

SUBJECT: What should someone consider before they decide to retire early?

BEGINNING:

With the ups and downs of the job market, some people are making the decision to retire early. Here are some possible beginnings to choose from:

1. **Have you had any clients call you to ask questions about early retirement recently?** Can you vaguely share what their situation is?
2. **Share a story about your parent or grandparent** and how their retirement situation was different than what most people experience today. (For example, older generations likely had pensions to rely on after many years of service.)

EDUCATION:

Early retirement sounds pretty good to just about anyone. But what should someone consider before making the decision to leave the workforce? Some possible topics to touch on:

- Life expectancy
- Benefits/healthcare
- Living situation
- Hobbies
- Long-term care
- Social Security

WRAP UP:

Do you have any resources or calculators on your website that you can direct the reader to in order to help them make this decision?

If someone has been laid off and has determined that they're NOT ready to retire, here is a great Forbes article you can provide them with for resources (remember outbound links are good for SEO!): [CLICK HERE](#)

Include how someone can contact you with questions or to make an appointment. Reassure them that you're there to help!