



Let's Connect

About finances for the next generation

Follow these steps to implement:

- 1 Download the images and save them to your computer.
- 2 Copy the text from our content library below and upload with the corresponding image to your LinkedIn, Twitter, Instagram or Facebook.

NOTE: Financial professionals affiliated with LFA and LFS are required to use Hearsay Social for all social interactions. These materials are available on Hearsay Social now. To learn more about Hearsay Social, please go to LFAConnect or LFSCConnect. Financial professionals not registered with LFA or LFS should adhere to their Compliance standards. To access additional Let's Connect content, please see Lincoln Solutions Center > Planning tools & resources > Sales materials & resources > Spark the Conversation.

Additional connection resources

For more tools and materials to help you connect with clients, access the following resources:

- Let's Connect: Increase your social interactions with clients and prospects
- Spark the Conversation: Finances for the Next Generation

Content library



Post 1

Text: Leaving a legacy to support your family shows how much you care. If this is one of your financial goals, there are many strategies you can employ to stretch and protect your future legacy.
Link: [Provide a financial legacy LFG article](#)



Post 2

Text: If leaving a financial legacy for your family is important to you, then it might be time to update and review your beneficiaries.
Link: [Beneficiary designations gone awry LFG flier](#)



Post 3

Text: Keep your children in the loop with your intentions for the wealth you plan for them to inherit. Think about including them on conversations with your financial professional to help inform them about your future legacy plans.
Link: [Provide a financial legacy LFG article](#)



Post 4

Text: Financial education can help kids and grandkids develop self-esteem, sound judgment, self-discipline and self-reliance. Learn how you can connect with your kids about money to help protect and prepare them to be financially responsible adults in the future.
Link: [Raising financially savvy kids LFG webpage](#)



Post 5

Text: You want your heirs to get the most out of the wealth you leave for them. Start thinking about having a conversation with those that will be inheriting the wealth that you've built.

Link: [The greatest wealth transfer in history Forbes article](#)



Post 6

Text: If you want to pass savings on to your children or grandchildren, there are many legacy planning strategies we can utilize to help make your wishes a reality.

Link: [Provide a financial legacy LFG article](#)



Post 7

Text: I can help educate your heirs on the responsibility that comes with their future inheritance. Consider including your children in some of our conversations about the wealth you plan to pass on to them.

Link to: Your personal website or scheduling solution



Post 8

Text: If transferring your wealth to your children is one of your financial goals, make sure they've adopted the right financial mindset to responsibly handle their received wealth down the road.

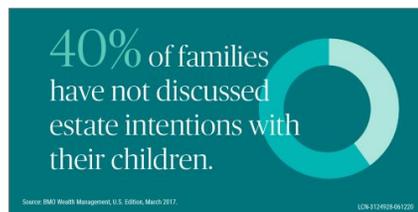
Link: [Most valuable financial lesson for kids LFG article](#)



Post 9

Text: With such a large amount of wealth transferring to the next generation, consider having a conversation with those who might be receiving your inheritance to ensure they're prepared for the responsibility that comes with wealth management.

Link: [The greatest wealth transfer in history Forbes article](#)



Post 10

Text: Communication is key in helping wealth transfer successfully across generations. These tips can help you have a more effective conversation with your kids about your estate.

Link: [Estate planning: 3 tips to get your family talking more effectively Kiplinger article](#)



Post 11

Text: If you're planning on passing on wealth to your family, make sure you still have wealth to give by taking the right steps ahead of time.

Link to: [\\$30 trillion is about to change hands in the US CNBC article](#)



Post 12

Text: Teaching kids important money lessons from a young age can help them to establish a healthy relationship with money and mature into financially responsible adults.

Link: [Why is raising financially savvy kids important? LFG webpage](#)



Utilize these resources to *connect* with your clients on how they can best prepare and support the financial needs of the next generation.

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