

# Mortgage Protection

Financial Professionals Recruiting Pre-built Campaign

## Instructions

### 1. Set up your webinar

Use your calendar system to set up webinar invite

- **Topic title:** QoL Flex Term
- **Webinar description:** Learn the basics of our Term product with built-in living benefits
- **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.



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## WEEK ONE

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>43% of homeowners don't have #lifeinsurance. Also, 43% of people say they would have immediate trouble paying for living expenses after the loss of a primary wage earner. See a pattern? <a href="#">Be Prepared like a Superhero</a></p> <p><b>*Reminder – add in your webinar link.</b></p>	<p>Send an email promoting <a href="#">Life Insurance for Mortgage Protection</a></p> <p><b>*promote upcoming webinar</b></p> 	<p>Getting Life Insurance to help protect your mortgage is easier than you think. <a href="https://bit.ly/3aIGCk6">https://bit.ly/3aIGCk6</a></p>	 <p><a href="https://bit.ly/3aIGCk6">https://bit.ly/3aIGCk6</a></p>	<p>Getting Life Insurance to help protect your mortgage is easier than you think. <a href="https://bit.ly/3aIGCk6">https://bit.ly/3aIGCk6</a></p>

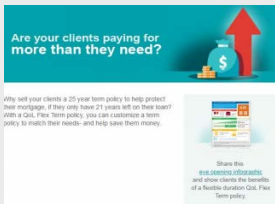



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## WEEK TWO

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Using Life Insurance to help protect your mortgage? Now that's a good idea! Check it out: <a href="#">Life insurance with Mortgage Protection</a></p> <p><b>*promote upcoming webinar</b></p>	<p>Don't let clients pay for more life insurance they need. Sent this <a href="#">email</a> promoting our engaging infographic.</p> <p><b>*promote upcoming webinar</b></p> 	<p>Using Life Insurance to help protect your mortgage? Now that's a good idea!</p> <p><a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a></p>	 <p><a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a></p>	<p>Survey says: paying off a mortgage is 4<sup>th</sup> biggest reason to own life insurance.</p> <p><a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a></p>






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## WEEK THREE

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Looking to help protect your home and loved ones? Customizable term durations allows you to match coverage to the remaining years on your mortgage. <a href="#">Be Prepared like a Superhero</a></p> <p><i>*promote upcoming webinar</i></p>	<p><b>EMAIL:</b> Share tools that can be used in real time! <i>*promote upcoming webinar</i></p>  <p><small>Your client's home may be one of their biggest assets, and how their family probably depends on the primary wage earner to help pay the mortgage payments. If the earner is unexpectedly lost, their loved ones might struggle financially to keep the home.</small></p> <p><small>Show them how they can help protect their home with a 20- or 30-year term policy and share the Consumer Needs Analysis Worksheet to help them decide just how much life insurance they need.</small></p> 	<p>Everyone has a superhero inside of them waiting to be discovered.            #youdontevenneedacape            #askmehow  <a href="https://bit.ly/2WvLYJq">https://bit.ly/2WvLYJq</a></p>	 <p><a href="https://bit.ly/2WvLYJq">https://bit.ly/2WvLYJq</a></p>	<p>Everyone has a superhero inside of them waiting to be discovered.            #youdontevenneedacape            #askmehow  <a href="https://bit.ly/2WvLYJq">https://bit.ly/2WvLYJq</a></p>




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## WEEK FOUR

### Webinar week and promotional followup Webinar topic: QoL Flex Term









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>Customize your Life Insurance protection to YOUR needs. <a href="#">Are You Paying More Than You Need?</a> *promote upcoming webinar</p>	<p><b>EMAIL:</b> Share this sales concept and show how term insurance can be an unsung hero. *promote upcoming webinar</p> 	<p>Built-in living benefits, 18 different term durations and lifetime protection options. #preparetoprotect #askmehow <a href="https://bit.ly/2xYpMQc">https://bit.ly/2xYpMQc</a></p>	 <p><a href="https://bit.ly/2xYpMQc">https://bit.ly/2xYpMQc</a></p>	<p>Built-in living benefits, 18 different term durations and lifetime protection options. #preparetoprotect #askmehow <a href="https://bit.ly/2xYpMQc">https://bit.ly/2xYpMQc</a></p>



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# Full Campaign at a Glance: Mortgage Protection

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<b>WEEK ONE: add webinar link to promotions</b>				
<p>43% of homeowners don't have #lifeinsurance. Also, 43% of people say they would have immediate trouble paying for living expenses after the loss of a primary wage earner. See a pattern? <a href="#">Be Prepared like a Superhero</a></p> <p><i>*Reminder – add in your webinar link.</i></p>	<p>Send an email promoting <a href="#">Life Insurance for Mortgage Protection</a></p> <p><i>*promote upcoming webinar</i></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? #2017LIMRABarometerSurvey <a href="https://bit.ly/3aIGCk6">https://bit.ly/3aIGCk6</a></p>	 <p><a href="https://bit.ly/3aIGCk6">https://bit.ly/3aIGCk6</a></p>	<p>Getting Life Insurance to help protect your mortgage is easier than you think. <a href="https://bit.ly/3aIGCk6">https://bit.ly/3aIGCk6</a></p>
<b>WEEK TWO: add webinar link to promotions</b>				
<p>Using Life Insurance to help protect your mortgage? Now that's a good idea! Check it out: <a href="#">Life insurance with Mortgage Protection</a></p> <p><i>*promote upcoming webinar</i></p>	<p>Send this email promoting the <a href="#">Paying for more than you need</a> infographic.</p> <p><i>*promote upcoming webinar</i></p> 	<p>Using Life Insurance to help protect your mortgage? Now that's a good idea! <a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a></p>	 <p><a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a></p>	<p>Survey says: paying off a mortgage is 4<sup>th</sup> biggest reason to own life insurance. <a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a></p>
<b>WEEK THREE: add webinar link to promotions</b>				
<p>Looking to help protect your home and loved ones? Customizable term durations allows you to match coverage to the remaining years on your mortgage. <a href="#">Be Prepared like a Superhero</a></p> <p><i>*promote upcoming webinar</i></p>	<p>EMAIL: Share tools that can be used in real time! <a href="#">Consumer Needs analysis worksheet</a></p> <p><i>*promote upcoming webinar</i></p> 	<p>Everyone has a superhero inside of them waiting to be discovered. #youdontevenneedacape #askmehow <a href="https://bit.ly/2WvLYJq">https://bit.ly/2WvLYJq</a></p>	 <p><a href="https://bit.ly/2WvLYJq">https://bit.ly/2WvLYJq</a></p>	<p>Everyone has a superhero inside of them waiting to be discovered. #youdontevenneedacape #askmehow <a href="https://bit.ly/2WvLYJq">https://bit.ly/2WvLYJq</a></p>
<b>WEEK FOUR: Deploy Scheduled Webinar for Lead Generation</b>				
<p>Customize your Life Insurance protection to YOUR needs. <a href="#">Are You Paying More Than You Need?</a></p> <p><i>*promote upcoming webinar</i></p>	<p>EMAIL: Share this sales concept and show how <a href="#">term insurance can be an unsung hero</a>.</p> <p><i>*promote upcoming webinar</i></p> 	<p>Built-in living benefits, 18 different term durations and lifetime protection options. #preparetoprotect #askmehow <a href="https://bit.ly/2xYpMQc">https://bit.ly/2xYpMQc</a></p>	 <p><a href="https://bit.ly/2xYpMQc">https://bit.ly/2xYpMQc</a></p>	<p>Built-in living benefits, 18 different term durations and lifetime protection options. #preparetoprotect #askmehow. <a href="https://bit.ly/2xYpMQc">https://bit.ly/2xYpMQc</a></p>