

Be Prepared to Protect Your Mortgage

Consumer Prospecting Pre-built Campaign

Instructions

- This campaign can be completed weekly, monthly, or any time frame that works for your business.
- Choose one or more promotions per week/month- just copy and paste directly from the calendar
- There will be printing and postage costs associated with direct mail.




FOR FINANCIAL PROFESSIONAL USE ONLY.

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WEEK ONE


EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Email: Help ease purchase concerns with Five Simple Steps to Buying Life Insurance .	Letter: your clients have worked hard to purchase their home. Send this letter to show them how to help protect it.	43% of homeowners don't have #lifeinsurance. Also, 43% of people say they would have immediate trouble playing living expenses after the loss of a primary wage earner. See a pattern? #lifeinsurance https://bit.ly/3aIGck6	 https://bit.ly/3aIGck6	Getting Life Insurance to help protect your mortgage is easier than you think. https://bit.ly/3aIGck6



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WEEK TWO

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Email: help your client discover their inner superhero. Be Prepared like a Superhero.</p>	<p>Postcard: send this eye catching postcard to help show your clients the importance of helping protect their mortgage.</p>	<p>Using Life Insurance to help protect your mortgage? Now that's a good idea! https://bit.ly/2YZvXP4</p>	 <p>https://bit.ly/2YZvXP4</p>	<p>Survey says: paying off a mortgage is 4th biggest reason to own life insurance. https://bit.ly/2YZvXP4</p>



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WEEK THREE


EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>PDF: Help determine financial needs with the Consumer Needs Analysis Worksheet.</p>	<p>Postcard: send this informative postcard to help show your clients the importance of helping protect their mortgage</p>	<p>Built-in living benefits, 18 different term durations and lifetime protection options. #preparetoprotect #askmehow</p> <p>https://bit.ly/2WvLYJq</p>	 <p>https://bit.ly/2WvLYJq</p>	<p>Everyone has a superhero inside of them waiting to be discovered. #youdontevenneed #askmehow</p> <p>https://bit.ly/2WvLYJq</p>



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Consumer Prospecting Pre-built Campaign

WEEK FOUR

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Email: Help show prospects the realities of paying for Long-Term illness care</p>	<p>Postcard: send this fun postcard to help show your clients the importance of helping protect their mortgage.</p>	<p>Customize your Life Insurance protection to YOUR needs. https://bit.ly/2xYpMQc</p>	 <p>The average policy for non-smokers aged 25-35 with \$250,000 coverage is \$1 a day.</p> <p>The average price consumers are paying for a daily cup of coffee is \$2.99.</p> <p>https://bit.ly/2xYpMQc</p>	<p>Built-in living benefits, 18 different term durations and lifetime protection options. #preparetoprotect #askmehow. https://bit.ly/2xYpMQc</p>



Full campaign at a glance: Be Prepared to Protect Your Mortgage

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
WEEK ONE				
<p>Video: Help ease purchase concerns with Five Simple Steps to Buying Life Insurance.</p>	<p>Letter: your clients have worked hard to purchase their home. Send this letter to show them how to help protect it.</p> <p>*download and customize with your contact information before you print</p>	<p>43% of homeowners don't have #lifeinsurance. Also, 43% of people say they would have immediate trouble playing living expenses after the loss of a primary wage earner. See a pattern? https://bit.ly/3aIGCk6</p>	 <p>https://bit.ly/3aIGCk6</p>	<p>Getting Life Insurance to help protect your mortgage is easier than you think. https://bit.ly/3aIGCk6</p>
WEEK TWO				
<p>Email: help your client discover their inner superhero. Be Prepared like a Superhero.</p>	<p>Postcard: send this eye catching postcard to help show your clients the importance of helping protect their mortgage.</p>	<p>Using Life Insurance to help protect your mortgage? Now that's a good idea! https://bit.ly/2YZvXP4</p>	 <p>https://bit.ly/2YZvXP4</p>	<p>Survey says: paying off a mortgage is 4th biggest reason to own life insurance. https://bit.ly/2YZvXP4</p>
WEEK THREE				
<p>PDF: Help determine financial needs with the Consumer Needs Analysis Worksheet.</p>	<p>Postcard: send this informative postcard to help show your clients the importance of helping protect their mortgage</p>	<p>Built- in living benefits, 18 different term durations and lifetime protection options. #preparetoprotect #askmehow https://bit.ly/2WvLYJq</p>	 <p>https://bit.ly/2WvLYJq</p>	<p>Everyone has a superhero inside of them waiting to be discovered. #youdontevenneedacape #askmehow https://bit.ly/2WvLYJq</p>
WEEK FOUR				
<p>Email: Help show prospects the realities of paying for Long-Term illness care</p>	<p>Postcard: send this fun postcard to help show your clients the importance of helping protect their mortgage.</p>	<p>Customize your Life Insurance protection to YOUR needs. https://bit.ly/2xYpMQc</p>	 <p>https://bit.ly/2xYpMQc</p>	<p>Built-in living benefits, 18 different term durations and lifetime protection options. #preparetoprotect #askmehow. https://bit.ly/2xYpMQc</p>