WINNING WITH WOMEN

The Power of One: Understanding the Challenges of Widowhood

Client acquisition techniques for serving women who have lost a spouse

Seventy percent of women change their financial professional within a year of the death of a spouse.[1]

The top financial professionals have learned that to serve widows you need to understand the challenges they suddenly face. Knowing how to help women in a time of crisis shows that you are not only a financial professional but also a guide to a broad range of family life issues. This puts you in a position to earn their trust by helping them solve their greatest emotional challenges.

A sample of the life concerns faced by recently widowed women

Personal

- Finding my purpose
- Maintaining physical health: choosing an exercise program
- Preparing my own goodbye message
- Deciding whether to take a self-defense class
- Finding local support groups in my community and learning where it's safe for single women to travel

Financial

- Preventing identity theft
- Talking with my kids about the estate, money, charity
- Creating a budget
- Outliving my money
- Finding and paying for child care
- Funding my children's or grandchildren's education
- Understanding the Social Security options available to me and my minor children

Household

- Finding experts who can help with home maintenance
- How to find a housesitter or securing my home when I travel
- How to downsize: choosing a house or a condo

Event ideas for serving this population and meeting prospects

- Anti-aging: how to live longer, maintain energy and manage life's stressors
- Identity theft: protecting what's yours
- Setting up a legacy for your kids or grandkids
- Finding your purpose: workshop with a life coach
- Safety and being single: travel, home, identity and finances
- Real estate workshop: buying or selling a home

Please remember to follow your firm's approval process to obtain approval for any sales ideas or marketing materials you would like to use with clients.

[1] Washington Post, "The wealth transfer from baby boomers mostly benefits women," January 2024.

For help with this and any other business building ideas, please call your MFS partners at 1-800-343-2829 (US) or at +1 617 954 6450 (non-US).