



## Video Title: What's Next for Widows

Target Audience: Prospects, Clients, COIs  
Estimated Total Runtime: <1:00  
Strategy: Post on website, social media, send in email

[LT: Eric B. Soiland, CFP®, CIMA®, CIMC®  
Managing Director  
Presidio Group Wealth Management]

[Eric]

Losing a loved one is overwhelming, and it's natural to feel uncertain about what to do next. Over the years I've worked with many widows facing these challenges, and I understand how tough it can be.

The key is to take things one step at a time. I would suggest you start by getting organized—focus on immediate priorities, and soon the tasks ahead will feel more manageable. In fact, I've created a guide to help ease your concerns and provide long-term financial security suggestions for you and your family.

Initially you may wish notify close family, key advisors, and request copies of the death certificate. Gather important documents, and assess immediate cash flow and expenses. Also, don't make any major financial decisions in the first year or so.

Let me send you my free guide on "When a Loved One Passes Away." It's a step-by-step resource to help you through this process, with no obligation. Just reach out via phone or email. I'm here to help.

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**Email Subject Line:** VIDEO: What to Do Next If You've Lost a Loved One

**Email Copy:**

Losing a loved one is incredibly overwhelming, and the uncertainty of what to do next can add to the anxiety.

I can help walk you through the immediate steps to take and provide helpful resources, including a free guide I've created specifically for widows navigating this challenging time.

Watch the video to learn how to start organizing and feel more confident as you move forward.  
[Thumbnail hyperlinked to video]

If you or someone you know is facing this challenge, reach out so we can share these resources.  
[Add 'Schedule a meeting with me' link]

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### **Social Tease:**

Losing a loved one brings tremendous grief and anxiety, and it's easy to feel overwhelmed.

If you're asking yourself, "What do I do next?"—I'm here to help.

I can share the key steps to take immediately after a loss, plus a free guide to make the process easier.

Need help navigating the next steps? Reach out through the link in the comments so we can send you our guide for support.

#Widows #GriefSupport #InvestmentPlanning #SupportThroughLoss #LifeTransitions

[\[Direct Upload mp4 file\]](#)

[\[Add 'Schedule a meeting with me' link in comments\]](#)

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**Website Blog/YouTube Title:** What to Do Next as a Widow

### **Website Blog/YouTube Copy:**

Losing a loved one is one of the most difficult experiences anyone can go through, and the overwhelming number of tasks and decisions that follow can make everything feel even more daunting. If you're asking yourself, "What do I do next?"—you're not alone. I've worked with many widows facing similar challenges, and I understand how overwhelming it can be.

The first step is to focus on organizing your priorities. Start by notifying close family members, key advisors, and requesting multiple copies of the death certificate. Gathering important documents, such as wills, trusts, and Social Security numbers, is crucial.

It's also important to look at immediate cash flow and expenses. What bills need to be paid now, and how will you keep the lights on in the short term? In my free guide, "When a Loved One Passes Away," I offer step-by-step guidance to help you navigate this difficult time with more confidence.

In times like this, it's important not to rush any major financial decisions. I'm here to support you through this process, even if we're not working together. Please don't hesitate to reach out—I'm here to help.

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