

Day	LinkedIn	Facebook	Post Copy	Image/Graphic Ideas
Day 1	Statistic-based post on wealth loss (link to blog)		<p>90% of Wealth is Lost by the Third Generation</p> <p>Wealth isn't just about what you accumulate—it's about what you preserve.</p> <p>A 20-year study by The Williams Group found that 70% of wealthy families lose their wealth by the second generation, and 90% by the third.</p> <p>Why? Because money moves faster than planning.</p> <p>Join us for a limited-access webinar with Sparks Financial:</p> <ul style="list-style-type: none"> ?Design a lasting legacy ? Learn about trusts, tax-efficient gifting ? Raise financially empowered heirs <p>?? [Register now] #GenerationalWealth #LegacyPlanning #WealthPreservation #FamilyLegacy #SparksFinancial #FinancialEducation #PreserveYourLegacy</p>	<p>Headline image with a family crest or multi-generational family, overlaying the stat: '90% of wealth is lost by the third generation.'</p> <p>Elegant serif font with Sparks Financial navy & gold.</p>
Day 2		Family lifestyle photo + webinar CTA	<p>Wealth is Built with Intention. Legacy is Built with Love.</p> <p>At Sparks Financial, we help families turn their success into something lasting for generations to come.</p> <p>Join our free webinar: 'Preserve Your Legacy: Strategies for Building Generational Wealth'</p> <ul style="list-style-type: none"> ? Protect your family's future ? Reduce tax burdens ? Build legacy through trusts and education <p>?? Reserve your place now.</p>	<p>Warm, lifestyle image of a multi-generational family enjoying dinner outdoors on a private estate. Soft gold overlay text: 'Wealth is built with intention. Legacy is built with love.'</p>
Day 3	Carousel: 3 estate planning mistakes		<p>Carousel Post: 3 Estate Planning Mistakes HNW Families Make</p> <p>Slide 1: Title – '3 Estate Planning Mistakes High-Net-Worth Families Make'</p> <p>Slide 2: No Coordinated Plan</p> <p>Slide 3: Lack of Communication</p> <p>Slide 4: Waiting Too Long</p> <p>Slide 5: CTA to Join Webinar</p>	<p>Professional LinkedIn carousel design in navy and gold. Use estate planning icons (documents, clocks, shields). Photos ?. Each slide visually distinct but brand-aligned.</p>
Day 4		Advisor introduction photo + webinar CTA	<p>Meet the People Behind the Planning</p> <p>'I don't just help clients plan for retirement. I help them plan for legacy.'</p> <p>— [Advisor Name], Senior Advisor</p> <p>?? Join our webinar: 'Generational Wealth: How to Build It — and Keep It'.</p>	<p>Photo of the featured advisor in an elegant office setting. Overlay text: 'Legacy is personal. Your advisor should be too.'</p>
Day 5	Video clip: Trust structure insights		<p>Short Video: What Makes a Great Trust Structure?</p> <p>[Advisor Name] shares why trust setup—not just having one—is critical.</p> <ul style="list-style-type: none"> ? What makes a trust 'dynasty ready' ? Why control & flexibility matter ? How Sparks helps build clarity <p>?? Join our webinar: Generational Wealth — How to Build It and Keep It.</p>	<p>Thumbnail frame: Advisor speaking in a well-lit office, overlay title: 'Trusts that Last: Are You Structured for Legacy?' Use Sparks Financial brand colors.</p>

Day 6		Infographic: Generational wealth stats	Infographic: Generational Wealth by the Numbers ? 70% lose wealth by Gen 2 ? 90% by Gen 3 ? Learn how to protect your legacy ?? Join our free webinar: 'Generational Wealth: How to Build It — and Keep It'	Infographic in navy/gold showing 3 sections: 1) Wealth loss stats 2) Why it happens 3) How to fix it. Icons for each concept, clean and minimal layout.
Day 7	Webinar reminder	Webinar reminder	? 1 Week Away: Will You Be There? Sparks Financial's exclusive webinar is almost here: 'Generational Wealth: How to Build It — and Keep It' ? Strategic wealth transfer tools ? Real family case studies ? Expert-led insights ?? Free to attend ?? [Insert date] ?? [Register Here]	Countdown-style image: '1 Week Left' in large serif font over gold pocket watch or family estate background. CTA overlay: 'Register now'.
Day 8	Client case study			
Day 9		Carousel: Teaching kids about money		
Day 10	Legacy quote + advisor commentary			
Day 11		Family dinner image + webinar CTA		
Day 12	Tax tips for HNW families			
Day 13		Testimonial graphic		
Day 14	Webinar reminder (72 hours)	Webinar reminder (72 hours)		
Day 15	Video teaser: Importance of planning			
Day 16		Behind-the-scenes webinar prep		
Day 17	Final registration call	Final registration call		
Day 18	Event day post: Preview	Event day post: Thank you		
Day 19				
Day 20		College planning finance tips		
Day 21				
Day 22	Webinar replay + key takeaways			
Day 23		Quote graphic on legacy		
Day 24	Poll: Favorite webinar section	Poll: Favorite webinar section		
Day 25	Article: Dynasty Trusts			
Day 26		Family photo + quote		
Day 27	Private consultation CTA			
Day 28				
Day 29	Webinar Q&A highlights			
Day 30		Blog share: Why estate plans fail		