

Retirement Protection

Agent Recruiting or Education Campaign

1. Set up webinar (time/date links) for week 4; use training content for session found in “Training” section of Campaign in a Box.
2. Promote training webinar weekly in emails and newsletters below
3. Calendar promos are linkable, following pages break down each week

PROMOTIONS

WEEK	EVENT	eNEWSLETTER	EMAIL	LINKED IN	FACEBOOK	TWITTER
1		<p>People don't lay awake at night worried about life insurance, they worry about retirement Give clients peace of mind knowing retirement assets are protected from unexpected expenses. With living benefits, clients have access to death benefits while they are LIVING.</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Retirement issue that keeps your clients up at night</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Post this blog: Life Insurance You Don't Have to Die to Use</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Protect your retirement assets with life insurance you don't have to die to use – the new generation of life insurance https://goo.gl/OQaZ2Y</p>	<p>Will you have enough \$\$ for #retirement? Set up a plan to help you retire stronger http://bit.ly/2CbGBGZ</p>
2		<p>50% of households are at risk of seeing their standard of living decline during retirement Raise awareness of these important issues. Download infographics on longevity, retirement and prevalence of chronic illnesses in America. Your clients are living longer, we can help them retire stronger.</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Will your clients have enough \$ for retirement?</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Are you leaving behind a tax burden? Learn about creative solutions with #life insurance.</p> <p><i>Add line about upcoming webinar</i></p>	<p>http://bit.ly/2CbGBGZ</p>	<p>Find out many unknown facts that could affect your retirement https://goo.gl/s0JeJl</p>
3		<p>Consumer Video: Will You Have Enough Money for Retirement? Consumer approved video brings compelling retirement stats to life. Check it out and share with your clients, and prospects. More consumer approved content on RetireStronger.com home page.</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Jump start life insurance conversations with the right message</p> <p><i>*Add line about upcoming webinar</i></p>	<p>What does your client's road to #retirement look like? What about a route that includes life insurance? Sound strange? Watch this: http://goo.gl/18xwcc</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Find out many unknown facts that could affect your retirement https://goo.gl/s0JeJl</p>	<p>You could be the beneficiary of your own #life insurance policy https://goo.gl/OQaZ2Y</p>
4	<p>Scripted Training Presentation: Protection clients never knew they always wanted</p>	<p>Do your clients know how living benefits can help them reach retirement goals? Educate clients with a video on the value of living benefit options. Producer training video addresses benefits. Check out RetireStronger.com <i>*Add line about upcoming webinar</i></p>	<p>Video: Make clients the beneficiary of their own life insurance</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Post this blog: Get the Lowdown: Life Insurance You Don't Have to Die to Use</p> <p><i>*Add line about upcoming webinar</i></p>	<p>http://bit.ly/2CbGBGZ</p>	<p>Protection you never knew you always wanted – retirement protection https://goo.gl/OQaZ2Y</p>

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Week 1 Campaign Breakdown

Before you start any promotions, set up a webinar (time/date links) for week 4. Training content can be found in “Training” section of Campaign in a Box. Then each promote this training as indicated in weeks 1-4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter

People don't lay awake at night worried about life insurance, they worry about retirement

Give clients peace of mind knowing retirement assets are protected from unexpected expenses. With living benefits, clients have access to death benefits while they are LIVING.

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: Life Insurance You Don't Have to Die to Use, 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 to Facebook (content is consumer approved)

Protect your retirement assets with life insurance you don't have to die to use – the new generation of life insurance
<https://goo.gl/OQaZ2Y>



5. TWITTER

Copy and paste (content is consumer approved)

Will you have enough \$\$ for #retirement? Set up a plan to help you retire stronger <http://bit.ly/2CbGBGZ>

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Week 2 Campaign Breakdown

If you set up a training webinar, be sure to add in a line about your training webinar in week 4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter:

50% of households are at risk of seeing their standard of living decline during retirement

Raise client awareness of these important issues. Download helpful infographics on longevity, [retirement](#) and the prevalence of [chronic illnesses](#) in America. Your clients are living longer, we can help them retire stronger.

Add a promotion for your training webinar 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

Are you leaving behind a tax burden? Learn about [creative solutions](#) with [#life insurance](#).

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/2CbGBGZ>



5. TWITTER

Copy and paste (content is consumer approved)

Will you have enough \$\$ for [#retirement](#)? Set up a plan to help you retire stronger <http://bit.ly/2CbGBGZ>

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Week 3 Campaign Breakdown

If you set up a training webinar, be sure to add in a line about your training webinar in week 4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter

Consumer Video: Will You Have Enough Money for Retirement?

Consumer approved [video](#) brings compelling retirement stats to life. Check it out and share with your clients, and prospects. More consumer approved content on [RetireStronger.com](#) home page.

Add a promotion for your training webinar 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

What does your client's road to [#retirement](#) look like? What about a route that includes life insurance? Sound strange? Watch this: <http://goo.gl/18xwcq>



4. FACEBOOK

Copy and paste to Facebook (content is consumer approved)

Find out many unknown facts that could affect your retirement <https://goo.gl/s0Jeil>



5. TWITTER

Copy and paste (content is consumer approved)

You could be the beneficiary of your own [#life insurance policy](#) <https://goo.gl/OQaZ2Y>

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Week 4 Campaign Breakdown

If you set up a training webinar, be sure to add in a line about your training webinar in week 4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter:

Do your clients know how living benefits can help them reach retirement goals?

Educate clients with a [consumer video](#) on the value of living benefit options through all retirement life stages. [Producer training video](#) addresses the benefits to agents and consumers. Check them out on [RetireStronger.com](#).

Add line promoting your training webinar 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 if you choose to do one



3. LINKEDIN

Open up the link to this blog: [Get the Lowdown: Life Insurance You Don't Have to Die to Use](#), update the areas in red with your training webinar (if you choose to do one), and then post on your LinkedIn page.

Add line promoting your training webinar if you choose to do one.



4. FACEBOOK

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

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



5. TWITTER

Copy and paste (content is consumer approved)

Protection you never knew you always wanted – retirement protection <https://goo.gl/OQaZ2Y>