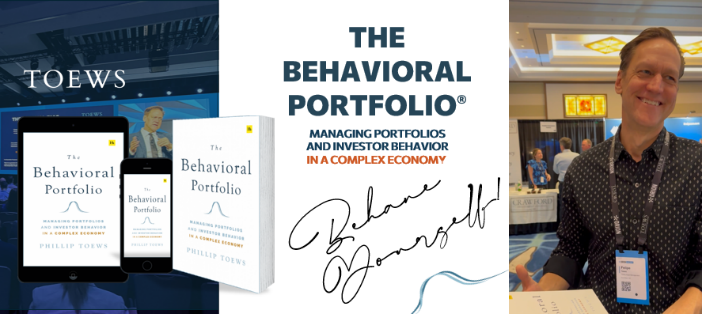
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**Email 1 Follow-up from Behavioral Portfolio Webinar  
  
Subject:** The Behavioral Portfolio Slides & Hedged Equity Rubric   
**Send Date:** Immediately following event  
**List** of everyone who registered and /or attended the webinar   
**Sender:** ales by territory  
**Email preview pane:** Invitation from Phillip Toews, Hedged Equity rubric and cognitive bias infographic.

Hi [Advisor],

Phillip Toews wrote *The Behavioral Portfolio®* around a simple insight: ***Market declines cause emotional pain — and that pain leads to uncertainty and poor decisions.***

We introduced [**The Behavioral Portfolio®: Managing Portfolios and Investor Behavior in a Complex Economy**](https://www.amazon.com/Behavioral-Portfolio-Managing-Portfolios-Investor/dp/0857197444)**®**, [link to behavioralportfolio.com] investing framework to help Financial Advisors prepare for all types of markets and address the pitfalls of a traditional 60/40 allocation. (Equity + Hedged Equity + Adaptive Fixed Income).

**Click here to schedule a chat with Phil (Felipe) Toews** and he’ll send you a signed copy of the book before your call! [link to Phil calendly]  
  
**Download The Behavioral Portfolio® slides** (PDF)  
**View Mandala of Cognitive Bias Infographic** [https://www.visualcapitalist.com/wp-content/uploads/2021/08/all-188-cognitive-biases.html]

To your success,

RVP signature

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***P.S. Watch your inbox for The Behavioral Portfolio® Replay video next week!***