

# The Basics of IUL

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 2<sup>nd</sup> 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

**How much retirement money do clients need?**  
 With uncertain tax rates & economic times, client's struggle with how much retirement money they will need. Simple tax diversification can help. [Customize and share](#) with clients this compelling explanation of how simple tax diversification can help supplement retirement assets.  
*\*Add line about upcoming webinar*

#### EMAIL

Plan your clients' road to retirement & beyond. Consumer [video](#) simply explains IULs.



*\*promote upcoming webinar*

#### SOCIAL MEDIA

##### LINKED IN

What does your road to #retirement look like? Plan a smooth route into your "Retirement GPS".

<https://bit.ly/3cvPhr1>

*\*promote upcoming webinar*

##### FACEBOOK



<https://bit.ly/3cvPhr1>

##### TWITTER

Are you retirement ready? Learn how life insurance can play an important role in your portfolio.



<https://bit.ly/3cvPhr1>



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## Financial Professionals Recruiting Pre-built Campaign

### WEEK TWO


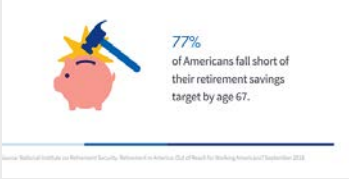
ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p><b>Direct-to-client IUL sales device</b> Use our sleek <a href="#">Life To The Max</a> web tool – no downloading required – and clinch that IUL sale today. Life To The Max is available exclusively with our new Max Accumulator+ cash accumulation IUL product</p> <p><i>*promote upcoming webinar</i></p>	<p>Educate clients with simple IUL tool. Simplify IUL discussions.</p>  <p><i>*promote upcoming webinar</i></p>	<p>Most Americans may be spending 20+ years in <a href="#">#retirement</a>. Will you have enough money in retirement? With uncertain future <a href="#">#tax</a> rates &amp; economic times, how much <a href="#">#money</a> will you need? <a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a></p> <p><i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a></p>	<p>What does your road to <a href="#">#retirement</a> look like? What about a route that includes <a href="#">#life</a> <a href="#">#insurance</a>?</p> <p><a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a></p>



# The Basics of IUL

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## WEEK THREE

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p><b>Unleashing the power of IUL</b></p> <p>Dive into the cash accumulation advantages of IUL. By the end, you may be thinking twice about the power of life insurance in ways you may not have considered before. See a powerful concept in action via <a href="#">on demand training</a></p>	<p>IUL is one of the most powerful financial tools. Leverage the full power of an IUL.</p>  <p><i>*promote upcoming webinar</i></p>	<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.</p> <p><a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a></p> <p><i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a></p>	<p>There are many unknown facts that could affect your retirement.</p> <p><a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a></p>



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## WEEK FOUR

Webinar week and promotional followup

### Webinar topic: Cash Value Accumulation









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><b>The case for cash value life insurance</b></p> <p>This <a href="#">scripted presentation</a> provides valuable market education on why life insurance can be used for cash value accumulation – an important strategy for tax diversification.</p> <p><i>*promote upcoming webinar</i></p>	<p>Show the case for cash value life insurance.</p>  <p><i>*promote upcoming webinar</i></p>	<p>Plan a smooth route into your “retirement GPS”. Consider a route that includes #life #insurance.</p> <p><a href="https://bit.ly/2T1QnmQ">https://bit.ly/2T1QnmQ</a></p> <p><i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/2T1QnmQ">https://bit.ly/2T1QnmQ</a></p>	<p>Don't outlive your retirement savings! With uncertain #taxes &amp; economic times, how much #retirement \$\$ will you need?</p> <p><a href="https://bit.ly/2T1QnmQ">https://bit.ly/2T1QnmQ</a></p>



# Full Campaign at a Glance: The Basics of IUL

NEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<b>WEEK ONE: add webinar link to promotions</b>				
<p><b>How much retirement money do clients need?</b> With uncertain tax rates &amp; economic times, client's struggle with how much retirement money they will need. Simple tax diversification can help. <a href="#">Customize and share</a> with clients this compelling explanation of how simple tax diversification can help supplement retirement assets.</p> <p><i>*Add line about upcoming webinar</i></p>	<p>Plan your clients' road to retirement &amp; beyond. Consumer <a href="#">video</a> simply explains IULs.</p>  <p><i>*promote upcoming webinar</i></p>	<p>What does your road to #retirement look like? Plan a smooth route into your "Retirement GPS".</p> <p><a href="https://bit.ly/3cvPhr1">https://bit.ly/3cvPhr1</a> <i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/3cvPhr1">https://bit.ly/3cvPhr1</a></p>	<p>Are you retirement ready? Learn how life insurance can play an important role in your portfolio.</p> <p><a href="https://bit.ly/3cvPhr1">https://bit.ly/3cvPhr1</a></p>
<b>WEEK TWO: add webinar link to promotions</b>				
<p><b>Direct-to-client IUL sales device</b> Use our sleek <a href="#">Life To The Max</a> web tool – no downloading required – and clinch that IUL sale today. Life To The Max is available exclusively with our new Max Accumulator+ cash accumulation IUL product</p> <p><i>*promote upcoming webinar</i></p>	<p>Educate clients with simple IUL tool. Simplify IUL discussions.</p>  <p><i>*promote upcoming webinar</i></p>	<p>Most Americans may be spending 20+ years in <a href="#">#retirement</a>. Will you have enough money in retirement? With uncertain future #tax rates &amp; economic times, how much #money will you need?</p> <p><a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a> <i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a></p>	<p>What does your road to #retirement look like? What about a route that includes #life #insurance?</p> <p><a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a></p>
<b>WEEK THREE: add webinar link to promotions</b>				
<p><b>Unleashing the power of IUL</b> Dive into the cash accumulation advantages of IUL. By the end, you may be thinking twice about the power of life insurance in ways you may not have considered before. See a powerful concept in action via <a href="#">on demand training</a></p> <p><i>*promote upcoming webinar</i></p>	<p>IUL is one of the most powerful financial tools. Leverage the full power of an IUL.</p>  <p><i>*promote upcoming webinar</i></p>	<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.</p> <p><a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a> <i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a></p>	<p>There are many unknown facts that could affect your retirement.</p> <p><a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a></p>
<b>WEEK FOUR: Deploy Scheduled Webinar for Lead Generation</b>				
<p><b>The case for cash value life insurance</b> This <a href="#">scripted presentation</a> provides valuable market education on why life insurance can be used for cash value accumulation – an important strategy for tax diversification.</p> <p><i>*promote upcoming webinar</i></p>	<p>Show the case for cash value life insurance.</p>  <p><i>*promote upcoming webinar</i></p>	<p>Plan a smooth route into your "retirement GPS". Consider a route that includes #life #insurance.</p> <p><a href="https://bit.ly/2T1QnmQ">https://bit.ly/2T1QnmQ</a> <i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/2T1QnmQ">https://bit.ly/2T1QnmQ</a></p>	<p>Don't outlive your retirement savings! With uncertain #taxes &amp; economic times, how much <a href="#">#retirement</a> \$\$ will you need?</p> <p><a href="https://bit.ly/2T1QnmQ">https://bit.ly/2T1QnmQ</a></p>