
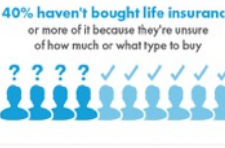



# Pre-Built Consumer Prospecting Campaign

## Topic: The Need for Life Insurance

### PROMOTIONS/TACTICS

- Choose one or more per week
- This campaign can be completed weekly, monthly, or any time frame that works for your business.
- There will be printing and postage costs associated with direct mail.

WEEK	LINKEDIN	FACEBOOK	TWITTER	EMAIL	DIRECT MAIL
1	Life insurance is something you can't buy once you need it. Don't procrastinate – be sure your loved ones are protected. <a href="https://goo.gl/tJKvj0">https://goo.gl/tJKvj0</a>	 <p><a href="https://goo.gl/Aemzft">https://goo.gl/Aemzft</a></p>	8 in 10 Americans overestimate the true cost of life insurance. It's less expensive than you think. <a href="https://goo.gl/Aemzft">#LifeHappens</a> <a href="https://goo.gl/Aemzft">https://goo.gl/Aemzft</a>	Video- Get a prospect's attention with <a href="#">Four Reasons You Need Life Insurance</a>	Flyer: Insurance is cheaper than people think. In fact, it's <a href="#">Cheaper Than a Cup of Coffee.</a>
2	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. <a href="https://goo.gl/EuCZpH">https://goo.gl/EuCZpH</a>	 <p><a href="https://goo.gl/2afdz9">https://goo.gl/2afdz9</a></p>	40% haven't bought life insurance, 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>	PDF- Help determine financial needs with the <a href="#">Consumer Needs Analysis Worksheet.</a>	Brochure: <a href="#">Coverage Beyond Your Working Years</a>
3	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/tJKvj0">https://goo.gl/tJKvj0</a>	One-third of people haven't bought life insurance, or more of it, because they "haven't gotten around to it." <a href="https://goo.gl/tJKvj0">#LifeHappens</a> (Insert link to your business or email)	One-third of people haven't bought life insurance, or more of it, because they "haven't gotten around to it." <a href="https://goo.gl/tJKvj0">#LifeHappens</a> (Insert link to your business or email)	Video- Help ease purchase concerns with <a href="#">Five Simple Steps to Buying Life Insurance</a>	Flyer: <a href="#">Protect Your Child's Education With Life Insurance</a>
4	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 life insurance needs. <a href="https://goo.gl/vXVAVM">#LifeHappens</a>	 <p><a href="https://goo.gl/YV2mYc">https://goo.gl/YV2mYc</a></p>	90% say they need life insurance, yet only 60% say they have it. Now is the time. <a href="https://goo.gl/YV2mYc">https://goo.gl/YV2mYc</a>	Video- Address the need for coverage with <a href="#">Do Both Spouses Need Life Insurance?</a>	Flyer: <a href="#">Protect Your Home With Life Insurance</a>



# Pre-Built Consumer Prospecting Campaign

## Topic: The Need for Life Insurance

### 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:

Life insurance is something you can't buy once you need it. Don't procrastinate – be sure your loved ones are protected.  
<https://goo.gl/tJKvjo>

#### 2. FACEBOOK

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

<https://goo.gl/Aemzft>

#### 3. 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/Aemzft>

#### 4. EMAIL

Click on this [link](#) to open email #1 promoting a video that addresses 4 strong reasons you might need 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 this [flyer](#) that addresses how life insurance can be cheaper than a daily cup of coffee. Be sure to customize it with your contact information, then send it to prospective clients.



# Pre-Built Consumer Prospecting Campaign

## Topic: The Need for Life Insurance

### 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:

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>



#### 2. FACEBOOK

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

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



#### 3. 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>



#### 4. EMAIL

Click on the [link](#) to open email #2 which provides 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 this [flyer](#) that addresses the need for insurance beyond working years. Be sure to customize it with your contact information, then send it to prospective clients.








# Pre-Built Consumer Prospecting Campaign

## Topic: The Need for Life Insurance

### 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:  
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>
-  **2. FACEBOOK**  
Copy and paste image and link to Facebook (content is consumer approved)  
One-third of people haven't bought life insurance, or more of it, because they "haven't gotten around to it." [#LifeHappens](#) (Insert link to your business or email)
-  **3. TWITTER**  
Copy and paste (content is consumer approved)  
One-third of people haven't bought life insurance, or more of it, because they "haven't gotten around to it." [#LifeHappens](#) (Insert link to your business or email)
-  **4. EMAIL**  
Click on this [link](#) for email #3 which provides 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 this [flyer](#) that addresses the need for an affordable insurance solution. Be sure to customize it with your contact information, then send it to prospective clients.

# Pre-Built Consumer Prospecting Campaign

## Topic: The Need for Life Insurance

### 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:  
A quick online calculation at <https://goo.gl/vXVAVM> can let you know where you stand with your life insurance needs. [#LifeHappens](#)
-  **2. FACEBOOK**  
Copy and paste image and link to Facebook (content is consumer approved)  
<https://goo.gl/YV2mYc>
-  **3. TWITTER**  
Copy and paste (content is consumer approved)  
90% say they need life insurance, yet only 60% say they have it. Now is the time.  
<https://goo.gl/YV2mYc>
-  **4. EMAIL**  
Click on this [link](#) for email #4 that provides a video that addresses the need for spousal 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 this [flyer](#) that addresses how life insurance can help protect a consumer's home in the event of a death. Be sure to customize it with your contact information, then send it to prospective clients.