**Social Media Consumer Prospecting**

**IUL Basics**

*Copy and paste suggested content for prospecting.*

*Links are embedded and optimized in the content below.*

*Note: Check with your compliance department before sending any prospecting messages.*

***LinkedIN or Facebook Posts***

What does your road to #retirement look like? Plan a smooth route into your “Retirement GPS”. <https://bit.ly/3cvPhr1>

Most Americans may be spending 20+ years in [#retirement](https://twitter.com/search?q=). Will you have enough money in retirement? With uncertain future #tax rates & economic times, how much #money will you need? <https://bit.ly/2SY5624>

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://bit.ly/35UAovW>

Plan a smooth route into your “retirement GPS”. Consider a route that includes #life #insurance. <https://bit.ly/2T1QnmQ>

If there's one risk you can't afford to take when you retire, it's outliving your savings. <https://bit.ly/3brhRZy>

Will you have enough saved for retirement? <https://bit.ly/3fLop8F>

A failure to plan is planning to fail. <https://bit.ly/2zwDdHw>

lling short is not an option when it comes to retirement savings. <https://bit.ly/35UAovW>

There is more than one way save for retirement. <https://bit.ly/35X5lQc>

***Tweets (must be 140 characters or less)***

Will you outlive your retirement savings? Many Americans will be spending 20+ years in retirement. #retirement <https://bit.ly/2SY5624>

If there's one risk you can't afford to take when you retire, it's outliving your savings. #dontoutliveyoursavings <https://bit.ly/3brhRZy>

Will you have enough saved for retirement? #retirementsavings

<https://bit.ly/3fLop8F>

You can’t rely on jukebox heroes – have a plan. How do YOU want to live in retirement? #retirement <https://bit.ly/3dB4eIy>

A failure to plan is planning to #fail.<https://bit.ly/2zwDdHw>

Falling short is not an option when it comes to #retirementsavings. <https://bit.ly/35UAovW>

There is more than one way save for retirement. #thereismorethanoneway <https://bit.ly/35X5lQc>

The question isn’t at what age you will #retire, it’s a what income. <https://bit.ly/2WpcdCG>

Don’t outlive your #retirementnestegg. Life insurance can help you protect it. <https://bit.ly/3broACM>