

HOW TO
Attract
Connect
— AND —
Engage
WIDOWED
CLIENTS

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*We're here to support your
important work with widows.*

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You may also send others to her website at
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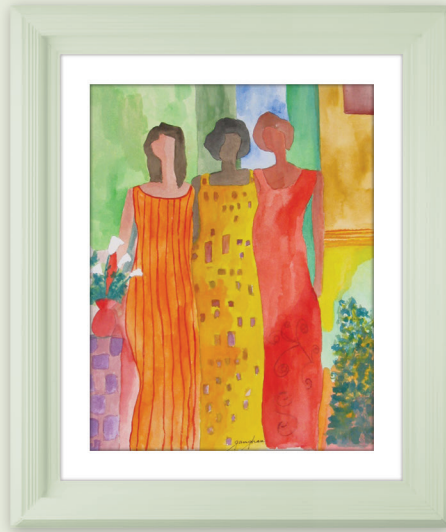


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Blessings in your work assisting
my “widowed sisters.”
They very much need your
compassionate guidance.

Kathleen





I'M A CERTIFIED FINANCIAL PLANNER™ PROFESSIONAL. I'm also a member of a group that I don't like being a part of—I'm a widow. I like the ladies. Just don't like being a widow.

We widows are one of the fastest growing segments of the U.S. population. Indeed, half of all married women will probably experience widowhood before age 60. Our ranks are growing at the rate of nearly 1 million a year, and we total about 12 million according to the Census Bureau.

It's reported that **70% of widows change advisors after their spouse dies**. When those women walk, so does their money.

Why?

Here's what one widow told me after deciding she didn't want to continue with the advisor she and her husband had worked with before his death.

Mostly our advisor just focused on Ralph. After he died, the advisor called to say I needed to sign some paperwork at his office. But when I

got there, he started talking about how I was beating the market. He pulled out some fancy investment reports that didn't make much sense to me — never did before either.

After my husband was gone, I didn't care if I was beating the market or not. I just wanted to know if I going to be OK. Did I have enough money? Could I still live in our house? Did I have to go back to work? Could I continue helping my granddaughter with her college expenses? Could I still give to my congregation?

I felt so confused about all this money stuff, and I started crying in that advisor's office. But then he told me not to worry my pretty little head because he would take care of everything for me.

That comment didn't sit well. I just wasn't comfortable working with him. So I left. I didn't sign those papers either because I didn't know what was in them.

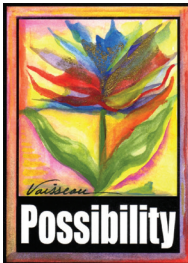
And then my friend Ann told me how much you helped when her husband died. That's why I called to see if you could help me, too.



**of widows
fire the couple's
advisor after
the spouse dies.**

Spectrem Group. Study of Wealthy Women Investors. June 2011 (As reported in Pershing Practive Point white paper, "Serving Women Investors was Once Considered a Boutique Business. Today, It is Imperative for Success")

Guess what? That other advisor's problem is your golden opportunity!



Imagine the possibilities for your firm to reach out and assist these underserved widows in transition. They need and want your help.

When you attract, connect, and engage these widows, you'll be ideally positioned to do good for them. And you'll simultaneously build your business.

Below are five effective ways to reach widows with a spirit of giving—not selling.

I used these approaches to grow my practice with widows. I've shared these methods with other advisors in dozens of presentations across the country. Based on their many comments, emails, and notes about using these suggestions, I believe they'll work for you, too.



1. Share your story from the heart

Your story will engage more of a widowed client's brain than just information alone. Women will understand and remember your stories even when they forget other things you may tell them.

After asking your widowed prospective client to talk about herself and her late husband with you, share your own personal story about why you are passionate about working with widows. Perhaps you have a mother, sister, aunt or other relative who was widowed. Here's a story I helped another advisor craft:



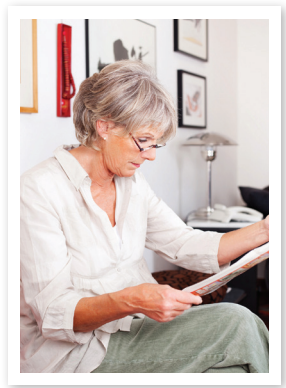
My mom was widowed before she was 45 years old. I was in high school. I saw how she struggled with so much after Dad passed. She missed him terribly. My father had handled most of the financial issues. She had lots to learn. In fact, she was taken advantage of by an unscrupulous salesperson, who talked her into buying stuff she didn't understand or need. Mom made a couple of pretty big mistakes back then before she finally found a caring advisor who took the time to help her learn what she needed to know, so she could make good decisions about her money. His compassionate approach made a tremendous difference in Mom's life. He indirectly benefited me, too, because his advice helped pay for part of my college education. I knew

very early on that I wanted to help other women like my mom. To be honest with you, I try to work with widows the same way I would want my mom or sister or aunt cared for if they were widowed.

Or maybe you can talk about how you helped other widows you've worked with. Some may have come to you "in a fog" or after being sold an inappropriate investment by someone who knew she was vulnerable as a new widow. Talk about the progress many of your widowed clients have made as they moved forward in their new and very different lifestyle with you as their planning partner. Keep the focus on the widows. It's not about you.

2. Write articles for local newspapers and your blog, sharing helpful information for widows

For example, do a piece called "Three Mistakes for Every Widow to Avoid" or "Important Financial Steps for Recent Widows." For samples of what you might write, look at [some of these articles](#) to start you thinking. Then draft an article in your own authentic voice, focusing on useful educational content. If you don't like to write, find a ghost writer who can capture your ideas in a compelling story. Remember to include your carefully crafted short byline that identifies your expertise in assisting widows. For example, your tagline might be "helping widows feel more secure about their financial future." You are positioning yourself as an expert in assisting women after the death of their partner.



3. Present a workshop for widows, wives, and supportive friends

You may invite your clients, their friends, and the community—as an educational outreach activity. Consider a collaborative effort with

other centers of influence. Perhaps an estate planning attorney or a nonprofit agency such as hospice or a community foundation might be a good addition. This strategy will also expand the audience you can attract. Let the local press know you're doing this event, and often they'll publish a news story about your activity. [Here's one example](#) from a workshop we did for the Chautauqua Institution Women's Club. Also tap into local radio for free publicity. Contact "Talk of the Town" type shows that frequently welcome interesting people to interview about current local events. Here's a [sample radio clip](#) from station 1540 WADK in Newport, Rhode Island, for a workshop sponsored by a financial planning firm there.



4. Invite widows for a late afternoon or evening soirée

A soirée can be a gathering of women together with an inspiring host—YOU!

A special warmth and compassionate atmosphere is created when women come together with a spirit of honest inquiry and soulful engagement. Women like to learn things collaboratively and share good information informally.

Invite your widowed clients and other women to bring a friend for a small-group gathering in a pleasant location. (I've done tasting parties at my house, for example.) Although the focus is mainly on

getting together and talking about what's happening in our lives, we also briefly discuss one financial topic—for example, “How to Share the Voice of Your Heart Through Your Legacy Lifeprint™” or “Ways to Teach Your Grandkids/Kids about Money.”



Other good themes have focused on a coming together of women who don't have partners to hug during Valentine's week. (That's a good one for chocolate and wine tasting.)

How about a book discussion group? Do a DVD or streaming film night. You get the idea. It's about having a good time together in a relaxed environment and covering a little financial information. A colleague regularly hosts these soirées the last Friday of every month. That gives widows and other single women a welcome social event to start their weekend. Ladies look forward to helping plan these events and choosing the financial topics.

Your soirée can offer opportunities to find new ways for the women to look at themselves with self-revelation and even some good humor. This experience invites personal growth, self-exploration, and life-enriching sharing that blossom in a safe environment.

Of course, you'll want good food to be part of the event. I've generally found that hors d'oeuvres, desserts, and assorted beverages are more popular than sit-down dinners.

These events are great times for current clients to mix and mingle with prospective clients—hearing from your other widowed clients about how helpful you and your firm have been for them!

5. When the time is right, assist your widowed client with engaging exercises such as the following:

Rating Your Life Values

This exercise will help you think about what you value most in your life. Here are 16 key values that people often say they want to experience. Some say they want more of these values than others. You cannot realize them all because one may contradict another.

Assume you have to give up 11 of these values. Which would they be? Remove them by putting an "X" in the left column. Finally, rank your top five remaining value preferences, from highest (1) to lowest (5).

	Achievement	Accomplish something important in life; be involved in significant activities; succeed at what I am doing.
	Adventure	Experience variety and excitement; respond to challenging opportunities.
	Aesthetics	Appreciate and enjoy beauty for beauty's sake; be artistically creative.
	Authority/Power	Be a key decision maker, directing priorities, activities of others, and/or use of resources.
	Autonomy	Be independent, have freedom, live where I want to be and do what I want to do.
	Generosity	Give time and/or money to benefit others; express gratitude for blessings in life.
	Health	Be physically, mentally, and emotionally well; feel energetic and have a sense of well-being.
	Integrity	Be honest and straightforward, just and fair.
	Intimacy/Friendship/Love	Have close personal relationships, experience affection, share life with family and friends.
	Pleasure	Experience enjoyment and personal satisfaction from my activities.
	Recognition	Be seen as successful; receive acknowledgment for achievements.
	Security	Feel stable and comfortable with few changes or anxieties in my life.
	Service	Contribute to the quality of other people's lives and help to improve society or the world.
	Spiritual Growth	Have communication or harmony with the infinite source of life.
	Wealth	Acquire an abundance of money or material possessions; be financially rich.
	Wisdom	Have insight, pursue new knowledge, have clear judgment, and use common sense in life situations.

Rating Your Life Values (continued)

Put your money where your values are. Money can be a means to an end, not just the end itself. When you use your money in ways that reflect your true values, you'll probably feel happier, too.

- ◆ Describe a time when you felt good about spending money in a way that matched your values. _____

- ◆ Have you ever spent money in a way that didn't support your values? If so, describe that incident. _____

- ◆ Look at your number-one top value. What's one way you can use some of your money to align with this important value? _____

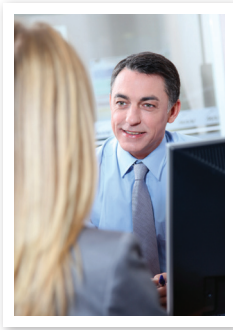


“Price is what you pay.
Value is what you get.”
~ Warren Buffet

Note: Thanks to Ken Rouse for his kind permission to adapt this exercise from life values information in his book, Putting Money In Its Place (Hunt Publishing Co., 1994).

This and other activities that you can do together are in *Moving Forward on Your Own: A Financial Guidebook for Widows.*

General tips to connect with widows—so they feel you understand where they are along their journey



1. Listen more and talk less. Ask questions. Be an active listener. A good starting point is “How have these past weeks been for you?” Then hear what she tells you and really focus on what she’s saying, rather than thinking about the next topic. Begin there, instead of jumping right to the investment portfolio. Speak her husband’s name and encourage her to share memories. We widows don’t want the world to forget our husband. It’s

OK if she cries because these will be healing tears.

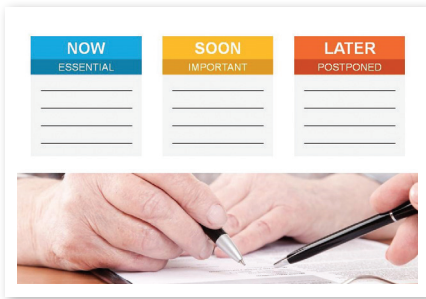
2. Help a widow feel safe and secure. Beating the markets is the last thing a widow cares about. Her highest priority is understanding her current financial position and maintaining a good lifestyle. I’ve worked with multimillionaire widows who were afraid they would be bag ladies.

3. Encourage your widowed client to take time with non urgent decisions. A new widow doesn’t need to instantly rebalance her portfolio when she’s in early grief. That will come later, when she’s in the second stage of widowhood—growth.



4. Avoid clichés such as “At least you had a lot of good years together” or “Time heals all wounds.” Perhaps because my husband was a pastor, some people thought they were being nice to tell me, “God needed another angel in heaven.” (Wrong! I needed that angel beside me and not in heaven.) Or they said, “I know exactly how you feel.” (They couldn’t possibly know.) A better comment for you to make is “I can’t imagine what you’re going through now. Would you like to tell me about it?”

5. Be her “thinking partner,” helping her consider possible actions and alternatives. Drop the fancy charts and financial jargon. Talk to your widowed client in everyday understandable language about her situation including her values, needs, and goals. A new widow’s brain freeze is very real. Her attention span may be short, memory weak, and decision making downright difficult. Find the right time to talk about ideas when she’s not feeling overwhelmed



and numb. Even very smart women with advanced academic degrees may have problems reading their brokerage statement or balancing a checkbook. Provide a written summary of your meetings, noting a few action items to be done NOW, SOON, and LATER. It’s helpful if she connects kinesthetically with these notes by writing them down herself.

This is especially helpful during a widow’s stressful early grief period when she may be forgetful.

6. Offer to help with activities that seem overwhelming. You may choose to accompany your newly widowed clients on appointments to their attorney’s office to settle the estate if that’s helpful. Another idea is to share a list of handymen, lawn care/pool/plowing services, computer repair technicians, and the like recommended by other clients. A little support goes a long way here.

7. Show compassion and care. In addition to your empathetic support, encourage widowed clients to participate in grief classes or support groups offered by local hospices, congregations, or online resources. Many women enjoy and find hope reading other widows’ stories through their books, blogs, and online chat sites.





KATHLEEN M. REHL, Ph.D., CFP®, CeFT™, shares insightful expertise and experience. She is a leading authority on widows and their financial issues. A widow herself, Kathleen is passionate about inspiring her “widowed sisters” in transition and their advisors. She is the author of the multi-award-winning book, *Moving Forward on Your Own: A Financial Guidebook for Widows*.

Her work has been featured in publications including the *Wall Street Journal*, *New York Times*, *Kiplinger’s*, *Money*, *U.S. News and World Report*, *CNBC*, *Reuters*, *USA Today*, *AARP Bulletin*, and more. Kathleen’s national research has been published in the peer-reviewed *Journal of Financial Services Professionals*. Enthusiastic sponsors of her presentations include financial firms, industry affiliates, non-profits, professional organizations, and U.S. Army Survivor Outreach Services centers worldwide.

After 17 years of providing personal financial advice, she sold her business at the end of 2013 to devote more time to teaching, speaking, and writing. Kathleen is the founder and owner of Rehl WEALTH Collaborations LLC. She is also on the faculty of Sudden Money Institute and serves as the Dean of Women for the Purposeful Planning Institute.

Kathleen has walked the walk about which she speaks and writes . . . focusing on women who have loved and lost—inspiring them to move forward on their own . . . yet not alone. Her core values shape practical ideas and tools that assist professionals to understand and serve widowed clients well.



For those desiring advanced credentialing, the Certified Financial Transitionist™ program is offered by Sudden Money Institute. A compact virtual training program focuses on those who specialize in working with widows.

Notes



Moving Forward on Your Own

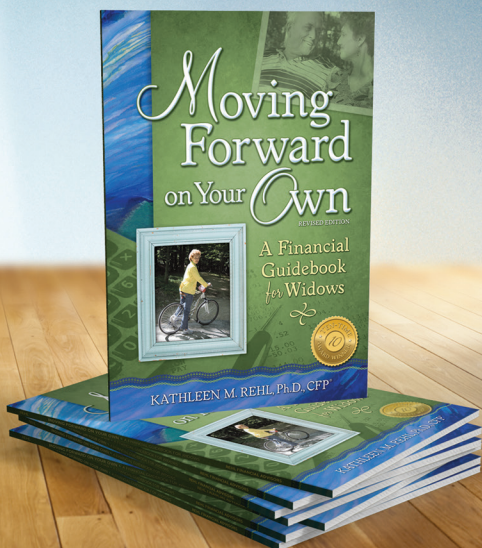
— A Financial Guidebook for Widows —

Kathleen M. Rehl, Ph.D., CFP®, CeFT™ | Special pricing available

What do you do when your client's husband dies?

When the time is right, give her this book,
as a gift of care and compassion.

- ◆ Winner of 10 national and international book awards
- ◆ Featured in *The New York Times*, *Kiplinger's*, *Wall Street Journal*, *USA Today*, *AARP Bulletin*, *U.S. News & World Report*, *CNBC*, and more
- ◆ The U.S. Army uses this guidebook in their Survivor Outreach Services centers worldwide
- ◆ Designed to help heal a woman's soul as well as focus on her financial issues
- ◆ Kathleen donates a portion of guidebook sale proceeds and speaking fees to nonprofits that benefit widows



"This book should be standard on the shelves of estate attorneys, elder care specialists, financial planners, and anyone who works with and serves women."

Michael F. Kay
Amazon review

Available at www.KathleenRehl.com and Amazon