Inspire Financially Fearless Women

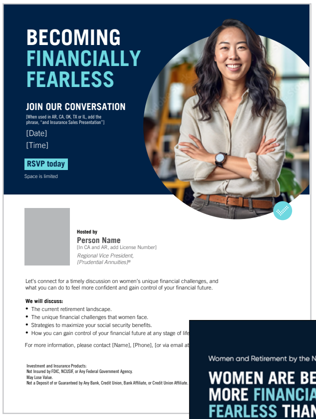
How to get started

1 IDENTIFY POTENTIAL CLIENTS

Potential clients include female pre-retirees and retirees interested in learning more about what makes financial planning unique for women and the steps they can take today to prepare for the future.

2 ENGAGE YOUR TARGET AUDIENCE

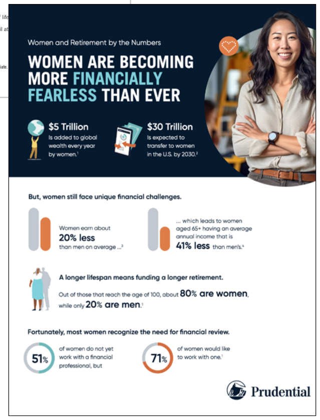
Bring female clients and prospects together by hosting a seminar to discuss women's unique financial needs and drive more conversations. Encourage them to bring a friend!



3 CONTINUE THE CONVERSATION

We have tools and resources to support your follow-up efforts.

- **Mail or Email** – Share **Women and Retirement by the Numbers** to encourage clients and prospects to set up a meeting with you.
- **One-on-One** – Continue the conversation by meeting with them to identify their unique goals and work towards a plan that makes sense.



Call your Prudential sales team at 800-513-0805 to learn more.

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