

[Bambiz Sample Relationship Building Email #1 of 5  
for an Elder Law attorney in the Boston area]



[Firm Logo]

Hello! This is XXXXX, and I just wanted to properly welcome you to my estate planning and elder law practice.

Don't think of this as a message from the office as a whole, but rather a personal one, from me to you.

I grew up in Boston as the seventh son of Irish immigrants. In the years that followed, I worked as a paperboy and altar boy in Dorchester. My parents always taught us to work hard and help others in need.

Unfortunately, my dad didn't properly plan to protect the family home from the \$15,000.00 monthly cost of a nursing home. He always said, "I'll never go into a nursing home." He didn't think he needed to plan. And where did my dad end up in his final stage of life?

Sadly, he took a bad fall at home and was rushed to the hospital. A week later, he was sitting in a nursing home. About a week before he died, he said something to me that I will never forget. More on that later...

It didn't take long before I developed a deep interest in and passion for estate planning and elder law. I knew the information I learned could greatly benefit other families – more specifically, people like you. I saw how a comprehensive estate plan could not only prevent pain and heartache, but also save and protect family relationships and assets.

The fact is that most people don't know enough about the law to protect themselves.

I couldn't simply watch from the sidelines any longer, so I began teaching free

educational estate planning and elder law workshops at my law office's learning center. To this day, we fill the learning center every month with good folks like you because I want to teach them how to protect what they have and the people they love the most.

My goal is to educate you in the area of estate planning and elder law so you can become an informed consumer and have an opportunity to put a plan in place to avoid situations like my father's.

I'll be emailing you some additional information about myself over the next few days so you can get to know me a little better.

I also plan on sending you something special, and you won't want to miss it!

Don't forget to check your inbox tomorrow for another message from me.

Sincerely,  
XXX, Esq.

P.S. If you have any questions about what I do, I'd love to hear from you. My number is XXX-XXX-XXXX. If you'd rather reply to this email, that works just as well.