WealthCounsel®

ESTATE PLANNING AWARENESS WEEK

Congratulations! You've downloaded our free marketing package—now how can you use it? We've broken down step-by-step instructions for how you can get the most out of this valuable content.

Customize

Begin by customizing the language to fit your own voice, brand, and ideal client. You may need to add some additional information that your ideal client will be interested in hearing—or remove content that doesn't pertain to them. Don't forget to include any state or practice specific information into the piece.

Upload

Now that your content is ready to go, you'll need to upload it onto whatever platform you're using to share it with your audience. This could be a social media site, your website's blog, an email, or onto printed letterhead.

Share!

Now hit that share/send/print button! Don't forget to follow up promptly with any engagement you might receive with this content— that means answering questions on your blog post, social media post, or email. Engagement is the key to developing a strong, positive relationship with potential clients, as well as a good reputation as a thought leader in your community and among referral sources.

What's included:

- **One-sheet.** Use this infographic as a handout during presentations with prospects or clients; share it via social media or email; or diversify your content by posting it to your blog.
- **Two blog articles.** You can post these to your blog, use them as scripts for podcasts or videos that you post on your website, or share directly on social media.
- **One client/prospect-focused letter and one advisor-focused letter.** These letters can be sent electronically via email or via "snail-mail" to grow your professional network and engage more personally with clients/prospects and referral sources.
- **Five social media posts.** These posts come with both images and language for you to use to engage with your followers on social media. Post one topic for each weekday during Estate Planning Awareness week. You can use these as quick, short posts or you may turn them into longer pieces on your blog.

Want content like this every month?

WealthCounsel is the leading resource for estate and business planning attorneys. With a host of practice development resources, WealthCounsel can help you master the business of building and running a healthy practice. Learn more about Practice Development and other membership benefits like access to our legal drafting softwares—Wealth Docx® and Business Docx®—continuing legal education seminars and resources, and a nationwide professional network by calling 855-954-0549.