SECRETS OF ATTORNEY MARKETING

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The team at Speakeasy Authority Marketing is testing a groundbreaking new service…

Each month, our marketing experts conduct research in the top practice areas so that we can position your firm at the cutting edge of the market.

Then it dawned on us: *Why keep all of this insider information to ourselves when it could benefit you?*

So, we're introducing something new…

Now, you can get even more insight into what we're seeing on the frontlines of the legal world and stay yet another step ahead of the competition by:

- Knowing what's latest and greatest,
- Analyzing the data on behalf of your potential clients,
- Showing that you are ready to use this new info to help them get more favorable outcomes for their cases.

This month in estate planning law, we're kicking things off here…

Are Estate Planning Attorneys Putting Enough Emphasis On Planning For Later-In-Life Needs?

Studies show that life expectancy continues to be on the rise. While estate planning is often associated with post-death proceedings, later-in-life needs are often neglected.

This is leaving a substantial gap in the market among the aging population who may live longer than previous generations…

From Medicaid to Long-Term Care to Aging In Place, making these planning services an integral part of your practice will benefit both you and the clients you serve.

How Can Your Firm Adapt To Fulfill This Need?

It may be beneficial for you to emphasize the importance of planning for later-in-life needs – rather than just for what happens after your client passes away.

If you haven't done so already, you might think about expanding your estate planning practice to include services that cater to clients who need to get their later-in-life affairs in order.

Then, pursuing marketing strategies that highlight this reality and talking to your clients about long-term care planning are great ways to inform them of the resources that your firm has available.

What Do You Think The Future Of Estate Planning Will Look Like?

Have you noticed that more of your clients are curious about long-term care planning? Do you think this market will continue to grow in the years to come?

Something to consider this month…

If you want to read more, take a look at our sources:

Is Modern Estate Planning in Denial of Old Age? - Argent Financial Group, Inc

Aging in Place: Growing Older at Home | National Institute on Aging (nih.gov)

Estate Planning for Aging Adults: How to Prevent Elder Financial Abuse - Cumberland Trust

An Estate Plan plus Elder Law Equals a Life Care Plan - Law Office of Edwin E. Lee (lexmedica.net)