



WINNING WITH FINANCIAL WELLNESS FOR WOMEN

A resource guide to help you grow
your business with a focus on women



Prudential

At Prudential, our mission is to make lives better by promoting financial wellness. Focusing on the power of women in support of this mission makes sense because of the important role they play in our economy.

WOMEN ARE KEY DECISION MAKERS.

Experts estimate that by 2030, women will control as much as **two-thirds** of the nation's wealth. To that point, women in the United States control **\$10.9 trillion**, or **31%**, in assets.¹

WOMEN ARE ENTREPRENEURIAL.

There were **6,861** more women-owned firms in 2018 than in 2017, up **0.6%** to **1.1 million**.²

And with all of this power and influence, as a group, they WANT...

✓ financial education ✓ financial advice ✓ solutions

This is where you and our mission align. YOU can help us bring greater financial wellness to this impressive group.

This resource guide provides you with some tools offered by Prudential to help you find success when marketing and selling to women and can help take your practice to new heights.

For more about how we can help you build your practice, please reach out to your Prudential team.

Click on the section buttons shown on the right to jump to that page.

Click on the  to jump back to this page. Use the < > around the  to move page by page.

¹ McKinsey, "Women as the next wave of growth in US wealth management," July 2020. <https://www.mckinsey.com/industries/financial-services/our-insights/women-as-the-next-wave-of-growth-in-us-wealth-management>.

² U.S. Census Bureau, March 29, 2021. <https://www.census.gov/library/stories/2021/03/women-business-ownership-in-america-on-rise.html>



CONVERSATION STARTERS

Email templates and articles to help you connect with women



ENGAGE WITH EVENTS

Ideas to connect with women in person or virtually



STUDY GROUPS FOR WOMEN

Thought starters for getting together with women to discuss how to grow their practice



SALES IDEAS

Concepts to help you build the bridge to offering financial solutions

CONVERSATION STARTERS



Women are hungry for financial information

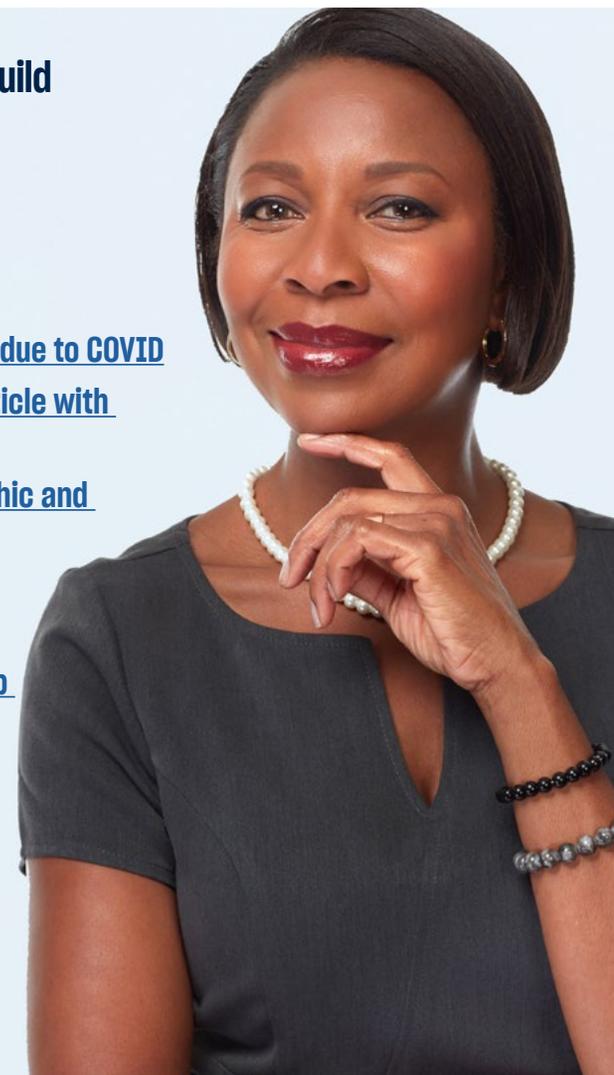
- ✓ **62%** of women express strong interest in learning more about finances and retirement planning¹
- ✓ **Over half (57%)** of women say they wish they were more confident in their financial decision making²
- ✓ **Knowledge and information are the #1 factor** women cite that will make them feel more confident about their financial expertise, more than having more money¹



[Get advice from your peers on providing financial education to women](#)

Begin using these tools and build relationships

- [Prospecting Emails](#)
- [Door Opener Emails](#)
- [Articles to Educate](#)
 - [Women's Financial Challenges due to COVID](#)
 - [Email template to share article with Producers](#)
 - [Women & Retirement Infographic and Checklist](#)
 - [How Women Can Combat Their Greatest Retirement Risk](#)
 - [5 Ways Life Insurance Can Help Pay for Chronic Illness Needs](#)
 - [Women's Financial Challenges Just Got Greater](#)
- [White Paper](#)
 - [Planning for Retirement: Women in Two-Income Households at Highest Risk](#)



¹ Source: LIMRA Study, "What Women Want in Financial Services", February 2019. Last accessed May 2019.

² Source: Allianz Life's 2019 Women, Money and Power Study, April 2019.

ENGAGE WITH EVENTS



Women feel they would benefit from working with a Financial Advisor but would prefer a less transactional relationship

- ✓ Only **34%** of women report working with a Financial Advisor¹
- ✓ The **top five attributes** women are looking for in an advisor are:
 - Listens to what I say and offers suggestions accordingly
 - Makes an effort to understand my situation and offer tailored advice
 - Has a good track record
 - Doesn't talk down to me
 - Willing to educate and explain²
- ✓ Between **11% and 25%** of women say they feel rushed or pressured in their meetings²
- ✓ **18%** of young women feel their advisor "is too judgmental" and **16%** feel they "don't try to understand their situations"²



[Get advice from your peers on building relationships with women prospects](#)

Host events and generate a following

- [Women's Financial Challenges Due to COVID Consumer Seminar](#)
- [Invitation](#)
- [Cocktails and Conversation Discussion Guide](#)
- [Invitation](#)
- [Getting Ahead Financially Discussion Guide](#)
- [Invitation](#)
- [Power of Two Consumer Presentation](#)
- [Invitation](#)
- [Suddenly Single: The Importance of Estate Planning for Women](#)
- [It's Just the Beginning - Your Guide to the Ultimate Post-Event Strategy](#)



¹Prudential, Total Market 2017 Research Report, Chadwick Martin Bailey. Last accessed May 2019.

²LIMRA Study, "What Women Want in Financial Services", February 2019. Last accessed May 2019.

STUDY GROUPS FOR WOMEN



Women Financial Advisors

Bring in and train young women:

- ✓ Only **16%** of the nation's financial advisors are women¹
- ✓ Only **23%** of CFP® professionals are women²
- ✓ Nearly **40% of advisors** plan to retire within 10 years¹
- ✓ More female **role models**, women's **support networks**, and **professional development efforts** targeted to women would increase the number of female professionals²

Topic(s) to help connect and build a focused practice

- [Expand Your Client Reach](#)
- [Women's Financial Challenges Due to COVID FP version](#)
- [Invitation](#)
- [Power of Two Prospecting Fact Finder](#)
- [Meeting Invitation](#)
- [Connected Advisor Tech Tips](#)



¹ Source: Financial Advisor Magazine, Why The Shortage Of Female Advisors, April 2017. Last accessed May 2020.

² Source: CFP Board, "Making more room for women in the financial planning profession", January 8, 2018.



SALES IDEAS

Women have different financial considerations than men

- ✓ Women have a **5-year higher life expectancy** and are likely to outlive their male spouses¹
- ✓ Women generally have **lower incomes, less retirement savings, and more debt** than men²
- ✓ **2/3** of women say “ensuring they can pay for future health care needs” is an important goal but **only 37%** are confident they will meet this goal³
- ✓ **62%** of female business owners rely on their business as their main source of income⁴



See how easy life can be with the E's of doing business

Review and expand sales opportunities

- [Prudential Survivorship Suite of Products](#)
- [Women and Chronic Illness](#)
- [A legacy and living benefits solution: PruLife Survivorship Index UL®](#)
- [Caring for an Aging Parent](#)
- [Providing for a Surviving Spouse in Retirement](#)
- [Small Business ebook](#)
- [Insurance Strategies for your Business](#)



¹ Mortality in the United States, 2018, U.S. Centers for Disease Control and Prevention, <https://www.cdc.gov/nchs/data/databriefs/db355-h.pdf>.

² Prudential, The Cut: 2018 Financial Wellness Census.

³ Prudential, The Cut: 2018 Financial Wellness Census.

⁴ The Blueprint, “Women in Small Business Statistics in the U.S.,” Jan 17, 2021. <https://www.fool.com/the-blueprint/women-in-small-business-statistics-in-the-us/>

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