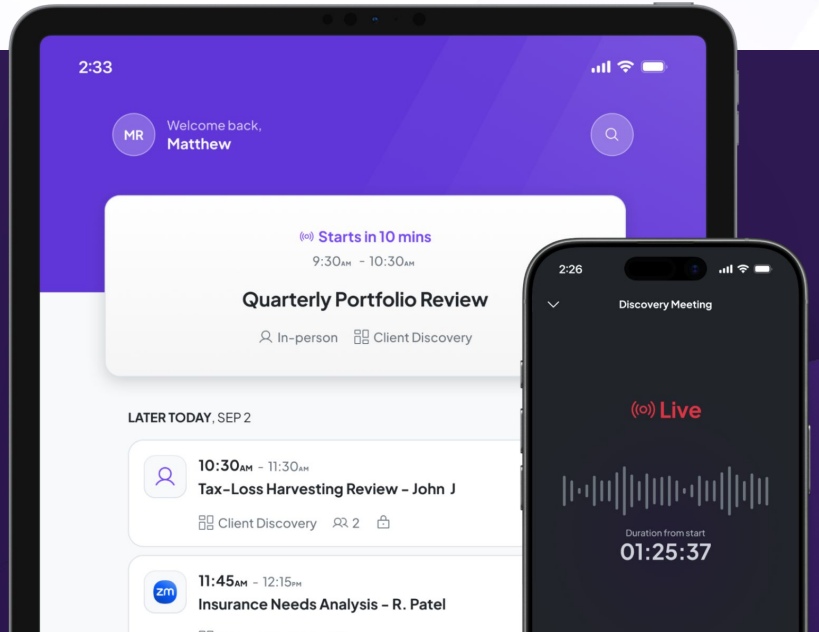
zocks

LPL Advisor Onboarding Path



HOW TO USE THIS GUIDE:

Start by identifying roles in Before You Begin, then work through the phases in order. By the end of Phase 3, your client intelligence and your processes work together: every meeting starts from a dynamic client profile and ends with your CRM and plan updated, with an owner at every hand-off.

Start Here — Watch First (2 min)

Before you open the app, watch this short video to see what Zocks has to offer:
https://www.youtube.com/watch?v=YS0w1F4QW5Y&t=4s



Zocks Platform Overview

Three Themes To Start Your Journey

Getting started with Zocks quickly & efficiently - so you can get back to what matters most: **your clients.**

Accuracy

Every word of the conversation gets captured whether it's in person or on the go. Nothing gets lost between the meeting and the follow-up. It's structured into clear next steps, so your team always knows exactly what's needed next.

Configuration

Easy platform setup that will allow your team to keep your processes & enhance as it evolves with the platform! Set up your filters and integrations early - and then when you're ready - customize templates to how you actually run your practice allowing your team to be successful at Day 1 and Day 365.

Service

Zocks partners with you to ensure your team gets the most out of the platform. Guides, videos, and real support are built into every phase - and that support applies to increasingly advanced conversations as your practice matures with the platform, from your first login to your next portfolio review session.

Before You Begin

Name 3 owners so your first meetings have clear hand-offs.

Solo advisor? Every answer is "me." *You'll confirm these owners and add new roles in Phase 3.*

1 Account Owner

Who owns your Zocks account?

This person manages invites and is the first stop for login issues and setup questions.

Owner:

_____

2 Meeting Prep

Who handles prep before each meeting?

This person reviews the client brief Zocks creates prior to the meeting.

Owner:

_____

3 Follow-Through

Who handles the meeting and action items?

This person starts Zocks for in-person meetings, reviews the summary, pushes it to your CRM, and sends the follow-up email.

Owner:

_____

PHASE 1

Log In & Connect Your Core Tools

When: Day 0–2 | **Time:** ~20 minutes

✅ PHASE 1 GOAL	Logged in + Calendar, CRM and Meeting Platform all showing **Connected** in Settings → Integrations.

PHASE 1 — Business Value & Impact

PLATFORM HOW-TO

Once connected, your calendar, CRM, and other tools quietly stay in sync and everyone on the team knows where each client and prospect is at in their journey.

BUSINESS OUTCOME

The whole team works off one source of truth instead of one person's memory. Client records stay consistent, and no one loses time chasing down who logged what. This allows your client's dynamic profile to constantly stay up-to-date so your team doesn't miss a beat with the last meeting or phone call..regardless of who talked to the client.

The account you're setting up was created by Sample Advisory. Your invite email is your starting point.

PRIORITY INTEGRATIONS

- ❑ **Sign in with 2FA**
  Use the invite email from Zocks. On the login page, choose your preferred login method and set up 2FA through text or an authenticator app.
  ⚠️If your invite email expired or you have login issues, contact your office's Zocks account owner.

- ❑ **Connect Outlook Calendar**
  Settings → Integrations → Calendar → Connect next to Outlook Calendar. This enables Meeting Prep to auto-generate a client brief the night before every scheduled meeting.
  📖 Outlook Calendar Integration Guide →

- ❑ **Connect CRM**
  Settings → Integrations → CRM → Connect next to your CRM. You have options to update the integration to match your CRM objects.
  📖 CRM Integration Guide →

- ❑ **Connect Meeting Provider**
  Settings → Integrations → Meeting Provider
  - ❑ Zoom: Connect next to Zoom. Enables the Zoom plugin for accessing Meeting Prep, Ask Anything, and action items inside Zoom calls.
  - ❑ Microsoft Teams: No additional connection needed once your Calendar is connected.

  📖 Meeting Provider Integration Guide →

DATA RETENTION POLICY

Transcripts are kept for 14 days (after which, meeting type/templates can't be changed), while summaries and AI-generated data stay for up to 2 years - save anything important to your external systems within 14 days, since deleted data can't be recovered.

Key Callout: *Keep your Before You Begin owners close. They run Meeting Prep and post-meeting work in Phase 2.*

PHASE 2

Run Your First Meeting End-to-End

When: Day 3–7 | **Time:** Your next scheduled client meeting

✅ PHASE 2 GOAL	Auto-join configured + one complete meeting in Zocks with the summary, tasks, and meeting record pushed to CRM. Confirm all three appear in the CRM contact record.

PHASE 2 — Business Value & Impact

PLATFORM HOW-TO

Zocks captures the meeting itself and allows your team to sync data like summaries, action items, and key fields directly to your CRM within minutes. Teammates know exactly what's assigned and what workflows are needed after meeting with a client.

BUSINESS OUTCOME

You show up prepared for every prospect and client, knowing exactly where you left off last time. During the meeting, you're focused on your client — not on keeping up with notes or scrambling to recall your strategy. And because every commitment you make gets captured and followed through on, your clients learn they can count on you to do exactly what you said you would. That's what turns a relationship into trust and also eliminates 30–45 minutes of post-meeting admin drag.

The Zocks meeting lifecycle is three steps. This is the workflow you'll repeat for every client meeting. Before running your first meeting, complete the setup step below — then watch the videos and run it live.

PRIORITY INTEGRATIONS

❑ **Configure Auto-Join Rules**
Settings → Upcoming Meetings → Auto-Join Settings. This controls which meetings Zocks automatically joins and captures. Choose whether Zocks joins all calendar meetings, only meetings with external attendees, or only meetings you manually enable per meeting. Set this to match how you run client calls.

❑ **Review the Upcoming Meetings View**
Navigate to Upcoming Meetings in Zocks. This is your pre-meeting control panel — you can see all scheduled meetings, toggle auto-join on or off for individual meetings, and confirm Zocks is active before a call starts. Check this before your first live meeting.

💡 **This is one of the most useful settings to know** — advisors who configure auto-join and filters before their first meeting have a much smoother experience from day one.

THE THREE-STEP WORKFLOW

Step 1 — Night Before: Meeting Prep

- Zocks pulls your calendar and auto-generates a client brief
- Brief arrives in your inbox the night before — review in ~3 minutes
- Contains: CRM notes, past meeting summary, open action items, planning data (once eMoney or RightCapital connected), recent tasks

📖 Meeting Prep Setup Guide →
🎬 How to use Zocks Meeting Prep

Step 2 — During: Live Meeting AI

- Open your scheduled meeting in Zocks before the call begins
- Zocks listens and captures the conversation — no manual notes
- Ask Anything is available mid-meeting to pull up client context instantly

🎬 How to use Zocks Live Agenda

Step 3 — After: Summary → CRM (5 min)

- Review the AI-generated summary — edit if needed
- Assign action items with owners and due dates
- Click **Push to CRM** — meeting record, tasks, and summary all sync
- Send follow-up email to client in one click

PHASE 3

Connect Planning Tools & Expand Roles

When: Day 8–30 | **Time:** 60–90 minutes

✅ **PHASE 3 GOAL**

Planning tools are connected and feeding a dynamic client profile, at least one client plan is updated from a meeting in Zocks, and every role is confirmed or newly assigned.

PHASE 3 — Business Value & Impact

PLATFORM HOW-TO

Zocks brings financial plan, tax, and estate data from sources likeMoney (WealthVision), Holistiplan, and Wealth.com into Meeting Prep, then suggests plan updates from each meeting for your review. Confirming an owner at every stage (prep, live capture, post-meeting, and plan updates) keeps every advisor's meetings feeding the same up-to-date picture.

BUSINESS OUTCOME

Plans reflect what clients told you last week, with no more rekeying meeting notes, so new proposals plans get built faster and reviews start from current numbers. When every hand-off has an owner, clients get the tier of service you promised no matter who's covering, and the full picture surfaces the growth already in your book: planning gaps, life events, and referral openings you'd otherwise miss.

PHASE 3 — What Each Planning Integration Adds

INTEGRATION	WHAT ZOCKS DOES	WHAT IT MEANS FOR YOUR PRACTICE
eMoney WealthVision at LPL Financial Planning	Pulls plan data into Meeting Prep and Ask Anything. After each meeting, suggests updates across 370+ eMoney fields for you to review and save.	**No more rekeying meeting notes into the plan. Discovery details land in WealthVision, so new plans get built faster and reviews start from current numbers.**
RightCapital Financial Planning	Suggests updates across 200+ RightCapital fields after each meeting, shown beside current values, and creates RightCapital contacts for new prospects.	**Prospects move from first meeting to first plan faster, and existing plans reflect what clients told you in their last conversation.**
Holistiplan Tax Planning	Brings income, deductions, tax rates, capital gains, and carryforward losses into Meeting Prep and Ask Anything, and sends tax details from meetings back to Holistiplan.	**Answer tax questions in the meeting instead of after it, and spot tax planning opportunities in conversations you are already having.**
Wealth.com Estate Planning	Brings estate plan status, documents on file, and recommended documents into Meeting Prep, live meetings, and Ask Anything.	**Walk in knowing which estate documents are missing or out of date, so estate conversations start from facts and end with clear next steps.**

Once the core workflow is running, connect the planning tools your practice already uses.
Each integration makes your Meeting Prep briefs richer and Ask Anything more powerful.

FINANCIAL PLANNING (CONNECT THE ONE YOU USE)

- ❑ **eMoney (WealthVision) | Financial Planning**
  Settings → Integrations → Financial Planning → Connect next to eMoney. WealthVision is LPL's version of eMoney, so use the eMoney option. Pulls net worth, income, goals, and plan data into Meeting Prep, and syncs reviewed post-meeting updates to eMoney.
  ⚠️ *Sign in to eMoney through SSO? Log in to eMoney first, then click Connect.*
  📖 Integration Guide → 🎬 Watch the Demo

- ❑ **RightCapital | Financial Planning**
  Settings → Integrations → Financial Planning → Connect next to RightCapital. Syncs reviewed meeting details to 200+ RightCapital fields and creates contacts for new prospects.
  📖 Integration Guide →

TAX & ESTATE PLANNING (AS APPLICABLE)

- ❑ **Holistiplan | Tax Planning**
  Settings → Integrations → Tax Planning → Connect next to Holistiplan. Surfaces tax return data and analysis in Meeting Prep and Ask Anything. Ideal for tax-focused reviews.
  📖 Integration Guide → 🎬 Watch the Webinar

- ❑ **Wealth.com | Estate Planning**
  Settings → Integrations → Estate Planning → Connect next to Wealth.com, then turn on Contact Synchronization. Surfaces estate plan status and documents on file in Meeting Prep and Ask Anything.
  ⚠️ *Add an estate planning section to your Meeting Prep template. Default templates don't include one.*
  📖 Integration Guide → 🎬 Watch the Webinar

Key Callout: *You stay in control. After each meeting, Zocks shows suggested plan updates beside current values, section by section.*

Confirm the owners you named in Before You Begin, then assign the new roles that come with Phase 3.
CONFIRM rows came from Before You Begin; NEW rows start here. Add each owner's name.

STAGE	ROLE	WHAT TO DECIDE	OWNER
BEFORE	Meeting Prep CONFIRM	Who reviews the full client brief prior to the meeting? How far in advance is Meeting Prep getting triggered?	
DURING	Live Meeting CONFIRM	Who starts the meeting for in-person meetings?	
	Summary Review CONFIRM	Who reviews the meeting summary and sends the follow-up email to the client?	
AFTER	CRM Push CONFIRM	Who processes the meeting after it's finished, sending the meeting summary, action items, and key field-level data to your CRM?	
	Planning Updates NEW	Who reviews Zocks' suggested updates for eMoney (WealthVision), RightCapital, or Holistiplan after each meeting and approves what gets saved?	
ONGOING	Forms & Hand-Offs NEW	Who owns Forms-based hand-offs to processes not yet integrated with Zocks? (PreciseFP is pending LPL review.)	
	Full Team Adoption NEW	Is every advisor and support staff member on the account logging client engagements in Zocks, or are there gaps in building the full picture for each client?	

Next step: once your team is comfortable in Zocks, use Meeting Types and Forms to tailor Zocks to your existing processes.

Once All Three Phases Are Complete

The result: clients who feel known and stay, current plans, and growth from your existing book.

HOW YOUR PRACTICE RUNS	WHAT IT MEANS FOR YOU & YOUR CLIENTS
Walk into every meeting prepared — calendar, CRM, and systems in sync	**Clients feel known, not managed — every touchpoint deepens the relationship**
Planning, tax, and estate tools stay current with every conversation	**Every recommendation starts from a current plan, and planning gaps surface in time to act**
Your team works from the same up-to-date client insights	**Consistent service, plus growth surfaced from your existing book**
Every hand-off has a named owner	**You deliver the tier of service you promised — every client, every time**
New team members onboard against a defined process	**Every advisor performs like your best — and that expertise stays with the firm**

Resources & Support

NOTE: The Zocks Help Center is the source of truth for all integration setup instructions — links in this guide direct there so they stay current as the platform evolves.

RESOURCE	LINK / CONTACT
LPL x Zocks Resource Hub	zocks.io/partner-hub/lpl
Zocks Help Center	help.zocks.io
Zocks Video Library	youtube.com/@Zocks-Communications
Zocks Academy	academy.zocks.io