

Women Influencers

According to Putnam Investments, women control the majority of personal wealth in the United States. Over 53% of them do not have a financial advisor, and even more alarming over 60% don't have an estate plan. It's no secret that women end up being the primary caretaker for both their family and their aging parents, making them the most likely candidate to deal with end of life planning. Instead of trying to educate the general public about funeral planning, maybe it's time to narrow our focus and begin connecting with women – influencers to be exact. Let's get out in front of our target audience, and let's be creative about how we do it. Not only can we market specifically to women, but we can team up with trusted advisors that want to accomplish the same end result as we do. Ultimately, we can work to help these women influencers create an end of life plan, for their parents, families and themselves.