



The Step By Step Guide To Becoming An Estate Planning Consultant

Sharing the proven steps to adding estate planning services to your business or setting up a separate, profitable Estate Planning Consultancy.

By Amy Peters - IPW Will Writer Of The Year



Beneficial
Trust & Will Company
By Professionals For Professionals





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Introduction - So you are considering becoming an Estate Planning Consultant?

I am proud to have supported hundreds of people like you to establish their own successful estate planning business. I am a Director at Beneficial Trust & Will Company (BTWC) and also honoured to be the current IPW Will Writer of The Year.

I felt now was a good time to share why I believe the move to becoming an Estate Planning Consultant is such a good fit for a range of people, from IFA's to Mortgage Brokers and Equity Release specialists.

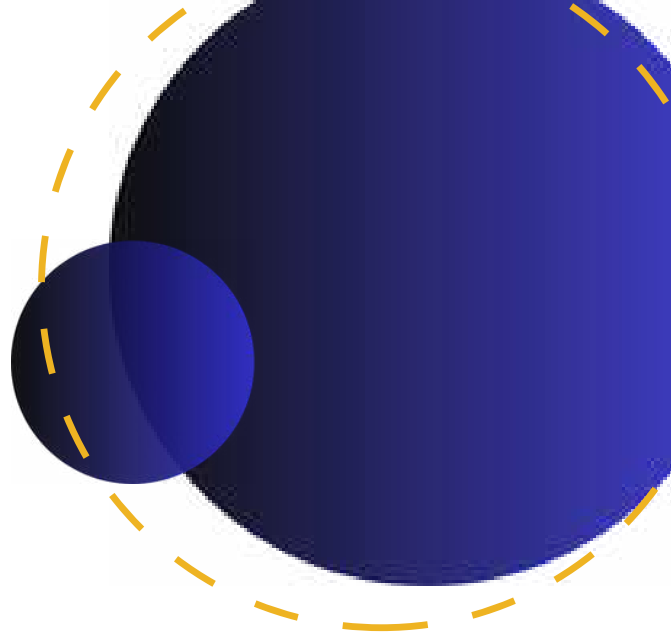
Since 1999, BTWC have created more than 20,000 Wills, Trusts and Lasting Powers of Attorney and our award winning firm continues to thrive and grow thanks to the loyalty of our advisers and clients who have worked with us over many years.

We also work with a panel of trusted partners such as chartered tax advisers, solicitors and trust corporations to deliver a full service solution.

So in this Step by Step guide I will cover the main things to consider, the benefits of becoming an Estate Planner and share some ideas to help you get started the right way.

If you have any questions or would like to know more about joining BTWC as an Estate Planning Consultant, feel free to call me on **01522 500823**, visit our website www.btwc.co.uk or email me on amy.peters@btwc.co.uk





Chapter #1

Why become an Estate Planning Consultant?

Why become an Estate Planning Consultant?

When you become an Estate Planning Consultant, you become a confidante, guide and trusted contact. Creating a Will is not only about directing what should happen to a persons financial wealth after they have passed away, it's about understanding their family dynamics, belief systems and aspirations.

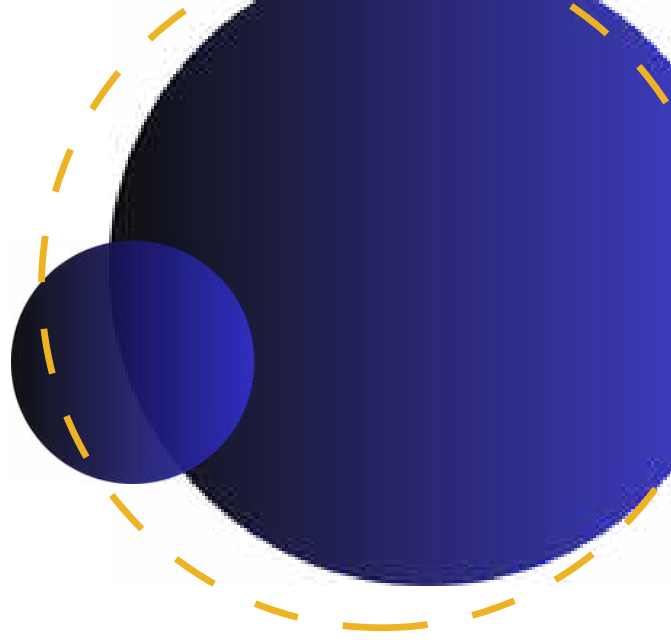
An Estate Planner is a rewarding career that combines financial expertise with compassion, you can make a lasting impact on peoples lives and the lives of their families. In a world where financial uncertainties are inevitable, the role of estate planning has become a crucial aspect of financial wellness.

Here are the four key reasons to consider this route:

- You will have meaningful impact on lives. Estate Planning Consultants play a pivotal role in helping individuals and families secure their financial futures.
- Growing demand for your expertise. As the national population ages, the demand for estate planning services is ever increasing.

- Professional growth and continued learning. Estate Planning is a dynamic field and by becoming an Estate Planning Consultant you can be sure of an exciting journey of continuous learning and personal development. You'll be well supported to expand your knowledge and enhance your skills to better serve your clients and ongoing growth opportunities make this career choice both exciting and fulfilling.
- Increased earning potential. Offering specialised expertise as an Estate Planner positions you as a valuable resource in the eyes of your clients. Your knowledge and guidance will become invaluable assets which can translate into a potentially lucrative income stream.





Chapter #2

What is involved in becoming an Estate Planning Consultant?

What is involved in becoming an Estate Planner?

Becoming an Estate Planning consultant requires a combination of education, training and practical experience.

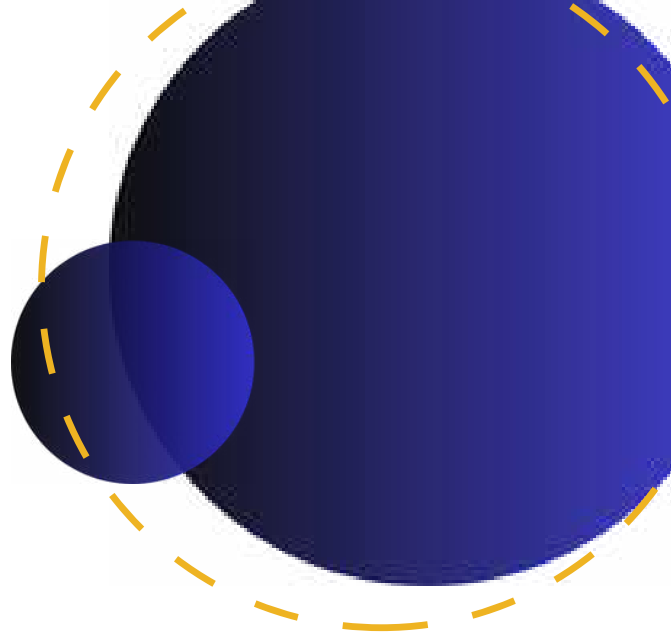
At BTWC, we provide a foundational course that enables you to understand the fundamentals of succession planning with an introduction to the legal frameworks combined with real life scenarios. This will provide you with the confidence to understand the questions you need to ask clients and potential solutions for them to consider. You may feel this is sufficient to enable you to service the clients you deal with or you may choose to take a further step with the Institute of Professional Willwriters (IPW) Associate accreditation.

As a full IPW member, we can be your sponsor to enable you to gain an industry recognised qualification that will demonstrate your competence to your clients. You will also be able to use the designation “AIPW” after your name and display the IPW and Chartered Trading Standards logo on your website, marketing materials and business stationary.

You can choose a route that suits you, for time, commitment and your business aspirations, going as quickly or slowly as you like. The trust and authority that having the right support, training and accreditations behind you should never be underestimated, so think carefully about the options you would like to pursue and if you need any advice, feel free to get in touch via our website

www.btwc.co.uk





Chapter #3

What are your options ?

What are your options?

You have a number of options when setting up Estate Planning services, but the two I would urge you to consider most seriously are to either set up under your own brand or join an established brand that you can trade under, so leveraging their market position.

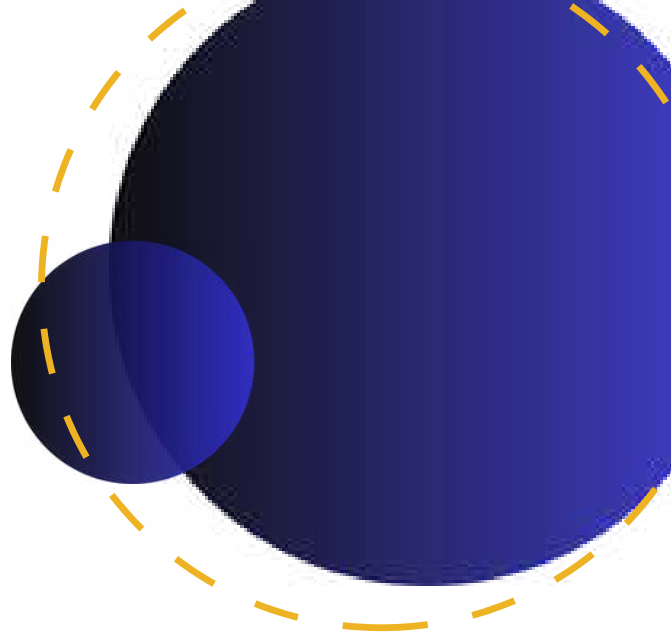
One of the great aspects of working with Beneficial Trust and Will Co is that you're in the driving seat of your business. You can choose how you wish to work with us and on what terms.

It may be that you are keen to establish your own Estate Planning business identity, and want to work with us as your back-office support team. You may be looking to add an additional trading arm to your current IFA or Mortgage Practice or create an entirely new Estate Planning business within your locality. With the freedom to set your own direction and focus entirely on your business growth goals, we will be with you every step of the way in the background to ensure that your clients receive the correct guidance and documentation whilst you focus on building your business brand.

Alternatively, you may wish to leverage on our established trading history and build your business as an associate of Beneficial Family Wills (BFW), our B2C trading entity. On this basis you can adapt our branded marketing materials, digital presence and business identity to get straight to work without having to start from scratch.

We set up beneficialadvisers.com for this reason. It allows you to use our BFW brand including your own CRM software, marketing tools and 12 page website, as part of the package plus all the benefits of our back-office expertise. So take your time thinking through your options and if you need any help, please get in touch.





Chapter #4

How do you stay up to date with industry trends?

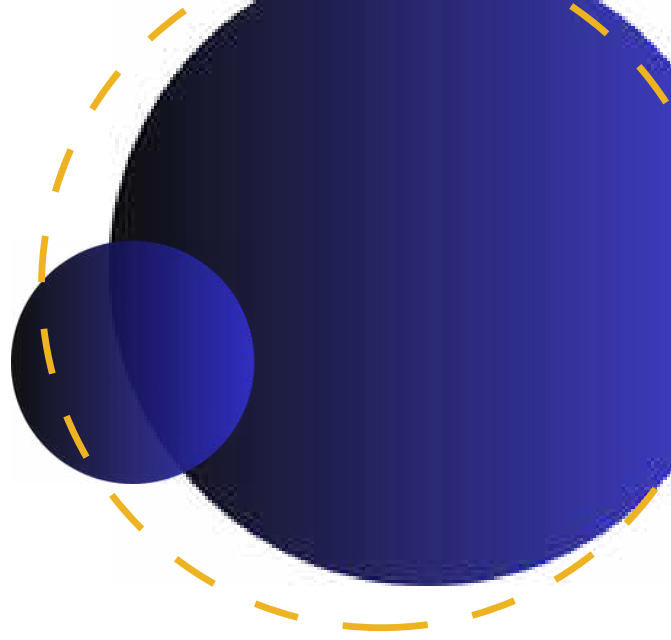


Staying Up To Date As An Estate Planner

In such an ever-changing environment as financial services, it is critical to ensure that you are fully up to date in the advice you are giving to your clients. As a trusted partner of Beneficial Trust & Will Co, you can be assured that you'll never be alone in business. We provide regular monthly newsletters as well as quarterly meetings to not only support your continuing professional development but also to keep you in touch with your peers as a business support network.

You'll be kept up to date with the latest industry news and professional updates as well as being provided with the opportunity to expand your professional network and share ideas for business development.

But that is not all, we also provide you with marketing ideas and lead generation strategies to help you grow your business. Most importantly, we'll always be at the end of the phone to discuss those challenging client cases and provide you with technical support at all times.



Chapter #5

6 ways to maximise your profits as an Estate planner?

6 ways to maximise profits as an Estate Planner

Most people appreciate that they need to get an effective and legally binding Will in place, but this is often just the start for clients.

Once you've generated that lead, maximising the opportunity is actually a natural progression in the conversation with your client. Once they have outlined their financial situation and family dynamics, Trusts along with Lasting Powers of Attorney quickly will be identified as additional requirements. Here are six ways to maximise your profits:

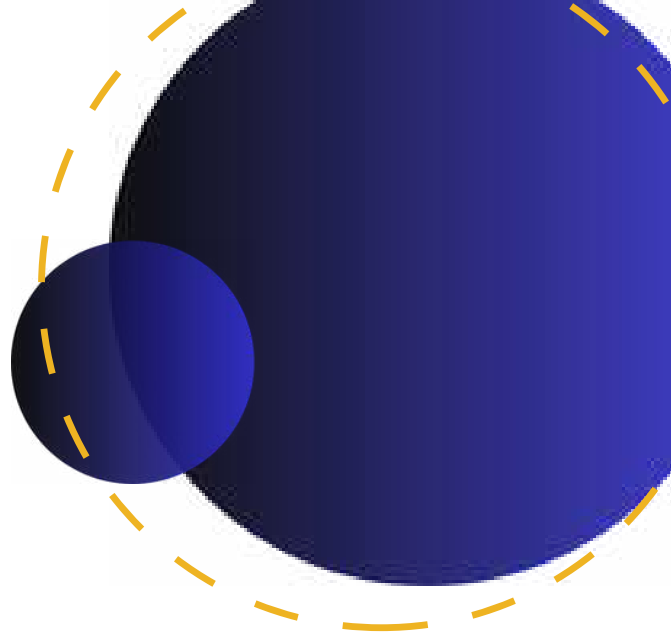
1. **Discuss Various Will options.** In many cases when you start to dig deeper into a clients affairs, a simple Will is not enough for them, so ask plenty of questions.
2. **Discuss LPA's** - Has the client considered who will manage their affairs if they don't die but became incapacitated?
3. **Is A Trust needed** - Does the client have a blended family or vulnerable beneficiaries for example?

4. **Will Signing Witnesses** - Make sure you attend each Will signing and ask each Witness for their details to discuss your services with.

5. **Ask for A Referral** - Every happy client will be happy to refer a friend for you to talk to. So make sure you ask.

6. **Diarise Client Reviews** - A powerful tactic that will yield more work but will also set you apart from everyone else, is to plan a review every 2 years, to check that the clients needs are still being met. Clients will love this.





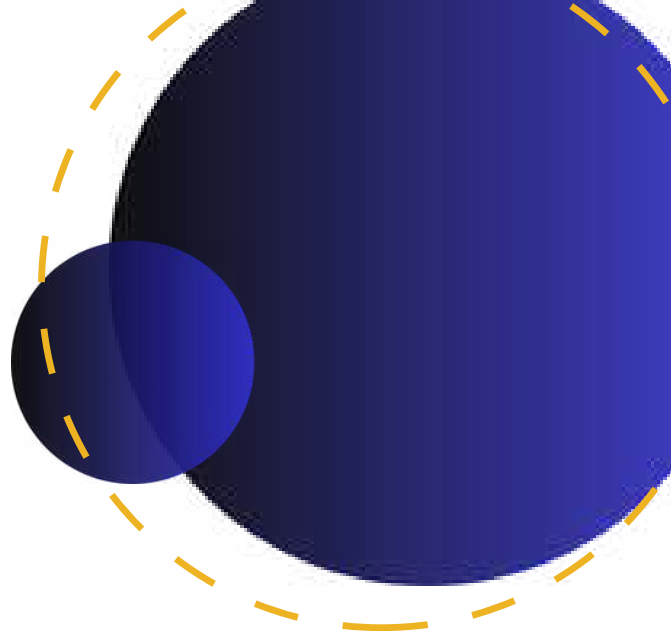
Chapter #6

**10 lead
generation ideas
for your Estate
Planning
Business**

10 lead generation ideas for your business

Focus your efforts on these lead sources, optimise each of them to generate leads into your business.

- ☐ Customer Referrals - Especially the witnesses who are present at Will signings - get into the habit of asking for their details and sending them information.
- ☐ Partner Referrals - Working with care homes, schools, accountants - who can refer you work?
- ☐ Client Reviews - Make sure you plan to review every client, every 2 years. Circumstances change and this will generate significant additional work.
- ☐ Local Networking - Attend 2 - 3 local networking events each week. I suggest aiming for breakfast networking events.
- ☐ Google My Business - Set up your GMB profile and optimise it so you appear on the local map of your area for keywords such as Will Writing, Lasting Powers of Attorney, Estate Planning, Trusts and Probate Services. Add your phone number and activate the new "Chat" facility.
- ☐ Website Traffic - Optimise your website for leads, offer downloadable guides, resources and videos in exchange for a name and email address - then nurture that relationship by helping answer the visitor's questions in blog posts and videos.
- ☐ Social Media Traffic - Do not try to cover too many social platforms - the biggest success we see is through Facebook - so focus on creating a business page on Facebook. You may also run paid ads in the future and these will run through your page.
- ☐ Online Directories - Add your website and business details to at least 30 online directories, these will give you an online presence, backlinks back to your website and drive visitors to your website. We have a list of the best directories that we share with our Advisers.
- ☐ Live Events - We see Advisers having a lot of success running live online events sharing advice. Set up and run a monthly event online for free, asking people to register for your 45 minute Will webinar. You can also run this offline on a monthly basis at a local venue.
- ☐ Paid Ads - We recommend you put aside a small budget each month for running Facebook Ads. Run lead generation ads to a piece of valuable content - such as your event or your conversion guides that give people value. Google Ads are also worth considering, although they focus on keyword phrases people are typing into Google and so will work out a little more expensive, but still great for scaling in a predictable way.



Chapter #7

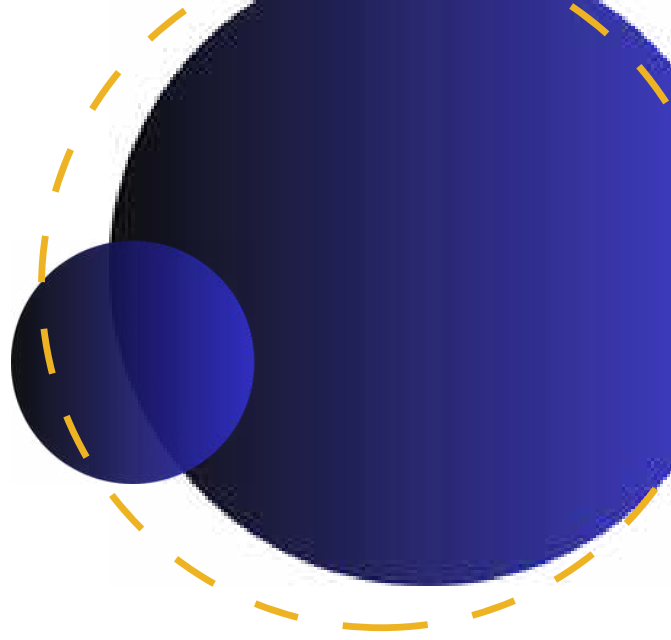
The tools you need to be an effective Estate Planner

The tools you need to be an effective Estate Planner

There are some essential tools that you need to be an effective Estate Planner, here are the critical ones to get in place:

1. **Your Knowledge**- Sounds obvious but your clients are trusting you and you need to ensure you have up to date knowledge, information and training to give effective advice. We provide foundational training and support to ensure you are always on point here.
2. **Communication & Marketing Tools** - You need a website, CRM software, email marketing, social media and comms channels to allow clients to find, connect and engage with you.
3. **Professional Indemnity Insurance**- We provide all of our Advisers with insurance for up to £2m per document, as required by regulatory bodies.
4. **Professional Document Drafting & Back Office Support** - Once you have taken instructions from your client you need to ensure fast accurate document drafting and progress reports you can rely on. BTWC pride ourselves on this area.





Chapter #8

How BTWC can help you

How can BTWC help & support you?

Over the last 25 years, Beneficial Trust and Will Company have supported hundreds of people like you to establish their own successful estate planning business.

Since 1999, we have created more than 20,000 Wills, Trusts and Lasting Powers of Attorney and our award winning firm continues to thrive and grow thanks to the loyalty of our advisers and clients who have worked with us over many years.

Our industry experience is underpinned by our professional accreditations including membership of key regulatory bodies such as the Institute of Professional Willwriters (IPW), The Society of Will Writers (SWW), the Institute of Paralegals (IoP) and the Society of Trust & Estate Practitioners (STEP).

As a family led-business, our integrity and client care has also been recognised with industry awards such as Will Writing Firm of the Year 2019 (North) and IPW Willwriter of the Year 2023.

All of this aside, our key driving force is to support people to ensure their legacy planning is in place and professionally delivered by skilled advisers such as you.



Your Next Steps

List 5 things you need to do next to make this happen.

- ☐ Complete Pre-Application Form with BTWC - [Click here to complete the form](#)
- ☐ Speak to Amy about my plans - Email me on amy.peters@btwc.co.uk
- ☐ Book A Meeting with Amy - [You can book in on my calendar here](#)
- ☐
- ☐

What do I want to accomplish?

Why do I want to become an Estate Planning Consultant?



Let's Talk About Your Success

At BTWC, we understand that becoming an Estate Planning Consultant is a big decision for you and you want to get it right. The answer to this, is to work with the right partner from the start and we believe there is no better partner in the UK than BTWC.

We have helped hundreds of financial experts, just like you, to make the successful move into Estate planning, giving them as much or little support as they need. So why not give us a call or arrange a meeting to discuss your ideas and let us share what we have seen working for other people in your position.

Get In Touch:

Call: 01522 500823

Email: amy.peters@btwc.co.uk

Visit: www.btwc.co.uk



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