

Life Insurance Basics

Financial Professionals Recruiting Pre-built Campaign

Instructions

1. Set up your webinar

Use your calendar system to set up webinar invite

- **Topic title:** Life Insurance 101
- **Webinar description:** Learn the basics of how to do a policy review
- **Note:** Don't forget to include your online meeting information

2. Promote your webinar

Use our simple copy and paste content to promote your webinar for three weeks. Include the webinar link in all the promotions

Choose one or more of the following:

- **eNewsletter posts**
- **Email** (tip - send same email a 2nd time to non openers with a new subject line)
- **Social media posts** (tip – If you are having trouble posting opened images on LinkedIn, clear your cache and log back in. LinkedIn stores old links indefinitely)

3. Have a successful webinar!

Conduct training webinar during week four. And don't forget to follow up with one or more additional promotions.



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WEEK ONE

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 line about upcoming webinar*

EMAIL

Your clients need life insurance coverage-Hello Opportunity!



**promote upcoming webinar*

SOCIAL MEDIA

LINKED IN

Life insurance is less expensive than you think!

<https://bit.ly/2xYpMQc>

**promote upcoming webinar*

FACEBOOK



<https://bit.ly/2xYpMQc>

TWITTER

Life insurance is less expensive than you think!



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WEEK TWO

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>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.</p> <p><i>*promote upcoming webinar</i></p>	<p>Get more life insurance conversations in gear.</p>  <p><i>*promote 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. Life insurance can help with this.</p> <p>https://bit.ly/35VwIKw</p> <p><i>*promote upcoming webinar</i></p>	 <p>https://bit.ly/35VwIKw</p>	<p>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.</p> <p>https://bit.ly/35VwIKw</p>



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WEEK THREE

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>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.</p> <p><i>*promote upcoming webinar</i></p>	<p><i>We can help you build your life insurance business</i></p>  <p><i>*promote upcoming webinar</i></p>	<p>Life insurance is something you can't buy once you need it. Don't procrastinate—be sure your loved ones are protected.</p> <p>https://bit.ly/3bs25h2</p> <p><i>*promote upcoming webinar</i></p>	 <p>https://bit.ly/3bs25h2</p>	<p>Life insurance is something you can't buy once you need it. Don't procrastinate—be sure your loved ones are protected.</p> <p>https://bit.ly/3bs25h2</p>





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WEEK FOUR

Webinar week and promotional followup Webinar topic: Life Insurance 101

Congratulations! You've been promoting the webinar you set up in week one.
Good luck with your presentation, and don't forget to follow up with these promotions:



ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>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.</p> <p><i>*promote upcoming webinar</i></p>	<p>Diving into the life insurance business can be quick and easy</p>  <p><i>*promote upcoming webinar</i></p>	<p>#YourLifelsValuable protect it, and your loved ones. #LifeHappens</p> <p>https://bit.ly/2WrEV5W <i>*promote upcoming webinar</i></p>	 <p>https://bit.ly/2WrEV5W</p>	<p>#YourLifelsValuable protect it, and your loved ones. #LifeHappens</p> <p>https://bit.ly/2WrEV5W</p>



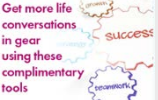

Full Campaign at a Glance: LIFE INSURANCE BASICS

NEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER



WEEK ONE: *add webinar link to promotions*

<p>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.</p> <p><i>*Add line about upcoming webinar</i></p>	<p><i>Your clients need life insurance coverage- Hello Opportunity!</i></p> <p><i>*promote upcoming webinar</i></p> 	<p>Life insurance is less expensive than you think!</p> <p>https://bit.ly/2xYpMQc</p> <p><i>*promote upcoming webinar</i></p>	 <p>https://bit.ly/2xYpMQc</p>	<p>Life insurance is less expensive than you think!</p> <p>https://bit.ly/2xYpMQc</p> <p><i>*promote upcoming webinar</i></p>
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WEEK TWO: *add webinar link to promotions*

<p>Start the life insurance conversation</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 grow your life insurance business.</p> <p><i>*promote upcoming webinar</i></p>	<p><i>Get more life insurance conversations in gear.</i></p> <p><i>*promote 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. Life insurance can help with this.</p> <p>https://bit.ly/35VwIKw</p> <p><i>*promote upcoming webinar</i></p>	 <p>https://bit.ly/35VwIKw</p>	<p>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.</p> <p>https://bit.ly/35VwIKw</p>
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WEEK THREE: *add webinar link to promotions*

<p>Storytelling with emotion works</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 grow your life insurance business.</p> <p><i>*promote upcoming webinar</i></p>	<p><i>We can help you build your life insurance business</i></p> <p><i>*promote upcoming webinar</i></p> 	<p>Life insurance is something you can't buy once you need it. Don't procrastinate—be sure your loved ones are protected.</p> <p>https://bit.ly/3bs25h2</p> <p><i>*promote upcoming webinar</i></p>	 <p>https://bit.ly/3bs25h2</p>	<p>Life insurance is something you can't buy once you need it. Don't procrastinate—be sure your loved ones are protected.</p> <p>https://bit.ly/3bs25h2</p>
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WEEK FOUR: *Deploy Scheduled Webinar for Lead Generation*

<p>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.</p> <p><i>*promote upcoming webinar</i></p>	<p>Diving into the life insurance business can be quick and easy <i>*promote upcoming webinar</i></p> 	<p>#YourLifelsValuable protect it, and your loved ones. #LifeHappens</p> <p>https://bit.ly/2WrEV5W</p> <p><i>*promote upcoming webinar</i></p>	 <p>https://bit.ly/2WrEV5W</p>	<p>#YourLifelsValuable protect it, and your loved ones. #LifeHappens</p> <p>https://bit.ly/2WrEV5W</p>
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