



TUESDAY, JANUARY 26

10:00 am

- **State of the Union: Karlan Tucker Reviews the Past Year and Previews 2021**

10:15 am

- **\$11M in 46 Days?: Karlan Tucker Explains How He Did It and How You Can Use the Same Process**

11:00 am **Q&A**

—Missy Lechuga, Bob Ruhm, Justin Woodbury

- **Is Your Foundation Solid? Seminars, Referrals & Other Legacy marketing**
- **Crawl, Walk, Run...**
- **Don't Forget to Say Thank You: The Client Appreciation Event & latest event ideas**

12:00 pm

- **Break**

12:15 pm

- **Tucker Advisors: What We Can Do for You**

12:45 pm

—Redtail Technology Guest Speaker

- **CRM or Bust?: Why You Need to Have—and Use—a CRM**

1:00 pm **BREAKOUT SESSION**

—Karen Eagle, Terri LeBlanc

- **Do You Need Help?: Office Assistant Q&A, with Training Manual Giveaway**

1:15 pm **Q&A**

- **Advisory Board Q&A: Tucker Advisors Share All**

2:00 pm

—Karlan Tucker

- **Mastering the 15-minute Annuity**

WEDNESDAY, JANUARY 27

10:00 am **MARKETING**

- **Onward Online Posters: Digital Marketing vs. Digital Marketing Strategy**
- **Live Social Media Posting**
- **Don't Get Lost in the Crowd: Driving Relevance to Your Online Presence**
- **From Brand Awareness to Lead Generation: Building a Social Media Platform to Leverage Your Practice**
- **How to Wow Your Clients with Email: Existing Client Emails and Email Drip Strategies**

—Missy Lechuga, Justin Woodbury, Sam Deleo

11:30 am

- **Break**

11:45 am

- **Tucker Advisors: What We Can Do for You**

12:30 pm **MARKETING**

- **Leave Them Wanting More: Sending Prospects Emails with Hooks**
- **Turning Online Leads into Cash: Best Practices for Online Leads**
- **Video Marketing**
- **A New You: New routines to Follow for 2021**
- **Cross Marketing, Not Cross Messaging: How to Get the Most Out of Your Marketing Spend**
- **Marketing Q&A Panel**

—Missy Lechuga, Justin Woodbury, Sam Deleo

1:00 pm

- **What's Hot?: Learn About the Very Latest Products**

—Business Development Team

1:30 pm

- **Karlan Tucker's Discusses the 529 Plan**

2:00 pm

- **Don't Be a Stumped Chump: Answering the Top 10 Objections (with Emphasis on COVID Concerns)**

—Karlan Tucker

THURSDAY, JANUARY 28

10:00 am **TUCKER ASSET MANAGEMENT**

- **Why Tucker Asset Management? Learn About Tucker Asset Management's System and Their Abundant Recent Growth**

—Lloyd Domingos, Chris Wharton

10:30 am

- **Are You Leaving Money on the Table?: Managed Money, Updating Portfolios, and a Market Update & Forecast**
- **TAM Modeling Comparisons with the Market**

—Lloyd Domingos

11:15 am

- **Phil's Thrills: Taiber-Kosmala's Managing Partner Phil Kosmala Offers Surprising Previews of the Year Ahead**

12:15 pm

- **Break**

12:30 pm

- **Tucker Advisors: What We Can Do for You**

1:00 pm

- **Live and Uncut: The All-New Tucker Seminar—12 Slides & 35 Minutes to Book Over 70% of Attendees** —Karlan Tucker

1:40 pm

- **Break**

2:00 pm

- **Cryptocurrency** —Karlan Tucker

*all times listed are mountain standard time