


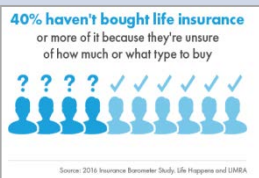
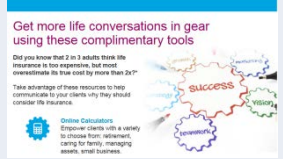


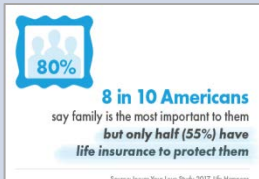


# Understanding the Basics of Life Insurance

## Agent Recruiting or Education Campaign

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><b>Dive into the life insurance business</b></p> <p>Expand your business with clients that likely don't have enough protection. Access consumer and producer approved <a href="#">life insurance education materials</a> to springboard into this market with ease. Calculators, checklists, policy review, videos and more.</p> <p><i>*Add line about upcoming webinar</i></p>	<p><b>Diving into the life business can be quick and easy</b></p>  <p><i>*Add line about upcoming webinar</i></p>	<p>The majority of Americans would have trouble paying living expenses immediately or within several months if the primary wage-earner died. <a href="#">#LifeInsurance</a> can help with this. <a href="https://goo.gl/EuCZpH">https://goo.gl/EuCZpH</a></p> <p><i>*Add line about upcoming webinar</i></p>	 <p><a href="https://goo.gl/EuCZpH">https://goo.gl/EuCZpH</a></p>	<p>More than half of households would have immediate trouble paying living expenses if the primary wage earner died. <a href="#">#LifeHappens</a> <a href="https://goo.gl/EuCZpH">https://goo.gl/EuCZpH</a></p>
2		<p><b>Start the life insurance conversation</b></p> <p>Eye opening and intriguing infographics available to engage with prospects and begin the life insurance conversation. Plus calculators, checklists, policy review program, videos and more to help you <a href="#">grow your life insurance business</a>.</p> <p><i>*Add line about upcoming webinar</i></p>	<p><b>We can help you build your life business.</b></p>  <p><i>*Add line about upcoming webinar</i></p>	<p>A quick online calculation at <a href="https://goo.gl/vXVAVM">https://goo.gl/vXVAVM</a> can let you know where you stand with your <a href="#">#life insurance</a> needs. <a href="#">#LifeHappens</a></p> <p><i>*Add line about upcoming webinar</i></p>	 <p><a href="https://goo.gl/2afdz9">https://goo.gl/2afdz9</a></p>	<p>40% haven't bought <a href="#">#life insurance</a> or more of it because they're unsure of how much or what type to buy. <a href="https://goo.gl/2afdz9">https://goo.gl/2afdz9</a></p>
3		<p><b>Storytelling with emotion works</b></p> <p>Check out client testimonials along with useful checklists and calculators to help clients secure the right amount of protection. Plus calculators, policy review program, flyers and more to help you <a href="#">grow your life insurance business</a>.</p> <p><i>*Add line about upcoming webinar</i></p>	<p><b>Get more life conversations in gear using these tools</b></p>  <p><i>*Add line about upcoming webinar</i></p>	<p>More important to protect your "stuff" or your family? <a href="https://goo.gl/27SgsJ">https://goo.gl/27SgsJ</a></p> <p><i>*Add line about upcoming webinar</i></p>	 <p><a href="https://goo.gl/27SgsJ">https://goo.gl/27SgsJ</a></p>	<p>More people protect their things than their family. <a href="#">#LifeHappens</a> <a href="https://goo.gl/27SgsJ">https://goo.gl/27SgsJ</a></p>
4	Scripted Training Presentation: <a href="#">Life Insurance 101</a>	<p><b>Life insurance basics for clients</b></p> <p>Leverage consumer educational videos, calculators, checklists, policy review program, flyers and more to help your clients <a href="#">understand life insurance basics</a> and calculating how much they need.</p> <p><i>*Add line about upcoming webinar</i></p>	<p><b>Hello Opportunity!</b></p>  <p><i>*Add line about upcoming webinar</i></p>	<p>8 in 10 people say family is their #1 priority, but only half own life insurance... Life Insurance is not about you, it's about them. Spread the word! <a href="https://goo.gl/tJKvjo">https://goo.gl/tJKvjo</a> <i>*Add line about upcoming webinar</i></p>	 <p><a href="https://goo.gl/tJKvjo">https://goo.gl/tJKvjo</a></p>	<p>8 in 10 Americans overestimate the true cost of <a href="#">#life insurance</a>. It's less expensive than you think. <a href="#">#LifeHappens</a> <a href="https://goo.gl/tJKvjo">https://goo.gl/tJKvjo</a></p>

# Understanding the Basics of Life Insurance

## Agent Recruiting or Education Campaign

### 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:

##### **Dive into the life insurance business**

Expand your business with clients that likely don't have enough protection. Access consumer and producer approved [life insurance education materials](#) to springboard into this market with ease. Calculators, checklists, policy review, videos and more.

*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 Linked In page:

The majority of Americans would have trouble paying living expenses immediately or within several months if the primary wage-earner died. [#Life insurance](#) can help with this.

<https://goo.gl/EuCZpH> *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/EuCZpH>



#### 5. TWITTER

Copy and paste (content is consumer approved)

More than half of households would have immediate trouble paying living expenses if the primary wage earner died.

[#LifeHappens](#)

<https://goo.gl/EuCZpH>

# Understanding the Basics of Life Insurance

## 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:

##### **Start the life insurance conversation**

Eye opening and intriguing infographics available to engage with prospects and begin the life insurance conversation. Plus calculators, checklists, policy review program, videos and more to help you [grow your life insurance business](#).

*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:

A quick online calculation at <https://goo.gl/vXVAVM> can let you know where you stand with your [#life insurance](#) needs. [#LifeHappens](#)

*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)

40% haven't bought [#life insurance](#) or more of it because they're unsure of how much or what type to buy.

<https://goo.gl/2afd9>

# Understanding the Basics of Life Insurance

## 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:

##### **Storytelling with emotion works**

Check out client testimonials along with useful checklists and calculators to help clients secure the right amount of protection. Plus calculators, policy review program, flyers and more to help you [grow your life insurance business](#)

*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:

More important to protect your “stuff” or your family? <https://goo.gl/27SgsJ>

*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/27SgsJ>



#### 5. TWITTER

Copy and paste (content is consumer approved)

More people protect their things than their family. [#LifeHappens](#)

<https://goo.gl/27SgsJ>

# Understanding the Basics of Life Insurance

## Agent Recruiting or Education Campaign

### 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:

##### **Life insurance basics for clients**

Leverage consumer educational videos, calculators, checklists, policy review program, flyers and more to help your clients [understand life insurance basics](#) and calculating how much they need.

*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:

8 in 10 people say family is their #1 priority, but only half own life insurance... Life Insurance is not about you, it's about them. Spread the word! <https://goo.gl/tJKvjo>

*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/tJKvjo>



#### 5. TWITTER

Copy and paste (content is consumer approved)

8 in 10 Americans overestimate the true cost of [#life insurance](#). It's less expensive than you think. [#LifeHappens](#)

<https://goo.gl/tJKvjo>

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