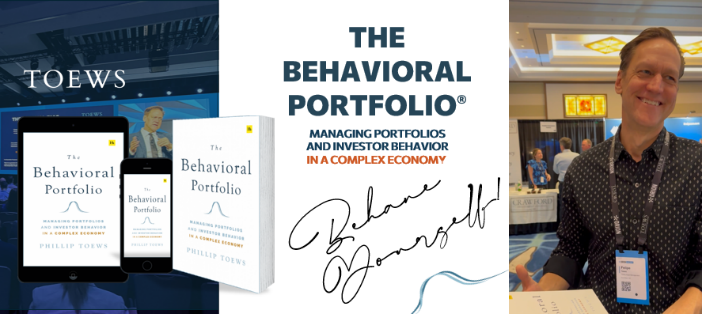
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**Email 2 Video Replay of The Behavioral Portfolio® Webinar  
  
Subject:** Behavioral Portfolio Replay: Prepare for Markets You’ve Never Seen Before

**Send Date:** **Wednesday 6/25  
List** of everyone who registered and attended the webinar   
**Sender:** Sales by territory  
**Email preview pane:** Replay: Help investors sidestep catastrophic loss while participating in market upside.  
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Hi Advisor first name,

The Behavioral Portfolio® challenges the core assumptions of conventional investing. It reframes your role as Chief Risk Officer—and shows how behavioral guidance, intelligent portfolio construction, and client education can support positive outcomes and relationships. The all-weather framework is built around the book’s three core principles:

1. Plan for Extreme Markets: The next downturn may be worse than the last — design for it.

2. Engineer for Investor Psychology: Build portfolios to minimize fear and help clients avoid performance-chasing behavior.

3. Be Proactive, not Reactive: Set expectations, make more informed decisions, and build behavioral coaching into the fabric of your practice.

We’re here to help you grow your practice and be a hero to your clients.

**WATCH THE BEHAVIORAL PORTFOLIO® REPLAY:** [link to replay]   
**Meet with Phillip toews:** [link to Phil calendly] - Get your questions answered and a signed copy of the book!  
  
**The book is available in print, e-book and audio!**: [The Behavioral Portfolio®: Managing Portfolios and Investor Behavior in a Complex Economy](https://www.amazon.com/Behavioral-Portfolio-Managing-Portfolios-Investor/dp/0857197444) [amazon link]

All the best,

Host Signature\_\_\_\_\_\_\_

***P.S. Watch your inbox next for our NEW 35-page Investment Owner’s Manual!***