


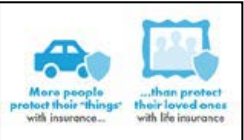


Pre-Built Consumer Prospecting Campaign

Topic: IUL Basics

PROMOTIONS/TACTICS

- Choose one or more of the items below to deploy per week
- This campaign can be completed weekly, monthly, or any time frame that works for your business.
- Note that there will be printing and postage costs associated with direct mail

WEEK	LINKEDIN	FACEBOOK	TWITTER	EMAIL	DIRECT MAIL
1	<p>What does your road to #retirement look like? Plan a smooth route into your “retirement GPS”. Consider a route that includes #life insurance. That may sound strange, but watch this to find out why https://goo.gl/jjf2zM</p>	 <p>https://goo.gl/8Jufyt</p>	<p>What does your road to #retirement look like? What about a route that includes #life insurance? https://goo.gl/jjf2zM</p>	<p>Email # 1 - Video: help prospects hit the road to retirement with confidence and discover how life insurance can help.</p>	<p>Flyer: Raise awareness of how prospects can reduce the unexpected financial strain of a chronic illness while LIVING.</p>
2	<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>https://goo.gl/8Jufyt</p>	<p>Find out many unknown facts that could affect your retirement https://goo.gl/AiYBCG</p>	<p>Email #2 – PDF: Help determine financial needs with the Consumer Needs Analysis Worksheet</p>	<p>Interesting facts: have the conversation with prospects about whether or not they will have enough money in retirement</p>
3	<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>https://goo.gl/8Jufyt</p>	<p>With uncertain #taxes & economic times, how much #retirement \$\$ will you need? Simple tax diversification can help https://goo.gl/swjThJ</p>	<p>Email #3 – Video: Help ease purchase concerns with Five Simple Steps to Buying Life Insurance</p>	<p>Flyer: share an insurance solution designed to help with long-term personal and business financial security needs.</p>
4	<p>What does your road to #retirement look like? Plan a smooth route into your “retirement GPS”. Consider a route that includes #life insurance. That may sound strange, but watch this to find out why https://goo.gl/jjf2zM</p>	 <p>https://goo.gl/27SgsJ</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>	<p>Email #4 - Video: What does your client’s Road to Retirement look like?</p>	<p>Worksheet: Help prospects determine the lifetime income replacement amount they may need</p>



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Week 1 Campaign Breakdown

Use these pages to see the breakdown of each week's promotions as shown on the calendar. Choose one or more of the items below to deploy per week. This campaign can be completed weekly, monthly, or any time frame that works for your business. Note that there will be printing and postage costs associated with direct mail.

1. LINKEDIN

Copy and paste this post on your Linked In page:

What does your road to [#retirement](#) look like? Plan a smooth route into your "retirement GPS". Consider a route that includes [#life insurance](#). That may sound strange, but watch this to find out why <https://goo.gl/jjf2zM>

2. FACEBOOK

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

<https://goo.gl/8Jufyt>

3. 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>

4. EMAIL

Click on this [link](#) to open the email #1 promoting a video that helps prospects discover how life insurance can help with the road to retirement. Copy and paste the text into your own email, customize the red areas and then send to prospective clients.

5. DIRECT MAIL

Download this [flyer](#) to engage in conversations about reducing unexpected financial strain of a chronic illness while LIVING. Be sure to customize it with your contact information, then send it to prospective clients.



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Week 2 Campaign Breakdown

Use these pages to see the breakdown of each week's promotions as shown on the calendar. Choose one or more of the items below to deploy per week. This campaign can be completed weekly, monthly, or any time frame that works for your business. Note that there will be printing and postage costs associated with direct mail.



1. LINKEDIN

Copy and paste this post on your Linked In 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.



2. FACEBOOK

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

<https://goo.gl/8Jufyt>



3. TWITTER

Copy and paste (content is consumer approved)

Find out many unknown facts that could affect your retirement

<https://goo.gl/AiYBCG>



4. EMAIL

Click on this [link](#) for email #2 to provide prospects with a Consumer Needs Analysis Worksheet. Copy and paste the text into your own email, customize the red areas and then send to prospective clients.



5. DIRECT MAIL

Download these [interesting facts](#) about whether or not prospects will have enough money in retirement. Be sure to customize it with your contact information, then send it to prospective clients.



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Week 3 Campaign Breakdown

Use these pages to see the breakdown of each week's promotions as shown on the calendar. Choose one or more of the items below to deploy per week. This campaign can be completed weekly, monthly, or any time frame that works for your business. Note that there will be printing and postage costs associated with direct mail.

1. LINKEDIN

Copy and paste this post on your Linked In 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>

2. FACEBOOK

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

<https://goo.gl/8Jufyt>

3. TWITTER

Copy and paste (content is consumer approved)

With uncertain [#taxes](#) & economic times, how much [#retirement](#) \$\$ will you need? Simple tax diversification can help
<https://goo.gl/swjThJ>

4. EMAIL

Click on this [link](#) for email #3 providing a video that shows the 5 simple steps for buying life insurance
Copy and paste the text into your own email, customize the red areas and then send to prospective clients.

5. DIRECT MAIL

Download the [tax diversification insurance solution flyer](#) which provides an innovative life insurance option. Be sure to customize it with your contact information, then send it to prospective clients.



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Week 4 Campaign Breakdown

Use these pages to see the breakdown of each week's promotions as shown on the calendar. Choose one or more of the items below to deploy per week. This campaign can be completed weekly, monthly, or any time frame that works for your business. Note that there will be printing and postage costs associated with direct mail.



1. LINKEDIN

Copy and paste this post on your Linked In page:

What does your road to [#retirement](#) look like? Plan a smooth route into your "retirement GPS". Consider a route that includes [#life insurance](#). That may sound strange, but watch this to find out why <https://goo.gl/jjf2zM>



2. FACEBOOK

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

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



3. 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>



4. EMAIL

Click on this [link](#) for email #4 that provides a video that shows what the road to retirement can look like with innovative insurance solutions Copy and paste the text into your own email, customize the red areas and then send to prospective clients.



5. DIRECT MAIL

Send a copy of this [worksheet to help determine lifetime income replacement](#) (which can be customized with your contact information) to prospective clients.