

NEWS

For Immediate Release

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Joe Lukacs
Founder

Magellan Strategic Planning Conference Moves to Virtual Interactive Experience for 2020

19th annual event lead by financial advisor coach Joe Lukacs will help forward-thinking professionals prepare for 2021 and beyond

MELBOURNE, FL. (October 29, 2020) – Joe Lukacs (“Coach Joe”), founder of the Magellan Mastermind & Network, is hosting the 19th Annual Strategic Planning Conference as a fully virtual event this year. The Strategic Planning Conference will run from December 15-18, 2020. This five phased, proven program is geared towards helping financial advisors create strategic business plans that can provide the competitive advantages they need to excel in 2021 and beyond. [Registration](#) is currently underway with early bird rates available until November 15, 2020.

“We are really looking forward to this year’s virtual event and expect several hundred advisors to participate in the program,” said Lukacs. “Less than 20% of all financial advisors have a written strategic plan or have read it in the last 30 days, so this conference provides real, actionable takeaways for business growth.”

Coach Joe, who is well-known for his work coaching financial professionals to new levels of success, will personally proctor the event. Having specialized in coaching financial advisors for over 25 years, he has spent over 50,000 hours working advisors to overcome obstacles and create their ideal life and business.

Topics such as Mastering Your Mindset, Goal Setting & Goal Clarification, Branding, Marketing, and Business Development will be covered in the multi-day event. The conference will tackle several key issues that advisors may experience in their current business planning process including:

- Creating overly analytical or numbers only driven plans
- Creating a plan for the wrong reasons
- Past plans resulting in failure
- Incomplete or convoluted plans
- Plans that create conflict between economic goals and personal value

FREE INTRODUCTORY WEBINAR ON NOVEMBER 11, 2020

On Wednesday, November 11, 2020, at 4pm ET / 1pm PT Coach Joe will also be featured on a complimentary webinar with Impact Communications' CEO and President Marie Swift discussing Best Practices for Writing a Business Plan.

The webinar will give a sneak peek into some of the topics that will be covered during December's multi-day virtual conference.

All attending will receive a coupon that will take \$100 off the prevailing rate.



Registration information for the free webinar:

<https://register.gotowebinar.com/register/7001720143005279245>

ABOUT JOE LUKACS AND MAGELLAN MASTERMIND & NETWORK

The Magellan Mastermind & Network brings together like-minded independent advisors, RIA's, and selected industry thought leaders to discuss, brainstorm, teach, mastermind, associate, and create innovative practice/business models. Founder Joe Lukacs has specialized in coaching and consulting financial advisors for over 25 years. In that time, he has personally spent over 50,000 hours coaching advisors to break through the barriers that hold them back from greatness and create their ideal life and business. Learn more at www.CoachJoe.Guru.

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