

GROW YOUR BUSINESS

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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Consumer Prospecting Pre-built Campaign

WEEK ONE

EMAIL

Calculator: Copy and paste this [email](#) promoting our online calculator and send with your contact information.

DIRECT MAIL

Letter: connect with your clients with this [letter](#).

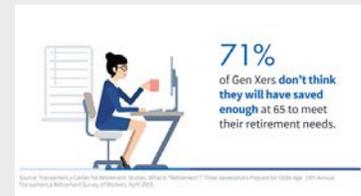
SOCIAL MEDIA

LINKED IN

71% of Gen Xers don't think they will have saved enough at 65 to meet their retirement needs.

<https://bit.ly/2WpcdCG>

FACEBOOK



<https://bit.ly/2WpcdCG>

TWITTER

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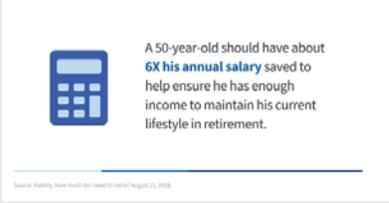
<https://bit.ly/2WpcdCG>



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WEEK TWO

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Client Workbook: send this email and help clients update their beneficiary information.</p>	<p>Flyer: As life changes, so do insurance needs. Check in with your clients with this: Life doesn't stand still.</p>	<p>A 50 year-old should have about 6 times his annual salary saved to help ensure he has enough income to maintain his current lifestyle in retirement. Learn more about options to build your financial future.</p> <p>https://bit.ly/3buHxnY</p>	 <p>https://bit.ly/3buHxnY</p>	<p>A 50 year-old should have about 6 times his annual salary saved to help ensure he has enough income to maintain his current lifestyle in retirement. Learn more about options to build your financial future.</p> <p>https://bit.ly/3buHxnY</p>



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WEEK THREE

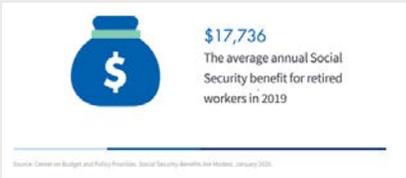
EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Workbook: Encourage clients to evaluate their financial fitness with this email.</p>	<p>Sales Concept: Send clients this sales concept to show how interest rates can affect their life insurance.</p>	<p>Millennials should save 40% of their income if they want to retire comfortably. Too early to plan? It's easier than you think. https://bit.ly/2ArjYzF</p>	 <p>https://bit.ly/2ArjYzF</p>	<p>Millennials should save 40% of their income if they want to retire comfortably. Too early to plan? It's easier than you think. https://bit.ly/2ArjYzF</p>



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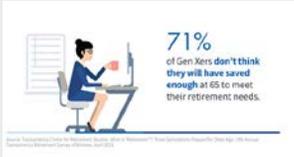
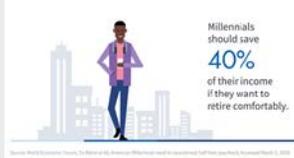
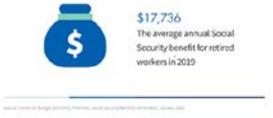
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WEEK FOUR

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Workbook: Encourage clients to evaluate their financial fitness with this email.</p>	<p>Flyer: Show prospects and clients the difference between Individual and Employer (Group) Life Insurance.</p>	<p>The average annual Social Security benefit for retired workers is probably less than you think. Find out options for you. https://bit.ly/2Wqkcj4</p>	 <p>https://bit.ly/2Wqkcj4</p>	<p>73% of people 18-36 think life insurance is too expensive but overestimate cost by 3x. Find out options for you. https://bit.ly/2Wqkcj4</p>



Full campaign at a glance: GROW YOUR BUSINESS

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		LINKED IN	FACEBOOK	TWITTER
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