

Hi [Name]

Thank you for downloading the PDF booklet, "*What you don't know about estate planning CAN hurt you and your loved ones.*"

It's to provide folks like you with solid information about the traps waiting to ensnare your wealth and health... IF you act like most people and fail to protect your estate.

Estate law varies from state to state, and sometimes from county to county. So I tried to provide you with valuable answers to questions I hear most often.

Maybe you're really busy right now.

Maybe there's too much information.

Maybe there is something you're wondering about that isn't covered in my PDF or on my website.

If that's the case, send me an email or give me a call. My goal is to help you get the answers you need fast.

Best of all, I'm happy to help you free of charge for the first phone call or meeting.

For a lawyer, I'm a fairly normal guy/gal. You might be pleasantly surprised when we talk one-on-one. So feel free to email me or call me.

My direct email address is: _____@_____.____ and my direct phone line is

Whichever you choose, I'll respond to you personally.

Remember however, that I'm often representing clients. Meaning that if I don't reply right away, please be patient. I WILL get back to you promptly!

Until next time,

Alan Advocate

1. Show them you love them

Hi [Name]

Your chosen heirs need to know how you felt about them, and protecting them in your will NOW is a good way to show them you care.

That way when the inevitable happens and you're no longer around, those you love will know exactly what your wishes are.

By planning now, your family can ignore the various government agents who will be circling your estate like vultures.

Did you know that if you die without a will many states can take everything? That's especially sad, considering most people do not plan for the inevitable.

Planning your estate doesn't have to be complicated. A good estate planning lawyer can ease the pain of your passing by avoiding trouble in advance.

For example, suppose your estate planner estimates your estate will owe \$50,000 in taxes. In many jurisdictions life-insurance payouts are tax-free. Consider purchasing a life insurance plan for that amount and naming a beneficiary, making that \$50,000 sufficient to cover the taxes owed.

Ensure your wishes are respected. Get answers to your questions by sending me an email ____@_____.____ or calling me 987-654-3210

Until next time,

Ambrose Attorney

2. What happens if you can't move?

[Name]

Imagine you're trapped in a motionless body... completely paralyzed... unable to respond... yet hearing people discuss you as if you're not even in the room.

There's a lot of speculation about what goes on when you're in a coma – can you hear others? Can you understand what's going on around you? Or are you somewhere else, waiting?

Nobody wants to contemplate living like that, and yet it happens daily. That's right – the AMA admits that medical malpractice kills 90,000 Americans every year.

If they admit to unintentionally killing that many, how many more do you never hear about who are rendered unconscious or permanently damaged?

I'd venture the majority of those who are “out of it”, now gathering bedsores in hospitals, did not prepare for the possibility they'd be incapacitated one day.

Which is understandable, considering it's an unpleasant subject most of us avoid.

It's a shame however, because by avoiding talking about and doing something NOW, they have given their lives and lifetimes of earnings over to total strangers.

It doesn't have to be that way.

Let me answer your questions. Send me an email ____@_____.____ or call me 987-654-3210.

Until next time,

Daniela Defender

3. THEY want everything of yours

Hi [Name]

Do you know who “they” are?

I’m talking about those who want EVERYTHING you’ve ever worked for... meaning ALL of your life achievements.

THEY are bureaucrats and politicians.

Politicians pass laws that let their friends the bureaucrats steal everything you own when you die.

Bureaucrats and politicians want your money for their budgets, because bigger budgets equals more power for them. And power over you is what they crave.

If you ignore the advice to plan your estate, you are ensuring greedy bureaucrats and their pilfering hands will snatch your legacy right out from under your poor loved ones.

By planning, I don’t mean one of those online free or low-cost wills. Those are easily contested in court... and you can pretty much guarantee somebody will contest.

I know what you’re thinking: “Of course a lawyer wants us to pay for a will.” Yes, I do... because the alternative is potentially rewriting all of your wishes. Having a lawyer draw up your will puts a moat around the castle of your estate. It doesn’t guarantee no one will contest, however it ensures the

government can't swipe your estate, and will make other parties think twice before launching proceedings to contest.

Avoid breaking your family members' hearts. Don't make them fight tooth and nail with unfeeling bureaucrats and craven politicians over your hard-earned legacy.

Instead, break the hold politicians and bureaucrats have granted themselves over YOUR money and belongings.

Get answers to your estate planning questions by sending me an email prudencejuris@prudencejuris.com or by calling me 987-654-3210.

Until next time,

Prudence Juris

4. Is your family unwilling?

Hi [Name]

It's a sensitive subject that I'm sure makes you as uncomfortable as it does your family.

Yet you know it **MUST** be taken care of **NOW...** before it's too late.

Understandably, you're worried your family members may not want to think about it.

From their point of view, they love you and want you to remain with them forever.

They don't want to think about you not being there for them... let alone comprehend why it's so important that you look after this now.

Well I understand how you feel... which is why I chose to specialize in estate planning.

Having heard so many horror stories about sudden unexpected incidents that turned into full-on catastrophes for surviving relatives, I want to save as many families as possible from that level of unhappiness.

And so I've developed and refined a simple technique to help your family calmly and compassionately for a few minutes discuss how your wishes are legally prepared, for the day we all must face.

I've witnessed first-hand how relieved loved ones can be when they know they don't have to worry about estate details... despite it being the worst time of their lives.

One time the son of a client, surrounded by his wife and children, all crying, approached me, his hand outstretched, and said, "I'm **SO GLAD** my parents got us together to discuss their estate planning. I didn't realize they were

going over everything back then because they loved us, but I realize it now. And I thank you for that. We're all truly grateful.”

That was the most rewarding day of my law career. So yes, I understand how you feel... and how important this matter is.

Call me or email me with your questions: 987-654-3210 or
____@____.____.

Until next time,

Calvin Counsellor

5. Are you a member of The Few?

Hi [Name]

How do you know if you are one of The Few?

The answer is simple.

You are one of The Few if you have the foresight and fortitude necessary to legally prepare your relatives and close friends what happens when you pass on... BEFORE you're incapable of making your wishes known?

Contrary to what you may think at this moment, estate planning is for everyone. It's not only for the wealthy.

It's also the best thing you can do for yourself and everyone you love.

Power of Attorney... Advanced Directive... Will... Codicils... municipal... county... state... and federal regulations...

A lawyer who specializes in estate planning can navigate the tricky legal terrain for you.

Have you any questions or concerns you'd like answered?
Then email me _____@_____ or call me 987-654-3210.

Until next time,

Lawrence Litigator

6. Your family a death panel?

[Name]

When it comes to being able to manage your affairs, your age is irrelevant.

That's because anyone can be rendered unconscious by an accident or sudden onset of a health risk, even one your doctor hasn't caught.

It's unlikely you or anybody you know wants to live the life of a vegetable.

Yet that's exactly what can happen if you are suddenly incapacitated before you've made arrangements.

Do you really want to force your family to decide what level of care you'll be provided... how to manage your affairs ... or even whether or not to pull your plug and wait to see if you die?

(You'll only want that if you enjoy the thought of their high anxiety... or you think they'll receive some perverse sense of satisfaction from having to decide for you.)

Be certain your survivors are comfortable accomplishing the necessary tasks, as well as understanding your full intentions. They might not be, in

which case it's best you learn that now, in time to hire a professional to assume that responsibility.

A legal document that lists what you want in medical care can make your family's lives easier. It's called either an Advanced Directive or a Living Will, and I can tell you all about both.

If you have questions, email me _____@_____ or call me 987-654-3210.

Until next time,

Samuel Scrivener

7. From beyond the grave

Hi [Name]

Once the inevitable occurs and you've moved on from this world, is it possible to control others' behavior from beyond the grave?

Yes.

It's done more often than you realize... only however, by those who have planned accordingly.

Do you want to guarantee that parcel of land is never built on, so future generations can use it for fun?

Have you established a way to ensure your grandchildren's educations are paid for?

How about denying that one heir who spends every penny he can beg, borrow or steal on fast women and slow horses?

Your estate planning attorney can ensure your instructions are followed to the letter... provided your estate is legally prepared first.

Defend your legacy – I'm here to answer your questions. Email me _____@_____. or call me 987-654-3210.

Until next time,

Bianca Barrister