



SECRETS OF ATTORNEY MARKETING

2022 Brought About Changes In Estate Planning Due To Midterm Elections, Stock Market Fluctuations, And Inflation...

While 56% percent of Americans believe that estate planning is important, only 33% of adults in the U.S. have documented their end-of-life plans.

Of the U.S. adults that have secured estate plans in 2021, more than 75% of them drafted wills, less than 20% established trusts, and a mere 6% nominated a guardian for their young children.

While many people are taking the traditional approach to estate planning, it seems that only a select few are aware of the options available to help them safeguard their assets from skyrocketing inflation rates.

How Does This Affect Your Practice?

Now more than ever, it seems attorneys can benefit from building their network to include financial planners and tax professionals...

By calling out and providing solutions to inflation-related woes, you could:

- Interest new clients,
- Build an ever-stronger referral network,
- Generate return business from clients who haven't updated their estate plan in years.

To do this, you might consider adding content to your site like: *Is Your Estate Plan Protecting Your Assets From Inflation? Or, How An Estate Plan Can Protect You When The Bubble Bursts.*

Over the next 30 years, American retirees are expected to transfer more than \$36 trillion to their families, friends, nonprofits, and additional beneficiaries – and many of them have yet to secure legal representation to properly do so.

By marketing cutting-edge services that address financial trends in the world at large, you can give your firm the upper hand in attracting potentials and becoming invaluable to the clients you already work with.

What Are Your Thoughts?

In the wake of COVID-19 and other economic challenges, the world of estate planning is in a state of flux. Are your potential clients aware of their estate planning options? What are your colleagues discussing in relation to this issue?

Something worth exploring as we settle into the new year...

Want To Learn More? Take A Look At Our Sources.

[Legal Alert | Estate Planning Solutions for Year-End 2022 | Husch Blackwell](#)

[9 ways estate planning is different in 2022 | Financial Planning \(financial-planning.com\)](#)

[Middle-Aged Investors Should Pay More Attention to These Estate Planning Measures - SmartAsset](#)

[Issue 41 – Estate Planning Considerations Leading up to 2023, Plus a Year-End Checklist – NAEPC Journal of Estate & Tax Planning](#)

[Legal Trends In Estate Planning 2023: Part 1 | Wealth](#)

[Estate planning statistics to read before writing your will | LegalZoom](#)