

# LTC vs ABRs- Which is right for your clients?

Financial Professionals Recruiting Pre-built Campaign

## Instructions

### 1. Set up your webinar

Use your calendar system to set up webinar invite

- **Topic title:** Policy Review Training
- **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.



# LTC vs ABRs- Which is right for your clients?

Financial Professionals Recruiting Pre-built Campaign

## WEEK ONE

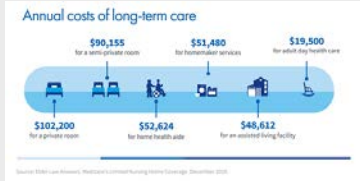
ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p><b>LTC, CI , ABRs – need help with this alphabet soup?</b></p> <p>Quick and easy <a href="#">online training</a> provides a clear explanation of the differences accelerated benefit riders and long – term care riders</p> <p><i>*Reminder – add in your webinar link.</i></p>	<p><i>Send a customized</i> <b>EMAIL</b></p> 	<p>52% of Americans reaching 65 will need some type of long-term care services in their lifetimes. <a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a></p>	 <p><a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a></p>	<p>52% of Americans reaching 65 will need some type of long-term care services in their lifetimes. <a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a></p>



# LTC vs ABRs- Which is right for your clients?

Financial Professionals Recruiting Pre-built Campaign

## WEEK TWO



ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p><b>All You Need to Know: LTC vs CI Rider White Paper</b></p> <p>Download a free <a href="#">white paper</a> so that you are prepared to best serve your clients' chronic healthcare needs with insurance solutions</p> <p><i>*promote upcoming webinar</i></p>	<p>Take an in depth look: <a href="#">Long-Term care riders VS Chronic illness Riders</a></p> <p><i>*promote upcoming webinar</i></p>	<p>The number of Americans who need long-term care will more than double by 2050. How will you pay for potential long-term care? <a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a></p>	 <p><a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a></p>	<p>The number of Americans who need long-term care will more than double by 2050. How will you pay for potential long-term care? <a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a></p>



# LTC vs ABRs- Which is right for your clients?

Financial Professionals Recruiting Pre-built Campaign

## WEEK THREE

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p><b>Innovative solution for long-term care expense planning</b></p> <p>Chronic illness riders for life insurance can help minimize unexpected financial strain due to a chronic illness by providing access to funds while LIVING. Share this <a href="#">infographic</a> with your clients</p> <p><i>*promote upcoming webinar</i></p>	 <p>Send a customized webinar <a href="#">invite</a></p> <p><i>*promote upcoming webinar</i></p>	<p>Beyond 100 days, Medicare pays \$0 for long-term care services. How will you pay for potential long-term care?</p> <p><a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a></p>	 <p>Beyond 100 days, Medicare pays \$0 for long-term care services.</p> <p><a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a></p>	<p>Beyond 100 days, Medicare pays \$0 for long-term care services. How will you pay for potential long-term care?</p> <p><a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a></p>



# LTC vs ABRs- Which is right for your clients?


Financial Professionals Recruiting Pre-built Campaign

## WEEK FOUR

Webinar week and promotional followup







Webinar topic: **LTC vs CI**

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>Innovative solution for long-term care expense planning</b></p> <p>Chronic illness riders for life insurance can help minimize unexpected financial strain due to a chronic illness by providing access to funds while LIVING. Share this <a href="#">infographic</a> with your clients</p> <p><i>*promote upcoming webinar</i></p>	<p>Share a testimonial video <a href="#">Chris Edwards' Story</a></p> <p><i>*promote upcoming webinar</i></p>	<p>The average length of long-term care is about three years.</p> <p><a href="https://bit.ly/2Ak8mOM">https://bit.ly/2Ak8mOM</a></p>	 <p><a href="https://bit.ly/2Ak8mOM">https://bit.ly/2Ak8mOM</a></p>	<p>The average length of long-term care is about three years.</p> <p><a href="https://bit.ly/2Ak8mOM">https://bit.ly/2Ak8mOM</a></p>



# Full Campaign at a Glance: LTC vs ABRs- Which is right for your clients?

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<b>WEEK ONE: add webinar link to promotions</b>				
<p><b>LTC, CI , ABRs – need help with this alphabet soup?</b></p> <p>Quick and easy <a href="#">online training</a> provides a clear explanation of the differences accelerated benefit riders and long –term care riders</p> <p><i>*Reminder – add in your webinar link.</i></p>	 <p>Send <a href="#">EMAIL</a></p>	<p>52% of Americans reaching 65 will need some type of long-term care services in their lifetimes.</p> <p><a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a></p> <p><i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a></p> <p><i>*promote upcoming webinar</i></p>	<p>52% of Americans reaching 65 will need some type of long-term care services in their lifetimes.</p> <p><a href="https://bit.ly/3dKEOsi">https://bit.ly/3dKEOsi</a></p> <p><i>*promote upcoming webinar</i></p>
<b>WEEK TWO: add webinar link to promotions</b>				
<p><b>All You Need to Know: LTC vs CI Rider White Paper</b></p> <p>Download a free <a href="#">white paper</a> so that you are prepared to best serve your clients' chronic healthcare needs with insurance solutions</p> <p><i>*promote upcoming webinar</i></p>	<p>Take an in depth look: <a href="#">Long-Term care riders VS Chronic illness Riders</a></p> <p><i>*promote upcoming webinar</i></p>	<p>The number of Americans who need long-term care will more than double by 2050. How will you pay for potential long-term care?</p> <p><a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a></p> <p><i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a></p>	<p>The number of Americans who need long-term care will more than double by 2050. How will you pay for potential long-term care? <a href="https://bit.ly/3bAf3JL">https://bit.ly/3bAf3JL</a></p> <p><i>*promote upcoming webinar</i></p>
<b>WEEK THREE: add webinar link to promotions</b>				
<p><b>Innovative solution for long-term care expense planning</b></p> <p>Chronic illness riders for life insurance can help minimize unexpected financial strain due to a chronic illness by providing access to funds while LIVING. Share this <a href="#">infographic</a> with your clients</p> <p><i>*promote upcoming webinar</i></p>	 <p>Send a customized <a href="#">invite</a></p> <p><i>*promote upcoming webinar</i></p>	<p>Beyond 100 days, Medicare pays \$0 for long-term care services. How will you pay for potential long-term care?</p> <p><a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a></p> <p><i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a></p> <p><i>*promote upcoming webinar</i></p>	<p>Beyond 100 days, Medicare pays \$0 for long-term care services. How will you pay for potential long-term care?</p> <p><a href="https://bit.ly/3bzVEbS">https://bit.ly/3bzVEbS</a></p> <p><i>*promote upcoming webinar</i></p>
<b>WEEK FOUR: Deploy Scheduled Webinar for Lead Generation</b>				
<p><b>Innovative solution for long-term care expense planning</b></p> <p>Chronic illness riders for life insurance can help minimize unexpected financial strain due to a chronic illness by providing access to funds while LIVING. Share this <a href="#">infographic</a> with your clients <i>*promote upcoming webinar</i></p>	<p>Share a testimonial video <a href="#">Chris Edwards' Story</a></p> <p><i>*promote upcoming webinar</i></p>	<p>The average length of long-term care is about three years.</p> <p><a href="https://bit.ly/2Ak8mOM">https://bit.ly/2Ak8mOM</a></p> <p><i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/2Ak8mOM">https://bit.ly/2Ak8mOM</a></p> <p><i>*promote upcoming webinar</i></p>	<p>The average length of long-term care is about three years.</p> <p><a href="https://bit.ly/2Ak8mOM">https://bit.ly/2Ak8mOM</a></p> <p><i>*promote upcoming webinar</i></p>