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## ESTATE PLANNING AWARENESS WEEK

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**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:

- **COVID-19 Checklist:** This checklist was created for parents in the event someone in their family falls ill and can be a great resource to share with your clients, or it can be used as a conversation starter with prospects.
- **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.
- **Social media copy:** Use our pre-written social media copy to share the two blog posts included in this package with your followers on either Twitter, LinkedIn, and Facebook.

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### Want content like this every month?

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