ILI BLUEPRINTS TO BLACK WEALTH INVITATION EMAIL

[Instructions to use this template: Please copy the below email in its entirety, including disclosure, as your email message through Outlook.

There are multiple subject lines to choose from. You should not be modifying these in any way. Important note: only the salutation and name fields may be customized. All other bracketed fields, if used, must be used in their entirety without modification. Examples of a salutation are: Good Morning, Good Afternoon, Good Day, Hello, Aloha. This is not meant as a free-form area to type a personal message. You can NOT bold or change the font size, style, or color.

Customize any bracketed fields, if needed, and remove all brackets before sending.]

**[Subject line options]**

[Subject Line:] [Breaking the taboo around money]

[Subject Line]: [Stop the silence when it comes to money]

[Subject Line]: [How to start talking money with your family today]



# LET’S BREAK THE SILENCE: A GUIDE TO FAMILY MONEY CONVERSATIONS

**JOIN OUR CONVERSATION**

[Date]

[Time]

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Did your family discuss money openly when you were kid? Or was money a topic for “grown ups” only?

For many of us, the topic of money was strictly taboo. It’s time to change that!

Join me for an engaging presentation that will give you guidance on how to break the silence around money in your family. You'll learn how to initiate open and productive money conversations with every member of your family—whether they’re kids, teens, or adults.

**We’ll discuss:**

* Practical tips to start age-appropriate discussions about money with each member of your family.
* The role of your trusted financial advisor in helping start these important conversations.
* How you can help protect the financial future of your family.
* How to help ensure loved ones with special needs get lifelong care.

For more information, please contact [Name], at [phone number], or via email at [name@prudential.com].

[signature]

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