

The Basics of IUL

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
<p>Video: help prospects hit the road to retirement with confidence and discover how life insurance can help</p>	<p>Flyer: Show prospects how they can reduce the unexpected financial strain of a chronic illness while LIVING.</p> <p><i>*download and customize with your contact info before you print</i></p>	<p>Since 2004, the proportion of people 62+ with financial debt has been increasing steadily. https://bit.ly/3brhRZy</p>	 <p>https://bit.ly/3brhRZy</p>	<p>Since 2004, the proportion of people 62+ with financial debt has been increasing steadily. https://bit.ly/3brhRZy</p>



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WEEK TWO

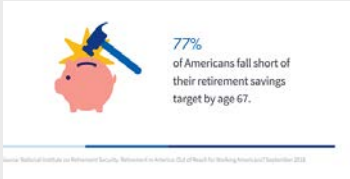
EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>PDF: Help determine financial needs with the Consumer Needs Analysis Worksheet.</p>	<p>Flyer: help your clients determine Will you have enough money in retirement?</p> <p><i>*download and customize with your contact info before you print</i></p>	<p>Most Americans may be spending 20+ years in #retirement. Will you have enough money in retirement? With uncertain future #tax rates & economic times, how much #money will you need?</p> <p>https://bit.ly/2T1QnmQ</p>	 <p>https://bit.ly/2T1QnmQ</p>	<p>Will you have enough money for retirement?</p> <p>https://bit.ly/2T1QnmQ</p>



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WEEK THREE


EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Video: Help ease purchase concerns with Five Simple Steps to Buying Life Insurance.</p>	<p>Brochure: share an insurance solution designed to help with long term personal and business financial security needs.</p> <p><i>*download and customize with your contact info before you print</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>https://bit.ly/35UAovW</p>	 <p>https://bit.ly/35UAovW</p>	<p>With uncertain #taxes & economic times, how much #retirement #money will you need? Simple tax diversification can help.</p> <p>https://bit.ly/35UAovW</p>



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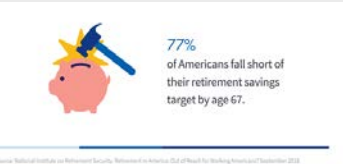

Consumer Prospecting Pre-built Campaign

WEEK FOUR

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Video: What does your client's Road to Retirement look like?	Brochure: Share the Lifetime Income Replacement story with prospects <i>*download and customize with your contact info before you print</i>	What does your road to retirement look like? https://bit.ly/2SY5624	 https://bit.ly/2SY5624	Are you retirement ready? Learn how life insurance can play an important role in your portfolio. https://bit.ly/2SY5624



Full campaign at a glance: The Basics of IUL

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
WEEK ONE				
Video: help prospects hit the road to retirement with confidence and discover how life insurance can help	Flyer: Show prospects how they can reduce the unexpected financial strain of a chronic illness while LIVING . <i>*download and customize with your contact info before you print</i>	Since 2004, the proportion of people 62+ with financial debt has been increasing steadily. https://bit.ly/3brhRZy		Since 2004, the proportion of people 62+ with financial debt has been increasing steadily. https://bit.ly/3brhRZy
WEEK TWO				
PDF: Help determine financial needs with the Consumer Needs Analysis Worksheet .	Flyer: help your clients determine Will you have enough money in retirement? <i>*download and customize with your contact info before you print</i>	Most Americans may be spending 20+ years in #retirement . Will you have enough money in retirement? With uncertain future #tax rates & economic times, how much #money will you need? https://bit.ly/2T1QnmQ		Will you have enough money for retirement? https://bit.ly/2T1QnmQ
WEEK THREE				
Video: Help ease purchase concerns with Five Simple Steps to Buying Life Insurance .	Brochure: share an insurance solution designed to help with long term personal and business financial security needs. <i>*download and customize with your contact info before you print</i>	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		With uncertain #taxes & economic times, how much #retirement #money will you need? Simple tax diversification can help. https://bit.ly/35UAovW
WEEK FOUR				
Video: What does your client's Road to Retirement look like?	Brochure: Share the Lifetime Income Replacement story with prospects <i>*download and customize with your contact info before you print</i>	What does your road to retirement look like? https://bit.ly/2SY5624		Are you retirement ready? Learn how life insurance can play an important role in your portfolio. https://bit.ly/2SY5624