

2-Part Prospecting Drip Campaign – Medical Professionals & Taxes

Intro Email

Subject line: Can I help?

Hi {{first name}},

I hope this email finds you well. I'm the President of [Company Name], located in [Company Location]. From my four decades of experience working in the financial services industry, I've come to **specialize in helping clients and physicians like you reduce the amount of income tax they pay through advanced tax reduction strategies**. I'm reaching out today because I believe I can provide the same guidance to you.

In a recent report from Medscape, some eye-opening statistics caught my attention. Here are a few highlights:

- The average physician family pays the **second-highest federal marginal tax rate of 35%**, resulting in an average federal tax payment of \$75,000.
- **58% of physicians surveyed paid the Alternative Minimum Tax**, a figure significantly higher than the general population.
- **75% of physicians believe they pay too much in taxes**, contrasting the findings of a Gallup poll where only half of Americans shared this sentiment.

The bottom line is this: Taxes matter, especially for medical professionals like you. Taking a proactive approach to tax planning is crucial as part of your overall wealth-creation plan. By doing so, you gain control of your financial future and pave the way for your retirement dreams to become a reality. As a financial services professional, I'm dedicated to assisting physicians in optimizing their tax planning strategies.

If you're interested, **I'd like to offer you a complimentary, no-hassle Zoom session specifically tailored to your needs**. During this session, we'll explore ways to reduce your tax burden and maximize your wealth creation potential.

If you'd like to learn more, please call our office or reply to this email to schedule a Zoom session. I genuinely believe that together, we can make a significant impact on your tax situation.

I look forward to talking with you,

Follow Up Email

Subject: Following up

Hi {{first name}},

I hope you're well today. I wanted to send a quick follow-up to see if you've had the chance to consider your current tax reduction strategies.

As you think it over, it may be helpful to consider if you're taking full advantage of the tax breaks available to you. Medscape reports that physicians like yourself frequently take advantage of the following tax breaks:

- Contributing pre-tax dollars to a qualified retirement plan (60%)
- Contributing to charity (54%)
- Paying interest on a home mortgage (46%)
- Writing off business expenses (39%)
- Contributing to a 529 college savings plan (25%)

These statistics serve as a reminder that now, more than ever, it's crucial to be proactive in managing your taxes.

That's why I'd like to invite you to participate in a complimentary Zoom training session tailored specifically to help physicians like yourself optimize their tax planning strategies.

If you're interested, simply reply to this email or call the office to schedule a time that works best for you.

Remember, taxes shouldn't be a burden that holds you back from achieving your goals. I'd love to connect and ensure you have the tools necessary to manage your taxes today and into retirement.

I look forward to hearing from you.

Illinois Secure Choice Retirement Savings FYI

Subject: FYI: two quick updates

Hi {{first name}},

We hope this email finds you well. As part of our commitment to keeping you informed of crucial developments that may impact your business, we are reaching out today to share with you some retirement plan requirement changes that have recently come into effect.

Illinois Secure Choice Retirement Savings Program

First, we want to quickly remind you about the [Illinois Secure Choice Retirement Plan](#). This plan was enacted in 2018 and is designed to aid employees in building retirement savings in the absence of an employer-sponsored plan. That being said, for small business owners in Illinois, it has **officially become state-mandated this year**, so it's important you understand its potential impact on your business.

Here are some important changes to note:

- All employers with **five or more employees** must be registered by November 2023 unless the employer has a pre-existing retirement plan available for employees or has been in business for less than 2 years.
- Failure to register may result in fines and penalties such as a mandatory payment of \$250 per employee for the first calendar year and then \$500 per employee every subsequent year your business doesn't comply.
- Employees eligible for this plan include H-2A visa holders, employees who live in other states but have wages allocable to Illinois, seasonal employees, undocumented workers (with verifiable information), family members who work with the business, and business owners/shareholders who are employees.

Secure 2.0 Spending Bill

Secondly, I wanted to remind you about the [SECURE 2.0 spending bill](#) that was enacted last December. This bill has a few points that may potentially impact your business, including:

- **Automatic enrollment in retirement plans.** Starting in 2025, you will be required to automatically enroll employees in 401(k) and 403(b) plans. Exceptions include small businesses with fewer than ten employees, churches, and governmental plans.
- **Employer-based emergency savings account.** Unless an employee opts out, employers have the option to automatically opt workers into a savings account, contributing no more than 3% of the employee's salary, up to \$2,500 per year. Contributions to these accounts will be made with already-taxed money, and withdrawals are tax-free.
- **Roth IRA matching for employer plans.** You now have the ability to offer your employees the choice of receiving vested matching contributions to their Roth accounts. It's important to note that it may take some time for plan providers to make this option available and for payroll systems to update accordingly.
- **Part-time hours.** Part-time workers at your business will now only need to work between 500 and 999 hours for two consecutive years to be eligible for your company's 401(k) plans, rather than the previous requirement of three consecutive years.

It may be worth taking a second to review your company's retirement benefits strategy to see how these legislative changes will impact your business. If you have any questions or would like to talk this through, please contact your payroll provider or call the office. As always, we're here to help in any way we can.

Best,

[Reminder of Services & Ownership Announcement](#)

Subject: Company Name updates

Hi {{first name}},

We hope this email finds you well. Today, we're happy to share some updates with you on behalf of the Company Name team.

Our Comprehensive Services

In recent years, given the addition of Name to our team, our clients have enjoyed expanded access to services, which we thought we would share an overview of below.

Name's clients at Company Name enjoy access to Name's services, which include:

- Mortgage services, including purchase loans, refinancing, analysis, and debt structure
- Real estate services

Conversely, Name's clients also have access to Company Name's services, including:

- Investment management advice to complement our financial and retirement planning
- Analysis of life and health insurance products, including Medicare

We've found that this combination of services helps ensure our clients make better decisions for their financial future, whether in the form of investments, life and health insurance, or home ownership options.

Please reach out to us if we can be of assistance in any of these areas—we're always happy to help.

Looking to the Future

Name has now been a part of the Company Name team for eleven years and, as of this year, is part owner of the firm. He will be assuming additional responsibilities and leadership roles.

Though we are committed to succession planning in support of a smooth client experience, it's important to note that Name isn't going anywhere. He will continue as president of the firm and will be providing the same services he has for the last 51 years.

Keeping in Touch

It is our intent for this to be just the first of several emails we will send in the course of a year as we use this medium to reach out to you to share valuable company and industry insights we think you'll find useful.

Thank you again for being one of our valued clients. As always, we are here to address any questions, concerns, or financial needs you may have.

Kindest regards,