

ESTATE

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PROBATE CHALLENGE

**VIDEO
MARKETING
PROMPTS**



WHAT IS PROBATE?

Tip: Try starting with another question first if you get stumped on #1.



WHERE DOES THE PROBATE PROCESS OCCUR

Tip 1: Try to work in local keywords here.

Tip 2: Someone asking this probably hasn't started the probate process yet. Include a prompt to contact you for help filing.



DO I HAVE TO FILE PROBATE IF THERE'S A WILL?

Tip: This question demonstrates
hesitance about dealing with probate.
Use a CTA here to connect with you
for help filing probate.



HOW CAN I FIND OUT IF I'M NAMED IN A WILL?

Tip: This question signals a high possibility of multiple heirs, lack of communication or end-of-life planning within the family, and/or eagerness to secure something from the estate.



WHO ARE THE HEIRS WHEN THERE IS NO WILL OR TRUST?

Tip: This is a great place to collaborate with a local attorney and break down how intestate succession works in your state.



HOW LONG DOES PROBATE TAKE?

Tip: This is a great place to hint at all the work involved with getting through the probate timeline. It can also be a clue about financial urgency.



WHEN CAN I GET MY INHERITANCE?

Tip: Look at google search for "How long inheritance" and similar phrasing. This is something A LOT of people search for. For a CTA, consider partnering with an inheritance advance company to help people access inheritance *before probate closes*.



WHEN IS PROBATE NOT NECESSARY?

This is another place you can add in location keywords, i.e. "When is probate not necessary *in Florida?*"



WHAT HAPPENS TO THE HOUSE WHEN THERE'S NO WILL?

This ? gets people thinking about real estate - and the pain in the butt it can be to deal with property in probate alone.

Tip: Link to probate testimonials in your YouTube description and end screen.



WHAT ARE THE EXECUTOR'S DUTIES?

Tip: This is a great place to lay out what they will have to do that the court and their attorney will not handle for them.



I DON'T LIVE NEARBY - DO I HAVE TO COME THERE?

Ancillary Probate! Explain the value of your full-service approach in your answer.

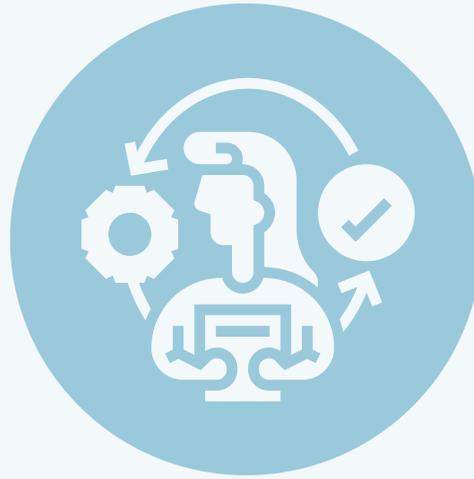
Tip: Consider including an image or link that lists all your services in your answer to this question.



WHAT IS PROBATE LITIGATION AND WHEN IS IT NEEDED?

Hint: It's usually not fun. This question can signal disagreement is already brewing between family members.

Tip: Give an overview to start, and consider planning a long-form video with an attorney as value-add content.



WHAT SHOULD I DO TO PREPARE TO MEET WITH A PROBATE ATTORNEY?

This is a great place to offer a checklist via email capture.

Tip: Some people might not have an attorney yet. Offer help finding a trusted probate attorney in the area.



WHAT DO I NEED TO KNOW ABOUT PROBATE IN (LOCATION)?

You can use any location that applies.

Tip: This is a great place to include your knowledge of the local probate court. Try recording this one right in front of the courthouse.



WHAT HAPPENS TO ASSETS DURING PROBATE?

Tip: Include a prompt that you can create a structured plan for your assets to keep them out of probate in the future.



HOW MUCH DOES PROBATE COST?

Tip: It's cheaper to do probate right than to try it cheap and have to fix it = Attorney Referral CTA.

Tip: This is a great place to introduce opportunity costs, such as bills going unpaid and the holding costs of property incurred through inaction.



HOW CAN I AVOID PROBATE?

This is your chance to capture an estate planning referral.



WHAT IF MY FAMILY MEMBER WAS A MEDICAID RECIPIENT?

32% of total Medicaid expenditures went to Long Term Services and Supports in 2018.

This question is a great opportunity to collaborate with long-term care professionals.

PROBATE CHALLENGE

You Can Do This!

and we can help.



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**Link in
Description**