

Landing Page Copy

How will the new tax bill impact your investments?

These days, it's almost impossible to find non-partisan information on tax reform.

It's frustrating, because politics have a way of seeping into every conversation, even finances.

People are either hopping mad or over confident. When you talk to Democrats, they'll tell you how the economy is going to hell in a handbasket with these new laws, and ready to pull out of the market. Meanwhile, Trump supporters will be thrilled with the reforms, and eager to jump in.

Then both sides start to argue and it just kicks up all kinds of NOISE.

Meanwhile, you want information that you can use so you can make decisions about your future.

Join us on February 20th for a 100% non-partisan analysis of how the laws will affect your financial life.

No matter how you feel about the people in office, this tax bill is now the law of the land and it will affect your financial decisions.

If you don't understand how things have changed, you're at risk of making a lot of expensive mistakes.

In this free webinar, we will walk you through the new laws and show you point by point what you need to know and what changes you'll need to make.

We won't waste any time talking or debating politics. We'll just deliver the information that you can need to hear.

How will this affect my...

- Capital Gains?
- IRAs?
- Estate Taxes?
- Medicare?
- Social Security Benefits?
- Mortgages?
- Investments?
- Charitable deductions?

Most important, how can you make the most of what you have?

This new tax bill will have an impact on your life and your finances. You don't want to miss this webinar. We will help you identify possible changes you may need to make in your own personal, business and financial life.

Interested? [Click here.](#)

Email 1:

Subject: Are you making this financial mistake?

When tax laws change, like they did this year with the Tax Cut and Jobs Act, it's easy to make a costly mistake.

The biggest mistake that we see people make, is to over react.

I totally understand that a lot of people are upset over the new tax laws... and other people are excited and hopeful about the change.

As we speak both groups of people are busy duking it out over Facebook, arguing endlessly over what president should get the credit for the upswings and which president should be blamed for every dip in the market.

No matter how strongly you stand by your political convictions, the biggest mistake that we see people make is to try to predict what is going to happen. People make the worst financial decisions when they think they know what's going to happen.

They panic.

They jump in because they think the markets going to take off in 2018 and put all their money in equities instead of maintaining a balanced portfolio.

Or they sell everything because they think this tax plan is going to be a disaster and everything is going to crumble.

Either decision is dangerous at this point. Because you can't predict what will happen.

Trying to predict what's going to happen now that we have a new tax code won't work. It can lead you to do some foolish things with your money... things that you will regret.

But here is what does work.

Turning off all the political noise and getting the information you need to understand the changes and how they affect your financial life.

And that is exactly what you will get in our webinar, "Understanding how the new tax laws affect your life."

You don't want to miss it, so mark your calendar for February 20th at - ____.

We'll walk you through what has changed and what simple things you can do to protect your portfolio and make the most of your wealth.

Email 2:

Subject: Here's the worst thing part the new tax laws

I'll get the bad news out of the way right away...

... These new tax laws are going to make your life harder, not easier.

The new tax laws are more complicated than they were before.

There are a lot of things you're going to have to start doing differently.

If you don't know what the new rules are, if you don't pay attention, you could easily get yourself into trouble with the IRS or make a mistake that will cost you a great deal of money.

This has been a massive overhaul of the tax system. There are changes in deductions (for example, you can no longer deduct alimony payments), the tax brackets have changed, and the corporate taxes have been lowered and the rules for mortgage deductions have changed.

During the webinar on February 20th, we'll go over the new tax laws so you can understand the impact it will have on your finances. [Click here to add it to your calendar.](#)

We'll give you some strategies for how to avoid strategic and tactical mistakes with your taxes and your investments.

A lot has changed, and there is a lot to take in. Like most of our clients, you're probably wondering what this all means and how it will impact your social security benefits, your pensions, your investment and your mortgages.

You won't want to miss this webinar, because during our time were going to put politics aside (have you noticed how it's nearly impossible to find non-biased information about this stuff?) and zero in on delivering advice that you can use.

See you then,

Lorraine and Kate

P.S. The bad news is that the new tax laws are even more complicated than before. The good news is that our webinar will be full of straightforward advice that you can use to make confident decisions about your money. [Click here to add it to your calendar.](#)

Email 3: Keeping you out of trouble

Some things that you've grown used to deducting, will no longer be deductible with the new tax laws.

Like meals and entertainment for your business.

Or tax preparation fees and investment management fees.

A lot of people ask themselves year after year whether it is better to hire someone to prepare their taxes or save some money and do it themselves. The thing is, you can get into some real trouble with the IRS if you try and claim those deductions in 2018.

We don't want you to get in trouble!

In fact, during our webinar on February 20th, we'll outline simple steps that you can take now to make sure your taxes are done correctly.

But these changes in taxes will impact more than just your tax return. It will influence your entire financial life.

We're going to go over the changes and give you clear and actionable advice that you can use right away to make sure that your portfolio is set up right. Because we don't want you to get into any trouble, financially.

Or make a mistake that causes you to lose money.

See you at the webinar!

Sincerely,

Lorraine and Kate

P.S. We'll be able to answer your questions live. But feel free to send questions ahead of time so that we can be sure to include them. Just email us at [\[insert email\]](#) and we'll answer them on the 20th.

Email 4: The webinar is today

Just a quick reminder, before your day gets started, that the webinar that you signed up for is today at 1:00 p.m. It's all about how the new tax bill will affect your investments.

You don't want to miss this information that we'll be presenting.

Because when it comes to the new tax law, it's almost impossible to get clear, unbiased information that you can use.

But with these changes, you need advice that will help you make level-headed decisions.

Because we can't tell you how many times we've seen people lose money because they've made financial decisions based on emotion.

In situations like this, people can get themselves into trouble because they panic, and make decisions based on fear and dislike and things that don't even really make sense. Or they get overconfident.

We realize that you might be on one side of the spectrum or the other, but today we're going to be the voice of reason. We'll show you how these changes will affect your life.

How will these changes affect your income? Your investments? The bond market?

And what changes should you make in your spending and investing this year to protect your nest egg?

Sure, there are plenty of details in the tax law that seem to be out of your control. Like the cut in corporate taxes. You can't really control that, and have no way of predicting how the market will respond. Will companies start to thrive more than ever, or will it cause inflation?

We don't know.

But we're going to dig in and show a few things that you can do to make your portfolio ready to handle whatever is on the horizon.

You'll walk away with a plan that will help you avoid common mistakes, and we'll help you minimize the amount that you pay in fees and taxes.

See you at 1!

Lorraine and Kate

P.S. The tax code just became more complicated and investing is more complicated than ever. Join us today at 1 to find out what you can do to make the most of your wealth during this time.

P.P.S. If you can't make it to this one, don't worry. We'll send you a recorded playback the next day.

Email 5: The webinar will start in ten minutes

The webinar is about to start.

Click here to log in now.

This webinar will show you exactly how the new tax bill will affect your investments.

Unfortunately, the tax bill was not simplified. The tax bill just made your life more difficult. But we're going to roll up our sleeves and give you a 2018 roadmap that will help you

- avoid common (and costly) mistakes,
- minimize the amount you'll pay in taxes, fees,
- understand ahead of time what you can and cannot claim on your taxes
- control your emotions and better decisions about your money.

These new laws will have a big impact on your investments, your portfolio... and ultimately, your lifestyle.

There are some critical decisions that you have to make right now that will make a huge difference in your wealth.

You'll be deciding how you'll invest, how to diversify, how to allocate your assets and how to reduce turnover turn over so they're not creating capital gains.

We really don't know how this tax bill will turn out in the long run.

The best we can do is learn how to weather the storm and navigate these things. Click here to join the webinar.

Lorraine and Kate