

Building Generational Wealth

Digital Posts Examples

LinkedIn

90% of Wealth is Lost by the Third Generation

Wealth isn't just about what you accumulate—it's about what you preserve. 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.

Why? Because money moves faster than planning.

Join us for a limited-access webinar with Sparks Financial:

- Design a lasting legacy
- Learn about trusts, tax-efficient gifting
- Raise financially empowered heirs

[Register Now.](#)

#GenerationalWealth #WealthPreservation #FamilyLegacy
#SparksFinancial #FinancialEducation #PreserveYourLegacy

90% of wealth is lost by the third generation.



LinkedIn Usage by HNWI Is:

- Professional Networking: HNWIs leverage LinkedIn to connect with peers, industry leaders, and potential business partners.
- Thought Leadership: They consume and share content related to industry trends, investment strategies, and economic insights to stay informed and establish authority.
- Business Development: LinkedIn serves as a platform for exploring new ventures, partnerships, and investment opportunities.

LinkedIn

True legacy isn't measured by what you leave behind—it's defined by how well your family is prepared to receive it.

As a high-net-worth individual, you've likely built a strong financial foundation. But have you built a framework that will preserve your values and vision for the next generation?

Join Taven Sparks and Nate Colborn of Sparks Financial for a high-level, expert-led webinar:

- Preserve Your Legacy: Strategies for Building Generational Wealth
- Friday, April 18 | 1:00 PM MDT
- Live Online Event

In this session, we'll cover:

- Structuring wealth transfers to reduce tax exposure
- Building trust strategies that support long-term impact
- Incorporating family values into financial planning
- Preparing heirs for stewardship, not entitlement

Bonus: All attendees receive our latest guide: "5 Pitfalls of Poor Wealth Transfer Planning" and a private consultation with our team

[Secure your seat now.](#)



Content Recommendations for LinkedIn:

- **Industry Insights:** Publish articles and posts offering in-depth analysis of market trends, investment opportunities, and economic forecasts.
- **Professional Achievements:** Share success stories, case studies, and testimonials that demonstrate expertise and credibility.
- **Networking Opportunities:** Promote webinars, workshops, and conferences that provide value and facilitate professional connections.

Facebook

Wealth is Built with Intention. Legacy is Built with Love.

At Sparks Financial, we help families turn their success into something lasting for generations to come.

Join our free webinar:

‘Preserve Your Legacy: Strategies for Building Generational Wealth’

- Protect your family’s future
- Reduce tax burdens
- Build legacy through trusts and education

[Reserve your place now.](#)



Facebook Usage by HNWI Is:

- Personal Connections: HNWIs use Facebook to maintain relationships with family and friends, sharing personal milestones and updates.
- Interest-Based Engagement: They follow pages and join groups related to luxury brands, high-end travel, fine dining, and exclusive events, aligning with their affluent lifestyles.
- Philanthropy: Many HNWIs are involved in charitable activities and use Facebook to support and promote philanthropic endeavors.

Content Recommendations for Facebook:

- Lifestyle Imagery: Share visually appealing content showcasing luxury experiences, such as exclusive travel destinations or high-end products.
- Event Invitations: Promote exclusive events or webinars that align with their interests, emphasizing the unique value proposition.
- Philanthropic Stories: Highlight charitable initiatives and opportunities for giving back, resonating with their philanthropic inclinations.