deck & script	<input type="checkbox"/> PENDING Finra review
Handout & Other <i>Order additional copies of Boomer's Guide from site or Member Serv</i>	
<input type="checkbox"/> Laminated "Boomer's Guide to Soc Sec Planning"	<input type="checkbox"/> FX2011-1230-0175/E

Add the initials of person assigned to each task or set of tasks

Kick-Off Marketing: Schedule & Checklist

	Kick-off date (Date marketing will be implemented - 6 or 4 weeks before seminar)
--	---

Remember to block time ahead of kick-off dates to complete tasks so things are ready
 These kick-off activities often take place within a short timeframe—one day to one week.

	Post announcements & distribute flyers (Enter completion date to left)
--	---

Check each you plan to use, and check-off as completed:

- | | | | |
|---------------------------------------|---------------------------------|---|-------------------------------|
| <input type="checkbox"/> Website | <input type="checkbox"/> Posted | <input type="checkbox"/> On-site (at company, library) | <input type="checkbox"/> Done |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Posted | <input type="checkbox"/> Leave flyers (at COIs' office) | <input type="checkbox"/> Done |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Posted | | |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Posted | <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Done |

	Mail postcards (Show date of first mailing on top line)
	(Show date postcards have to be printed on bottom line)

- Number on list: _____ Number of mailings: _____ Total needed: _____
- | | |
|---|--|
| <input type="checkbox"/> Postcards printed | <input type="checkbox"/> Response-tracking ready |
| <input type="checkbox"/> Labels ready | <input type="checkbox"/> To mailing vendor (if applicable) |
| <input type="checkbox"/> Postage & labels applied | <input type="checkbox"/> Mailing #1 out (Schedule additional mailings as applicable) |
- Total cost: \$ _____ Response (add later): _____%

	Community calendars (Show date when notice must be given to publications)
--	--

(May need to run closer to seminar date)

- | | | |
|---|-----------------|-------------|
| <input type="checkbox"/> Notice in: _____ | Run date: _____ | Cost: _____ |
| <input type="checkbox"/> Notice in: _____ | Run date: _____ | Cost: _____ |
- Response (add notes later): _____

	Run ads (Show date when ad copy must be given to the publications)
--	---

- | | | |
|---------------------------------------|--------------------|-------------|
| <input type="checkbox"/> Ad in: _____ | Run date(s): _____ | Cost: _____ |
| <input type="checkbox"/> Ad in: _____ | Run date(s): _____ | Cost: _____ |
- Response (add notes later): _____

Acknowledge each reservation-response as soon as it's received

- Person handling task: _____ Email ready
- Response tracking ready Optional: email response for "no" created & ready

Remember to block time in your calendar to complete tasks so marketing is ready on schedule

Continue Marketing: Schedule & Checklist

Marketing starts 6 or 4 weeks before seminar and continues

Remember to acknowledge each reservation (and each 'no') as soon as it's received

Enter Marketing kick-off date by the letter A, and the Reservation 'deadline' date by the letter B. (Dates come from Key Task Scheduling Worksheet.) Now plan & schedule marketing that occurs in-between those dates:

1. Check which marketing tool(s) you plan to use each week.
2. Above each marketing tool: Enter the date each will go out, for each week.
3. Complete the "What if" portions of your plan also on this sheet.

Use the 'done' checkbox when each marketing tool is ready, or when each has gone out (as you prefer).

Rows to schedule up to four weeks of emails, letters, calls, and postcards provided. (Duplicate this sheet to cover additional weeks.)

Note the initials of person assigned to sending emails, letters, postcards or making calls

A	Marketing kick-off date (From Key Tasks worksheet)
Date for each → Week One	<input type="checkbox"/> Email invite <input type="checkbox"/> Letter invite <input type="checkbox"/> Call invite <input type="checkbox"/> Postcards <input type="checkbox"/> Done <input type="checkbox"/> Done <input type="checkbox"/> Done <input type="checkbox"/> Done
Date for each → Week Two	<input type="checkbox"/> Email invite <input type="checkbox"/> Letter invite <input type="checkbox"/> Call invite <input type="checkbox"/> Postcards <input type="checkbox"/> Done <input type="checkbox"/> Done <input type="checkbox"/> Done <input type="checkbox"/> Done
Date for each → Week Three	<input type="checkbox"/> Email invite <input type="checkbox"/> Letter invite <input type="checkbox"/> Call invite <input type="checkbox"/> Postcards <input type="checkbox"/> Done <input type="checkbox"/> Done <input type="checkbox"/> Done <input type="checkbox"/> Done
Date for each → Week Four	<input type="checkbox"/> Email invite <input type="checkbox"/> Letter invite <input type="checkbox"/> Call invite <input type="checkbox"/> Postcards <input type="checkbox"/> Done <input type="checkbox"/> Done <input type="checkbox"/> Done <input type="checkbox"/> Done

B **2 or 1 ½ weeks before seminar: Reservation 'deadline'**

Add above date by "Confirm Attendance & Fill Seats" on the Lead Up to Seminar Schedule/Checklist

What if: If there is a maximum number of attendees note that number and next steps (e.g., Use a wait-list):

What if: If there is a possibility you would cancel or move this seminar, note the decision deadline date, minimum number of attendees and next steps:

Add the initials of person assigned to each task or set of tasks

<h2 style="margin: 0;">Prepare & Practice: Schedule & Checklist</h2> <p style="margin: 0; font-weight: normal;">Complete these tasks at the same time you continue marketing</p>	
	6 or 4 weeks before seminar (“Begin seminar prep date” from Key Tasks)
<p>Some of these tasks cannot be fully completed until closer to the seminar. However, many advisors – and their assistants – say starting early saves hassle later. <i>Check tasks off as completed.</i></p>	
	Get familiar with seminar and start practice (Enter 1st practice date)
<input type="checkbox"/> Review best practices on learning & practicing <input type="checkbox"/> Create study plan as needed <input type="checkbox"/> Block times in calendar to learn seminar content Number of planned practice sessions: _____ <input type="checkbox"/> Block times in calendar for practice 	
	Food/beverage other arrangements (Enter completion date for tasks)
<input type="checkbox"/> Block time for these tasks <input type="checkbox"/> Estimate number of attendees: _____ to _____ <input type="checkbox"/> Set food/beverage budget <input type="checkbox"/> Select caterer and/or shops to use <input type="checkbox"/> Choose menu and/or create shopping list <input type="checkbox"/> Select event rental service <input type="checkbox"/> Create shopping list for cups, plates, etc. <input type="checkbox"/> Create list for any linen, table, chair rentals. <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: 	
	Begin preparing handout and other materials (Enter start date for tasks) <i>Also see Materials Planner</i>
<input type="checkbox"/> Materials Planner completed <input type="checkbox"/> Block time to complete tasks associated with materials <input type="checkbox"/> “Boomer’s Guide” ordered (Order at least 4 weeks ahead) <input type="checkbox"/> Other: <input type="checkbox"/> Items for a drawing identified (describe): <input type="checkbox"/> Items for a drawing ready 	
	Begin preparing post-seminar materials (Enter start date for tasks)
<input type="checkbox"/> Block time for these tasks <input type="checkbox"/> Get thank you notecards & prepare them <input type="checkbox"/> Personalize article reprints <input type="checkbox"/> If ordering prints: Order placed <input type="checkbox"/> Prepare post-seminar emails for drip campaign <input type="checkbox"/> Organize articles in order of emailing Prepare: <input type="checkbox"/> Client-meeting confirmation email/letter <input type="checkbox"/> Document checklist (client-use) <input type="checkbox"/> Questionnaire <input type="checkbox"/> Meeting checklist (advisor-use) <input type="checkbox"/> Other: 	

Add the initials of person assigned to each task or set of tasks

Lead-up to Seminar: Schedule & Checklist

Confirm attendance & fill seats: 2 or 1.5 weeks before seminar (Reservation 'deadline' from Key Tasks)

Acknowledge and confirm attendance from this point on

Tasks are shown for planning purposes and reminders – note initials of person assigned to each

- | | |
|---|---|
| <input checked="" type="checkbox"/> Call to confirmation, email if needed | <input checked="" type="checkbox"/> Track number who plan to attend |
| <input checked="" type="checkbox"/> Include directions with emails | <input checked="" type="checkbox"/> Call to fill seats |

Food, materials, etc. : 2 or 1.5 weeks before

- | | |
|--|--|
| <input type="checkbox"/> Arrange food & beverages | <input type="checkbox"/> Pick up needed supplies and/or decorations |
| <input type="checkbox"/> Confirm meeting room | <input type="checkbox"/> Collate handout materials, eval forms, etc. |
| <input type="checkbox"/> Confirm equipment rental service(s) | <input type="checkbox"/> Other: |

Prep for seminar delivery, and practice: 2 or 1.5 weeks before

- | | |
|---|--|
| <input type="checkbox"/> Add time to calendar for practice, if needed | <input type="checkbox"/> Check website for Soc Sec info updates |
| <input type="checkbox"/> Practice entire seminar | <input type="checkbox"/> Practice answering questions, including any associated with updates or issues in news |
| <input type="checkbox"/> Practice with slides (and remote if needed) | |

Start reminders, practice: 5 days before

- | | |
|---|--|
| <input type="checkbox"/> Email 1 st reminder with directions | <input type="checkbox"/> Practice seminar |
| <input type="checkbox"/> Ready thank you's, etc. for after the seminar | <input type="checkbox"/> Create seed questions |

Reminders, confirm food & beverage, practice: 3 days before

- | | | |
|--|---|---|
| <input type="checkbox"/> Email 2 nd reminder/directions | <input type="checkbox"/> Call to fill seats as needed, including guests from location | <input type="checkbox"/> Practice seminar |
| <input type="checkbox"/> Confirm food, beverage | <input type="checkbox"/> Check in with room location | <input type="checkbox"/> Practice answering questions |
| <input type="checkbox"/> Confirm equip & other rentals | <input type="checkbox"/> Other: | |

Final reminders & prep: Day before

- | | |
|--|--|
| <input type="checkbox"/> Email final reminders, calling if necessary | <input type="checkbox"/> Create list of contact information for room location, caterer, rental service, etc. |
| <input type="checkbox"/> Finish collating handouts | <input type="checkbox"/> Create clean set of slides for use if needed |
| <input type="checkbox"/> Sign-in sheet, eval/request forms ready | <input type="checkbox"/> Finalize seed questions (optional: write on cards) |
| <input type="checkbox"/> Pads of paper and pens, nametags, decorations, cards for anonymous questions, business cards, brochures, etc. ready | <input type="checkbox"/> Test all equipment |
| <input type="checkbox"/> Drawing materials & items ready | <input type="checkbox"/> Practice |
| | <input type="checkbox"/> Tips for helpers at seminar ready |

Use this Planner to manage number of items needed

Seminar date: _____

Tip: Change projected number as responses come in.

Projected attendees: _____

Materials Planner

Plan

Complete/Collate, etc.

Item (Check items to prepare & estimate number)	Est Nmbr	Final Nmbr	Ready
<input type="checkbox"/> Sign-in sheet (Has 25 lines)	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Evaluation/Request for info forms	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Cards for anonymous questions	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Advisor's business cards	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Firm brochure or other	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Sponsor/partner info	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Other: _____	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Other: _____	_____	_____	<input type="checkbox"/>
Handouts:			
<input type="checkbox"/> Folder to hold handouts, etc.	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> "Boomer's Guide"	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Agenda	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Glossary (Found in advisor's Guide)	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Info about upcoming seminars	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Other: _____	_____	_____	<input type="checkbox"/>
<input type="checkbox"/> Other: _____	_____	_____	<input type="checkbox"/>
List article reprints & number below if using prints or copies during or after seminar:			
• _____	_____	_____	<input type="checkbox"/>
• _____	_____	_____	<input type="checkbox"/>
• _____	_____	_____	<input type="checkbox"/>
• _____	_____	_____	<input type="checkbox"/>
• _____	_____	_____	<input type="checkbox"/>
• _____	_____	_____	<input type="checkbox"/>

Add the initials of person assigned to each task or set of tasks. Check tasks off as completed.

Day of Seminar: Schedule & Checklist	
	Event set-up (Show arrival time)
<input type="checkbox"/> Bring all materials and any signage <input type="checkbox"/> Bring any AV equipment <input type="checkbox"/> Bring any supplies, name tags, decorations <input type="checkbox"/> Bring any drawing materials and items <input type="checkbox"/> Check in with location contact(s) <input type="checkbox"/> Check signage, add yours <input type="checkbox"/> Find restrooms <input type="checkbox"/> Check cell reception <input type="checkbox"/> Set up sign-in table or area	<input type="checkbox"/> Set up guest tables: Tip for round tables: Seat 6 people at table for 8, moving chairs so no one has back to speaker <input type="checkbox"/> Set up food & beverage <input type="checkbox"/> Guest materials at seats or at sign-in <input type="checkbox"/> Any questions-cards on tables <input type="checkbox"/> Eval / Request for info forms ready <input type="checkbox"/> Drawing or other "close" activity ready
	Presentation ready (Show time when tasks should be complete)
<input type="checkbox"/> Set up speaker's table: Water, speaking notes, seed questions, set of handouts <input type="checkbox"/> Test AV, including slides <input type="checkbox"/> Mic ready & tested	<input type="checkbox"/> Welcome slide up, or Intro slide ready <input type="checkbox"/> Notes-taker ready with notepad & pen <input type="checkbox"/> Other:
	Present seminar (Show target start time)
<input type="checkbox"/> Person ready to signal time to wrap <input type="checkbox"/> Advisors' and assistants' cell phones off	<input type="checkbox"/> Other:
	Wrap seminar (Show end time on top line – Do not go over)
	(Show time you must be clear of room on bottom line)
<input type="checkbox"/> Gather all eval / req for info forms <input type="checkbox"/> Gather any materials people have left behind <input type="checkbox"/> Take down any AV equipment, decorations, signage, etc. (as required by location)	<input type="checkbox"/> Tip any helpers, as appropriate <input type="checkbox"/> Thank location hosts <input type="checkbox"/> Other:
	Optional: Discuss/debrief seminar (Show time or date for this to left)
<input type="checkbox"/> Evaluate seminar while it's fresh. What went well? What might you want to do differently next time? Use the General Notes Worksheet as desired.	

Plan ahead! Block time to complete these tasks Add initials of each person assigned to task or set of tasks

Post-Seminar: Schedule & Checklist

	1 day after seminar Check tasks off as completed
<input type="checkbox"/> Send handwritten thank you note to attendees <input type="checkbox"/> Organize requests for timely fulfillment <input type="checkbox"/> Contact anyone who confirmed but did not attend	<input type="checkbox"/> Begin calls to set appointments, starting with direct requests <input type="checkbox"/> Other:

Show dates for completing a task or working on a task as applicable

	Week after seminar Enter date to left of each task Check tasks off as completed
	<input type="checkbox"/> Update mailing lists
	<input type="checkbox"/> Send 1 st article Show title here:
	<input type="checkbox"/> Update CRM re attendance, guests they brought, questions or comments made
	<input type="checkbox"/> Update website, social media, other:
	<input type="checkbox"/> Continue to call to set appointments
	<input type="checkbox"/> Continue to fulfill requests for information as needed
	<input type="checkbox"/> Review evaluation comments & collate with other seminar evaluations
	<input type="checkbox"/> Other:
	2 Weeks after seminar Enter dates to left of each task Check tasks off as completed
	<input type="checkbox"/> Send 2nd article Show title here:
	<input type="checkbox"/> Continue to call to set appointments
	<input type="checkbox"/> Complete CRM update, fulfill requests for info (if not already completed)
	<input type="checkbox"/> Other:
	3 Weeks after seminar Enter dates to left of each task Check tasks off as completed
	<input type="checkbox"/> Send 3rd article Show title here:
	<input type="checkbox"/> Continue to set appointments
	<input type="checkbox"/> Other:
	4 + Weeks after seminar Enter dates to left of each task Check tasks off as completed
	<input type="checkbox"/> Send 4th article Show title here:
	<input type="checkbox"/> Other: (e.g., additional articles)

As you deliver seminars you will discover your own best practices

General Notes Worksheet

Use this to capture notes, especially changes to the plan schedules, e.g., plan for more practice time.

Remember to adjust timing on the Key Task Schedule Worksheet and schedule/checklists as applicable.

Seminar title & date:

What went well:

Changes/next time:

Seminar title & date:

What went well:

Changes/next time:

Seminar title & date:

What went well:

Changes/next time:

Marketing & Other Resources

In this section

Pre-Seminar Marketing Resources:

- Poster/Flyer (sample)
- Postcard (sample)
- Press Release
- Video for website
- Email invitations to clients, prospects, COIs
- Phone invitations to clients, prospects, COIs. Call to attendees about bringing a guest
- Emails to acknowledge response, confirm attendance, and remind attendees of event

PowerPoint Deck and Script:

PowerPoint file title: “Savvy Social Security Planning: What Baby Boomers Need to Know to Maximize Retirement Income.” This program is suitable for a seminar, workshop, lunch-and-learn. To retrieve:

- Go to www.savvysocialsecurity.net and log in
- Download PowerPoint Slides and save-as with new name
- Download Script (Word file) and save-as with new name

Post-Seminar Marketing Resources:

- Thank you note
- Emails and tips for a “drip” email campaign with article reprints
- Post-seminar calls

Resources Provided in another section:

Materials that can be printed or copied from this Toolkit (they don’t show headers or footers) are provided in the last section.

Seminar materials:

- Sign-in sheet
- Agenda
- Evaluation/Request for information form

Client meeting materials:

- Email to confirm meeting
- Document checklist for prospect/client use
- Questionnaire for prospect/client use (Version for individuals, version for couples)
- Meeting checklist for advisor’s use

Video (sample)

Pre-Seminar Marketing

Item and review letter may be downloaded from savvysocialsecurity.net. Video may be embedded on your website. Use HTML to customize the time, date, location and RSVP material.

Savvy Social Security Planning: What Baby Boomers Need to Know to Maximize Retirement Income

These questions will be asked by thousands of baby boomers every day for years to come...

- When should I apply for Social Security?
- What if I divorce or marry?
- How much more will I collect if I wait?

Join us for an informative workshop where you'll learn not only the rules of Social Security but how to use them to maximize your benefits.



Date and Time: December 10, 2013, 4 PM

Location: The Marriot Hilton
12345678 Green Parkway Boulevard
Far Rockaway, NY 10032

RSVP: Please call 1-888-346-8760
or email: John@HMadvisors.com

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Poster (sample)

Pre-Seminar Marketing

Item and FINRA review letter may be downloaded from savvysocialsecurity.net. Poster/flyer may be personalized.

The poster features a yellow header bar at the top with the text "EDUCATIONAL WORKSHOP" in white. Below this, the main title "Savvy Social Security Planning: What Baby Boomers Need to Know to Maximize Retirement Income" is displayed in large, bold, red and black fonts. A descriptive paragraph follows, stating: "A new generation is getting ready to collect Social Security. Find out what you need to know to make the most of your retirement benefits". At the bottom, there are three fields labeled "Date", "Time", and "Place" for personalization, each with a light blue background.

EDUCATIONAL WORKSHOP

Savvy Social Security Planning: What Baby Boomers Need to Know to Maximize Retirement Income

A new generation is getting ready to collect
Social Security. Find out what you need to know
to make the most of your retirement benefits

Date
Time
Place

Postcard (sample)

Pre-Seminar Marketing

Item and FINRA review letter may be downloaded from savvysocialsecurity.net. Postcard may be personalized.

Side One

What Baby Boomers Need To Know to Maximize Retirement Income



Savvy Social Security Planning:
What Baby Boomers Need to Know to Maximize Retirement Income

Baby Boomers are asking...

- Will Social Security be there for me?
- How much can I expect to receive?
- When should I apply for Social Security?
- How can I maximize my benefits?

At this informative seminar you will learn important rules and strategies for collecting your retirement benefits.

Learn the rules for...

- How your benefit will be affected by the age at which you apply
- How cost-of-living-adjustments, or COLAs, affect benefits
- How spousal benefits work
- How survivor benefits work
- How divorced-spouse benefits work
- How working affects benefits
- How benefits affect taxes
- What to do if you have other income from pensions or IRAs

At this workshop you will learn

- 5 factors to consider when deciding to apply for benefits
- When it makes sense to delay benefits—and when it does not
- Why you should always check your earnings record for accuracy
- How to estimate your benefits
- Two innovative strategies for coordinating benefits with your spouse
- How to minimize taxes on Social Security benefits
- How to coordinate Social Security with your other forms of retirement income

The decisions you make today can have a tremendous bearing on the total amount of benefits you stand to receive over your lifetime.

Don't miss this valuable workshop designed especially for baby boomers.

Seating is limited.
Call today to reserve a spot for you and your friends.

To RSVP, call
1-888-336-6884 ext 1

Presented by HM Advisors.
See over for dates and times.


Side Two

Savvy Social Security Planning:

What Baby Boomers Need to Know to Maximize Retirement Income

Seating is limited. Please call or email us today to reserve your space.

Presented by...



Sean M. Bailey
HM Advisors
21 W. 38th St.
14th Floor
New York, NY 10006
sean@horsesmouth.com
www.horsesmouth.com
212-217-1130

Get a thorough rundown on the ins-and-outs of Social Security and what you can do to maximize your benefit, coordinate your Social Security claim with other forms of retirement income, and plan a comfortable retirement savings plan that works for your situation.

Hosted by: HM Advisors

Date and Time: February 14, 2013, 4 PM

Location: The Marriot Hilton
12345678 Green Parkway Boulevard
Far Rockaway, NY 10032

RSVP: Please call 1-888-346-8760
or email: John@HMAdvisors.com

Press Release

Pre-Seminar Marketing

FINRA review letter may be downloaded from savvysocialsecurity.net

[Company logo]

FOR IMMEDIATE RELEASE

Contact:

[Name]

[Phone number]

[email]

WORKSHOP TO EDUCATE BABY BOOMERS ON SOCIAL SECURITY A New Generation of Retirees Prepares to Collect Benefits

An educational workshop titled "Savvy Social Security Planning: What Baby Boomers Need to Know to Maximize Retirement Income" has been scheduled for [time], on [date] at [location].

Social Security is far more complicated than most people realize. The decisions baby boomers make now can have a tremendous impact on the total amount of benefits they stand to receive over their lifetime.

Questions boomers are asking include:

- Will Social Security be there for me?
- How much can I expect to receive?
- When should I apply for Social Security?
- How can I maximize my benefits?
- Will Social Security be enough to live on in retirement?

To help baby boomers better understand the Social Security system, this workshop will cover:

- 5 factors to consider when deciding when to apply for benefits
- When it makes sense to delay benefits -- and when it does not
- Why you should always check your earnings record for accuracy
- How to estimate your benefits
- How to coordinate benefits with your spouse
- How to minimize taxes on Social Security benefits
- How to coordinate Social Security with your other sources of retirement income

Seating is limited and reservations are recommended.

Individuals may reserve space by calling [name] at [phone number].

Email Invitation (content can also be used in letters)

Pre-Seminar Marketing

FINRA review letter may be downloaded from savvysocialsecurity.net

Subject: Social Security and Retirement Income Planning: A how-to seminar
(Or) Subject: Seminar on Social Security Planning

Dear **[Client/Prospect name]**:

You are cordially invited to attend a very special seminar: "Social Security Planning: What Baby Boomers Need to Know to Maximize Retirement Income." At this one-hour seminar you will learn:

- Why you should check your earnings record for accuracy
- How to estimate your benefits
- Five factors to consider when deciding when to apply for benefits
- When it makes sense to delay benefits -- and when it does not
- How to coordinate benefits with your spouse
- How to minimize taxes on Social Security benefits
- How to coordinate Social Security with your other sources of retirement income

You will also receive a copy of The Baby Boomer's Guide to Social Security -- a comprehensive reference addressing common questions and issues, including proposals for reform.

Social Security is far more complicated than most people realize. The decisions you make now can have a tremendous impact on your retirement income. This informative seminar covers what you need to know about Social Security and reveals strategies for maximizing your benefits. Join us on:

[Date]

[Time]

[Location]

Contact us today to reserve seats for yourself and any guests you may like to bring. Feel free to reply to this email or call **[phone]**.

We hope to see you there,

[advisor Name]

[advisor Contact Information]

[Disclosures]

Phone Invitation: Client or Prospect

Pre-Seminar Marketing

This is [your name]. I'd like to invite you to a workshop I'm holding. Can I tell you about it?

[If yes] The topic is Social Security benefit planning. I'll cover things such as:

Why it's important to check your earnings record for accuracy.
How to time your claim so you can maximize benefits.
And strategies for spousal claims.

These are just some of the topics that will be covered. You'll also get a copy of The Baby Boomer's Guide to Social Security. It's a terrific reference.

The workshop is on [date and time] at [location]. It's not a big workshop. I like to keep these things small so we can really talk about the issues. Would you like to come?

[If yes] Terrific. I'll send you an email with the date, time, and location for your calendar.

Will you be bringing (spouse or partner)?

I have room for a guest or two if you'd like to invite someone who is nearing retirement. Would you?

Great. May I have their names?

See you on the (date). I'm so glad you can come! And if something comes up and you won't be able to attend, just let me know. Space is limited and I sometimes have a waiting list.

[If no] I'm sorry to hear that you won't be able to attend. However, this is a workshop I will be holding several times over the next few months. What would be a better date for you? Perhaps I can arrange that.

[If maybe] May I check back with you?

Courtesy of Shawn Greene (The Art of Consultative Cold Calling)

Phone Invitation: COI

Pre-Seminar Marketing

Hello [Name],

This is [your name]. I'd like to invite you to a seminar I'm holding. Can I tell you about it?

I'm hosting a seminar on lesser known aspects of claiming Social Security benefits. We will be discussing things like:

How to time a claim to maximize benefits
Why it's important to check earnings record for accuracy
And strategies for spousal claims

We will be covering a number of retirement issues that are particularly relevant to pre-retirees. Many of my clients will attend.

The workshop is on [date and time] at [location]. Can I reserve a seat for you? Would you like to bring a guest?

[If yes] Terrific, I'll send you an email with the date, time, and location for your calendar.

[If no] I'm sorry to hear you won't be able to attend. I was hoping to introduce my expertise and learn more about yours for potential referral purposes. Shall we get together to talk about that?

Courtesy of Shawn Greene (The Art of Consultative Cold Calling)

Phone Invitation: Encourage Attendees to Bring Guests

Pre-Seminar Marketing

The script below can be used to fill some spots. It's tailored for calls to clients but can be used for anyone with just some slight changes to wording.

Hello [Name],

This is [your name].

I'm so glad you can make it next (day of workshop).

As you know this workshop has a limited number of seats, but I have had a last minute cancellation. I have one extra spot and was wondering whether one of your friends or business colleagues might be interested in coming along with you?

(Courtesy of Dan Richards, Strategic Imperatives)

Best Practice: Acknowledge, Confirm, Remind

Once people say they want to attend, use the schedule shown below:

Immediately:	Acknowledge attendance via email
2 or 1.5 weeks before:	Confirm or re-confirm attendance via phone (use email if you don't reach them)
5 days before:	Begin sending reminders with directions
3 or 2 days before:	Send another reminder with directions
Day before:	Send final reminder, calling as you see fit

Note: Since inviting people often continues right up to the seminar date, you won't necessarily use all of the above for each attendee.

Acknowledge Reservation via email

Pre-Seminar Marketing

Always send an acknowledgment as soon as someone says they will attend. (This is separate from *confirming* attendance.) Suggested content shown below.

- Remember to change wording if there's more than one attendee.
- Change "seminar" to "workshop" or other as needed.
- When sending this within one week before the seminar: Include a link to map or attach directions, and add wording to draw attention to that.

Subject: Confirmed Reservation for Social Security Planning seminar

Dear [Name],

I'm delighted you can join us for the "Savvy Social Security Planning" seminar. For your calendar:

This one-hour seminar will take place on [Date and Time] at [Location].

We have reserved a seat for you. There is room at this time for you to bring guests. However, space is filling up so please call us right away if you'd like to reserve additional seats.

My assistant, [name], or I will be in touch to remind you of the seminar and provide directions. If you have any questions in the meantime please give us a call.

I look forward to talking with you.

[advisor Name]

[advisor Contact Information]

[Disclosures]

Confirm or Re-confirm Attendance

Pre-Seminar Marketing

Be sure to confirm or re-confirm attendance 1 ½ to 2 weeks before the seminar. This is a courtesy to those who said they'd attend, and gives you a chance to fill seats as needed.

- It's best to call to confirm attendance. If you don't reach them, leave a voicemail and send the email below.
- Change "seminar" to "workshop" or other as needed.
- Change wording if there's more than one attendee.
- Change the wording about directions if you're linking to a map.
- Make sure the P.S. shows above any disclosure information so it does not get lost.

Subject: Social Security Planning Seminar Confirmation

Dear [Name]:

Sorry I missed you on the phone. The Savvy Social Security Planning seminar is scheduled for [Date and Time] at [Location]. We have reserved a place for you and look forward to providing you with vital information about maximizing your Social Security.

Directions are attached for your convenience.

Regards,

[advisor Name]

[advisor Contact Information]

P. S. We understand schedules may change. Please let us know if you will not be able to attend, after all. Otherwise, we will see you there!

[Disclosures]

Email Reminders with Directions

Pre-Seminar Marketing

It's important to email reminders – including the day before the seminar.

- The first email shown can be used a couple of times; however, you may want to change some of the wording the second time. Also note the invitation to submit questions in advance.
- The second email shown goes out the day before the seminar – this last-minute reminder is important.
- Change “seminar” to “workshop” or other as needed.
- Change the wording about directions if you're linking to a map.
- We have not shown advisor name, contact, etc. Remember to add these.

Event reminder – may be used more than once:

Subject: Reminder: Savvy Social Security Planning seminar

Dear [Name],

This is a reminder our Savvy Social Security Planning seminar is coming up on [Date and Time] at [Location].

Directions are attached for your convenience.

I will of course answer questions at the seminar. Please feel free to tell me in advance if there is something in particular you'd like me to cover. Just drop me a line or give me a call. (Questions will be handled anonymously if preferred.)

We look forward to seeing you there!

Event reminder – Use the day before the seminar:

Subject: Reminder: Tomorrow is our “Savvy Social Security” seminar

Dear [Name],

Savvy Social Security Planning is scheduled for:

[Date and Time]

[Location]

Directions are attached. Give us a call if you have any questions. I look forward to seeing you there!

Thank You Note

Post-Seminar Marketing

- Thank you notes should be handwritten. (Tip for those with poor penmanship: have someone write them for you.)
- Many advisors prepare these, or have an assistant prepare them, in advance. However, ideally, each note mentions something applicable to the person addressed – the good questions they raised, guests they brought, the interesting conversation you had, and so on. When possible, add that in place of, “It was a pleasure to talk with you.” An example is shown below the template.

Dear [attendee name],

Thank you for participating in our “Savvy Social Security Planning” seminar. It was a pleasure to talk with you.

I’ll be sending some articles you may also find helpful. Thank you again for attending the seminar. If I can be of service, please don’t hesitate to give me a call.

[advisor’s signature]

Dear Tom,

Thank you for coming to the “Savvy Social Security Planning” seminar. The questions you asked added a lot to the conversation. I also enjoyed talking golf – we’ll have to make time to play soon.

I’ll be sending some articles you may also find helpful. Thank you again for attending the seminar. If I can be of service, please don’t hesitate to give me a call.

~ Richard Jones

Emails with Article Reprints

Post-Seminar Marketing – Drip Campaign

- To leverage the seminar, stay in touch using a “drip” email campaign and article reprints. Send at least three post-seminar emails with articles. Many advisors send more than three.
- Remember you can use traditional mail instead. Order printed articles well in advance so they are ready.
- There are at least six FINRA-reviewed articles you can use—more if you are also an Advisor/Client member.

The emails provided here are examples of two approaches to using article reprints:

- A. The first set of examples simply mentions a series of articles and lets each article title speak for itself.
- B. The second set of examples highlights each article’s content. Suggestions for what to highlight for each article are also provided.

The third email example is intended as a ‘last’ email in a drip campaign. It can be used with either approach as long as you have other article reprints to send on request.

Tips and Process for Preparing a Drip Campaign:

- Review each article and select which you’ll use, in what order.
- Personalize the articles with your photo, logo, contact info, etc.
- Prepare the emails. Be sure to change the wording a little bit on each, including the call to action. Remember to add your name, contact information and disclosure statement. (Apply your compliance process, as well, of course.)
- Collate each article with each email in advance of the seminar so they’re ready to go post-seminar.
- Include the above tasks and campaign specifics in your schedules and checklists.

Article Reprints:

Download with FINRA review letter from savvysocialsecurity.net

- When to Apply for Social Security Benefits
- Creative Social Security Claiming Strategies: Understanding The Nuances
- Social Security as Longevity Insurance
- Life Expectancy and Social Security
- Will Working Longer Help or Hinder Your Social Security Benefit?
- How Cost of Living Adjustments Affect Social Security Benefits

Drip Campaign Email: Article Title Speaks for itself

First email sets up the series. Use the second example for subsequent emails.

Tip: If sending printed articles through traditional mail, use these short notes on a handwritten notecard. (Do not use a Post-it for your message—that's become trite.)

#1

Subject: More on retirement income planning

Dear [name]:

It was a pleasure to meet you at our [seminar name] on [seminar date]. I'll be sending you a series of articles you may also find helpful. The first is attached:

[article title]

Planning to make the most of your Social Security is just one piece of a complex puzzle. We can help you put all of the pieces together. Contact me today to arrange a complimentary retirement income review.

#2, 3, 4, etc.

Subject: [article title]

Dear [name]:

I hope you are doing well. The next in our series of articles on making the most of Social Security is attached:

[article title]

Should you have questions about something in this article, don't hesitate to call. I'd also be happy to review your current retirement income planning and offer feedback. Call my office today to arrange an appointment.

Summary of Key Points to Highlight About Articles

- It's important to read each article yourself so you can word the email/letter content appropriately.
- Use bullet-points or fuller descriptions in each email as you prefer.

When to Apply:

- Social Security is a significant asset.
- Can enhance asset's value by building stronger earnings and by applying at the optimal time.

Social Security as Longevity Insurance:

- Applies to people with spouses.
- How the start of benefits can affect the surviving spouse's benefit.

Will working longer help or hinder:

- Can your benefit increase if you work longer?
- What happens to your benefit if you work at jobs for which you earn less than you have in the past?

Creative Claiming Strategies:

- File-and-suspend, basing claims on the lower-earning spouse – two possibilities with lots of opportunity for costly errors.
- Covers the nuances to help avoid such errors.

Life expectancy and Social Security:

- Most people underestimate life expectancy.
- How thinking you might live to a very old age can lead to maximizing lifetime benefits.

How COLAs affect benefits:

- Cost-of-living adjustments affect you even before you claim benefits.
- A walk-through of how COLAs work.

Examples of highlighting key points:

...Here is the next article in our series on Social Security and retirement income planning.

Do you wonder if working longer may increase your Social Security benefit? Are you worried because you got a late start on your career, took time out for family or education, or had a period of unemployment or under-employment? This article can help answer those and other questions.

...Here is the next article in our series on Social Security and retirement income planning. The article covers:

- Will your benefit increase if you simply work longer?
- If you have gaps in employment or worked at lower-paying jobs, will working longer help you 'catch up' and have a higher benefit?

Phone: Call Attendees After the Event

Post-seminar Marketing

This is the perfect time to reach out! Use the scripts below as guides for calls after the seminar.

Calls to clients, their guests, and prospects:

Hello [Name],

This is [your name]. I enjoyed seeing you at the workshop the other day. What did you think?

Of all the different issues discussed, what would you say is the more critical one for you? [Listen to their comments. An example reply is below.]

That's an excellent observation. You know there are some options we could explore that could help you with that. Why don't we get together in my office and talk about what's available to you? When would be a good time to meet?

Calls to COIs:

Hello [Name],

This is [your name]. I enjoyed seeing you at the workshop the other day. What did you think?

Of all the different issues discussed, what would you say is the more critical one for you and your clients? [Listen to their comments. An example reply is below.]

That's an excellent observation. You know I have some material on that particular issue that I would be happy to send to you. Or even better, would you like to get together for lunch and discuss some of the finer points of (that particular issue)? There are some nuances involved that we couldn't get to in the workshop.

In this section you will find materials suitable for printing from this Toolkit

Headers and footers are blank

Seminar Materials for Attendees

If you copy & paste content: Top & bottom margins are 0.5, side margins are 0.8. Set the same margins in your document or lay-out can be affected.

Sign-in sheet with 25 lines:

Make _____ copies

Agenda:

Make _____ copies

Evaluation/Request Information form:

Make _____ copies

- Add the seminar date for easier tracking.
- Change program title and use of “seminar” as needed.
- Change the “more information” items as desired.

Reminder: “Boomer’s Guide” handout available separately. See website for a copy and to order.

Client Meeting Confirmation & Materials

Some of these items can be included in seminar attendee handouts but are usually used after seminars.

If you copy & paste content: Top & bottom margins are 0.5, side margins are 0.8. Set the same margins in your document or lay-out can be affected.

1 page Confirm meeting with client:

Get ready for email/mail

Make _____ copies

2 page SS Questionnaire:

Get ready for email/mail

Make _____ copies

Savvy Social Security Planning

Agenda

- Five things boomers need to know when applying for Social Security
- Long term projections for Social Security
- How Social Security is calculated
- How to estimate your benefits
- Spousal benefits
- Rules for survivor benefits
- Factors to consider when deciding when to apply
- Strategies for benefits
- Minimizing taxes on Social Security benefits
- What Social Security personnel can and can't do
- Open discussion/Q&A

"Savvy Social Security Planning: What Baby Boomers Need to Know to Maximize Retirement Income"

(date of seminar)

Evaluation & Request for Information

Contact Information

Name: _____

Address: _____

Phone(s): Work: _____ Home: _____

Email: _____

I plan/hope to retire in: _____ I retired in: _____

Evaluation

Please rate the value of this seminar:

1 = Low to no value for you / 5 = Very high value for you 1 2 3 4 5

Please provide comments on why you gave that rating:

Next Steps

I would like to schedule an appointment to discuss retirement income planning:

- Within the next 6 months More than 12 months from now
 6 to 12 months from now Other: _____

I would like more information on:

- Social Security IRA rollovers Roth conversion
 Budgeting Old 401Ks
 Portfolio management Account withdrawal plans
 Life planning Assistance with required minimum distributions

Other - I have a question about: _____

(Advisor name, contact information)

Confirm Meeting with Client: Email or Letter Content

Copy and paste for email or letter-use.

Adjust wording for meeting with couples.

Subject (for emails only): Savvy Social Security Planning Meeting

Dear [name],

This confirms your appointment on: [show day of the week, date, and time]

I'm looking forward to talking with you. To help us make the most of this time please complete some preparation:

1. Begin considering four key questions:

- Where will you live?
- What will you do in retirement?
- How long do you think you will live?
- What surprises may life hold?

2. Gather documents. See the Document Checklist and bring as many as possible to our meeting.

3. Please complete the Questionnaire and bring to our meeting.

4. Please bring a list of questions and concerns you would like addressed.

Directions and parking information:

[fill in]

Contact me or my assistant with any questions.

Regards,

[Name, contact information, disclosures]

Social Security Planning Questionnaire Page 1

Leave a blank for anything you're not sure of – we will complete those together
Use the second page to add information as needed

<u>Overview Information</u>	Spouse/Partner	Spouse/Partner								
Name:										
Date of birth & current age:										
Are you working full or part-time?										
When do you plan/hope to retire?										
Intend to work once retired?										
To what age do you expect to live?										
<u>Income</u>										
Any Social Security benefit:	\$	\$								
Any disability income:	\$	\$								
Any investment income:	\$	\$								
Income from work:	\$	\$								
Other income (explain):	\$	\$								
Total current annual income:	\$	\$								
Desired annual retirement income:	\$	\$								
<u>Marriage</u>										
Date of current marriage:										
Former marriage(s):										
1. Date married/ended/total years	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>					<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>				
Reason ended: Death or divorce										
2. Date married/ended/total years	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>					<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>				
Reason ended: Death or divorce										
<u>Social Security & Other</u>										
Social Security benefit estimate:	\$	\$								
Any non-Soc. Sec. pension? If yes:										
Employer name(s)										
Number of years worked										
When entitled to draw pension(s)										
Amount(s) of pension benefit	\$	\$								

Continued on next page

Social Security Planning Questionnaire Page 2

Leave a blank for anything you're not sure of – we will complete those together

	Spouse/Partner	Spouse/Partner
Continued information for:		
<u>Separate assets</u>		
Retirement accounts	\$	\$
Checking accounts	\$	\$
Savings accounts	\$	\$
Investment accounts	\$	\$
Real estate not including home	\$	\$
Home, if not owned jointly	\$	\$
Other (explain)	\$	\$
Total separate assets	\$	\$
<u>Joint assets</u>		
Checking accounts	\$	
Savings accounts	\$	
Investment accounts	\$	
Real estate not including home	\$	
Real estate – home	\$	
Other (explain)	\$	
Total joint assets	\$	
Are assets in a Trust?	If there is a Trust but some of the above assets are <i>not</i> included please mark them.	
Are there minor children living at home with you? If yes, please list their names and ages:		

Add information here if needed:
