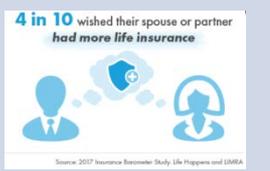


1. Set up webinar (time/date link) for week 4; webinar training content can be found in "Training" section of Campaign in a Box.
2. Promote training webinar weekly in emails and newsletters below
3. Calendar promos below are linkable, pages that follow provide weekly breakdown

PROMOTIONS

WEEK	EVENT	eNEWSLETTER	EMAIL	LINKED IN	FACEBOOK	TWITTER
1		<p>How much retirement money do clients need? With uncertain tax rates & economic times, client's struggle with how much retirement money they will need. Simple tax diversification can help. Customize and share with clients this compelling explanation of how simple tax diversification can help supplement retirement assets.</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Plan your clients' road to retirement & beyond</p>  <p><i>*Add line about upcoming webinar</i></p>	<p>Publish a blog: Why UL might be right for you</p> <p><i>*Add line about upcoming webinar</i></p>	 <p>http://bit.ly/2n6oYjq</p>	<p>Are you #retirement ready? Learn how life insurance can play an important role in your portfolio. Watch this: https://goo.gl/jjf2zM</p>
2		<p>Direct-to-client IUL sales device Use our sleek Life To The Max web tool – no downloading required – and clinch that IUL sale today. Life To The Max is available exclusively with our new Max Accumulator+ cash accumulation IUL product</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Educate clients with simple IUL tool</p>  <p><i>*Add line about upcoming webinar</i></p>	<p>Most Americans may be spending 20+ years in #retirement. Will you have enough money in retirement? With uncertain future #tax rates & economic times, how much #money will you need? American General Life Insurance Company can help provide life insurance solutions for an effective tax diversification strategy to maximize assets for retirement.</p>	 <p>http://bit.ly/2n5mWjv</p>	<p>What does your road to #retirement look like? What about a route that includes #life insurance? https://goo.gl/jjf2zM</p>
3		<p>Unleashing the power of IUL Dive into the cash accumulation advantages of IUL. By the end, you may be thinking twice about the power of life insurance in ways you may not have considered before. See a powerful concept in action via on demand training</p> <p><i>*Add line about upcoming webinar</i></p>	<p>IUL is one of the most powerful financial tools</p>  <p><i>*Add line about upcoming webinar</i></p>	<p>Did you know that some types of life insurance can also provide supplemental #retirement income – with tax advantages? Supplement retirement income with life insurance to help ensure a smooth road to retirement. https://goo.gl/4Ct9A5</p> <p><i>*Add line about upcoming webinar</i></p>	 <p>https://goo.gl/2afdZ9</p>	<p>Find out many unknown facts that could affect your #retirement https://goo.gl/AiYBCG</p>
4	Agency webinar IUL Policy Loans scripted PPT	<p>Understanding IUL policy loans Learn about the advances of IUL policy loans versus withdrawals as well as the many benefits and differences of participating, preferred and standard loans. Download the scripted presentation.</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Do you understand how IUL policy loans work?"</p>  <p><i>*Add line about upcoming webinar</i></p>	<p>What does your road to #retirement look like? Plan a smooth route into your "retirement GPS". Consider a route that includes #life insurance. Sound strange? Watch this to find out why https://goo.gl/jjf2zM</p> <p><i>*Add line about upcoming webinar</i></p>	 <p>http://bit.ly/2LW0tTL</p>	<p>With uncertain #taxes & economic times, how much #retirement \$\$ will you need? Simple tax diversification can help</p>

Week 1 Campaign Breakdown

Use these pages to see the breakdown of each week's promotions as shown on the calendar. Before you start any promotions, set up a webinar (time/date/link) for week 4. Webinar training content can be found in "Training" section of Campaign in a Box. Once link for webinar is set up, include it in promotions as indicated *(in red)* in weeks 1-4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter:

How much retirement money do clients need?

With uncertain tax rates & economic times, client's struggle with how much retirement money they will need. Simple tax diversification can help. [Customize and share](#) with clients this compelling explanation of how simple tax diversification can help supplement retirement assets.

Add a promotion for your training webinar (in week 4) if you choose to do one.



2. EMAIL

Send a customized email - copy and paste html coded email into your email sending system by clicking on this [link](#).

Add your contact information, logo and mention of your training webinar (in week 4) if you choose to do one.



3. LINKEDIN

Open up the link to this blog: [Why UL might be right for you](#), update the areas in red with your training webinar (if you choose to do one), and then post on your LinkedIn page:



4. FACEBOOK

Copy and paste image and link to Facebook (content is consumer approved)

<http://bit.ly/2n6oYjq>



5. TWITTER

Copy and paste (content is consumer approved)

Are you [#retirement](#) ready? Learn how life insurance can play an important role in your portfolio. Watch this:

<https://goo.gl/jjf2zM>

IUL Basics

Agent Recruiting or Education Campaign

Week 2 Campaign Breakdown

If you set up a training webinar, be sure to add in a line about your training webinar *(as noted in red)* in week 4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter:

Direct-to-client IUL sales device

Use our sleek [Life To The Max](#) web tool – no downloading required – and clinch that IUL sale today. Life To The Max is available exclusively with our new Max Accumulator+ cash accumulation IUL product

Add a promotion for your training webinar (in week 4) if you choose to do one.



2. EMAIL

Send a customized email - copy and paste html coded email into your email sending system by clicking on this [link](#).

Add your contact information, logo and mention of your training webinar (in week 4) if you choose to do one.



3. LINKEDIN

Copy and paste this post on your LinkedIn page:

Most Americans may be spending 20+ years in [#retirement](#). Will you have [enough money](#) in retirement? With uncertain future [#tax rates](#) & economic times, how much [#money](#) will you need? American General Life Insurance Company can help provide life insurance solutions for an effective tax diversification strategy to maximize assets for retirement.

Add line promoting your training webinar (in week 4) if you choose to do one.



4. FACEBOOK

Copy and paste image and link to Facebook (content is consumer approved)

<http://bit.ly/2n5mWjv>



5. TWITTER

Copy and paste (content is consumer approved)

What does your road to [#retirement](#) look like? What about a route that includes [#life insurance](#)?

<https://goo.gl/jjf2zM>

IUL Basics

Agent Recruiting or Education Campaign

Week 3 Campaign Breakdown

If you set up a training webinar, be sure to add in a line about your training webinar *(as noted in red)* in week 4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter:

Unleashing the power of IUL

Dive into the cash accumulation advantages of IUL. By the end, you may be thinking twice about the power of life insurance in ways you may not have considered before. See a powerful concept in action via [on demand training](#)
Add a promotion for your training webinar (in week 4) if you choose to do one.



2. EMAIL

Send a customized email - copy and paste html coded email into your email sending system by clicking on this [link](#).
Add your contact information, logo and mention of your training webinar (in week 4) if you choose to do one.



3. LINKEDIN

Copy and paste this post on your LinkedIn page:

Did you know that some types of life insurance can also provide supplemental [#retirement](#) income – with tax advantages? Supplement retirement income with life insurance to help ensure a smooth road to retirement.
<https://goo.gl/4Ct9A5>
Add line promoting your training webinar (in week 4) if you choose to do one.



4. FACEBOOK

Copy and paste image and link to Facebook (content is consumer approved)
<https://goo.gl/2afd9>



5. TWITTER

Copy and paste (content is consumer approved)

Find out many unknown facts that could affect your [#retirement](#)
<https://goo.gl/AiYBCG>

Week 4 Campaign Breakdown

If you set up a training webinar, be sure to add in a line about your training webinar *(as noted in red)*.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter:

Understanding IUL policy loans

Learn about the advances of IUL policy loans versus withdrawals as well as the many benefits and differences of participating, preferred and standard loans. Download the [scripted presentation](#)

Add a promotion for your training webinar (in week 4) if you choose to do one.



2. EMAIL

Send a customized email - copy and paste html coded email into your email sending system by clicking on this [link](#).

Add your contact information, logo and mention of your training webinar (in week 4) if you choose to do one.



3. LINKEDIN

Copy and paste this post on your LinkedIn page:

What does your road to [#retirement](#) look like? Plan a smooth route into your “retirement GPS”. Consider a route that includes [#life insurance](#). Sound strange? Watch this to find out why.

<https://goo.gl/jjf2zM>

Add line promoting your training webinar (in week 4) if you choose to do one.



4. FACEBOOK

Copy and paste image and link to Facebook (content is consumer approved)

<http://bit.ly/2LW0tTL>



5. TWITTER

Copy and paste (content is consumer approved)

With uncertain [#taxes](#) & economic times, how much [#retirement](#) \$\$ will you need? Simple [tax diversification](#) can help

After your training webinar this week, you will have great contacts to follow up with!