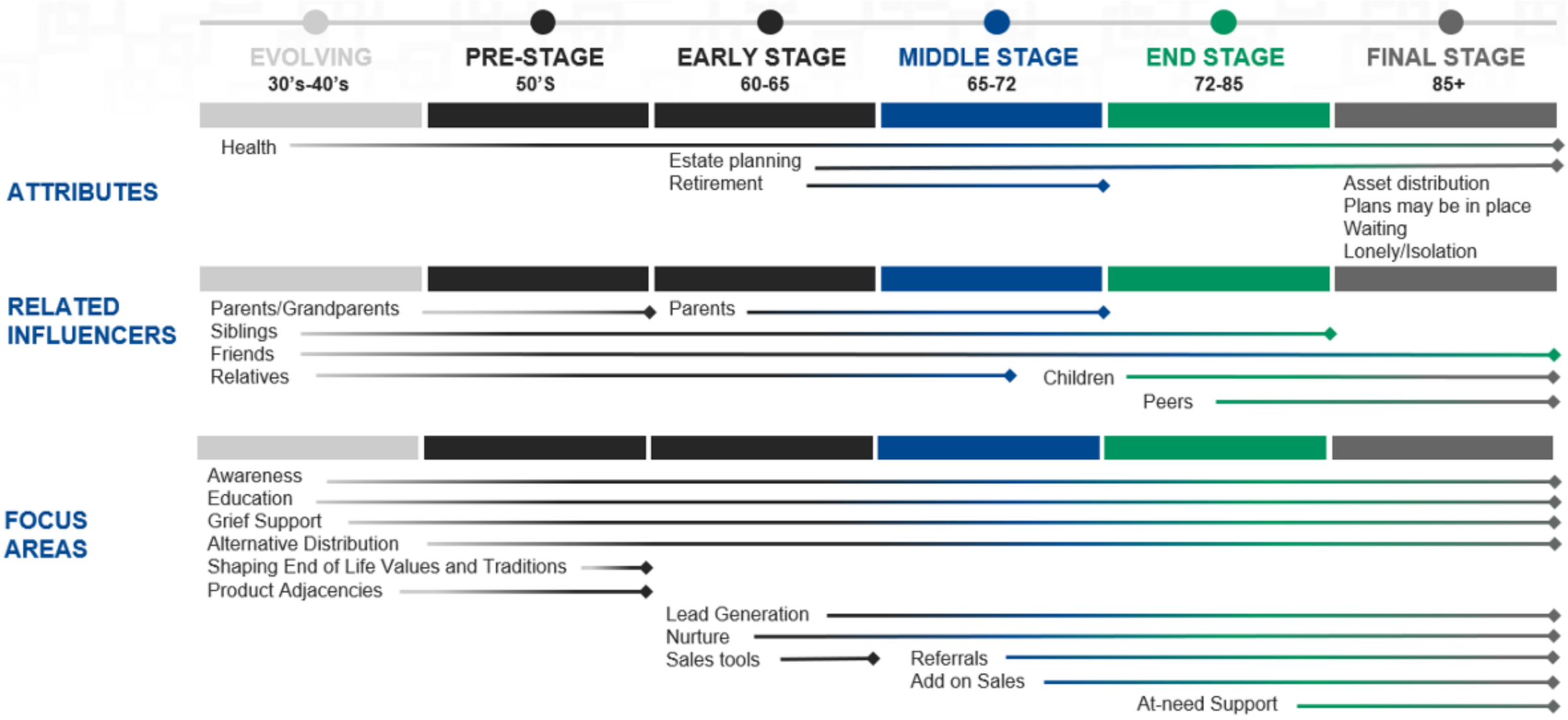
EVOLVING
30's-40's
PRE-STAGE
50'S
EARLY STAGE
60-65
MIDDLE STAGE
65-72
END STAGE
72-85
FINAL STAGE
85+
ATTRIBUTES
Health
Estate planning
Retirement
Asset distribution
Plans may be in place
Waiting
Lonely/Isolation
RELATED INFLUENCERS
Parents/Grandparents
Parents
Siblings
Friends
Relatives
Children
Peers
FOCUS AREAS
Awareness
Education
Grief Support
Alternative Distribution
Shaping End of Life Values and Traditions
Product Adjacencies
Lead Generation
Nurture
Sales tools
Referrals
Add on Sales
At-need Support