

# Retirement Protection

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!

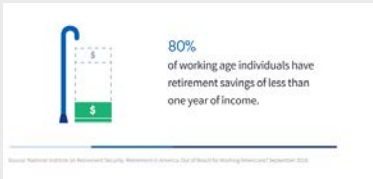
Conduct training webinar during week four. And don't forget to follow up with one or more additional promotions.



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## WEEK ONE

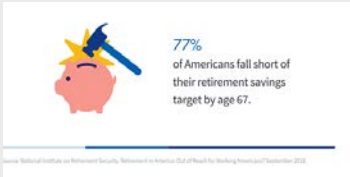
ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Most Americans may be spending 20+ years in <a href="#">#retirement</a>. Will you have <a href="#">enough money</a> in retirement? With uncertain future <a href="#">#tax rates</a> &amp; economic times, how much <a href="#">#money</a> will you need? American General Life Insurance Company can help provide life insurance solutions for an effective tax diversification strategy to maximize assets for retirement. <i>*promote upcoming webinar</i></p>	<p>Show your clients the <a href="#">10-10-10 Plan!</a> <i>*promote upcoming webinar</i></p>	<p>Nearly 80% of working age individuals have retirement savings of less than one year of income. Life insurance can provide solutions for an effective tax diversification strategy to maximize retirement assets. <a href="https://bit.ly/3fLop8F">https://bit.ly/3fLop8F</a></p>	 <p>80% of working age individuals have retirement savings of less than one year of income.</p> <p><a href="https://bit.ly/3fLop8F">https://bit.ly/3fLop8F</a></p>	<p>Nearly 80% of working age individuals have retirement savings of less than one year of income. Life insurance can provide solutions for an effective tax diversification strategy to maximize retirement assets. <a href="https://bit.ly/3fLop8F">https://bit.ly/3fLop8F</a></p>



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## WEEK TWO


ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>With uncertain tax rates &amp; economic times, how much #retirement \$\$ will you need? Simple tax diversification can help <a href="https://youtu.be/9B2N912aKTA">https://youtu.be/9B2N912aKTA</a></p>	<p>Educate clients about the <a href="#">unknown facts that could affect retirement.</a></p>	<p>77% of Americans fall short of their retirement saving by age 67. Simple tax diversification can help. <a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a> *promote upcoming webinar</p>	 <p><a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a></p>	<p>77% of Americans fall short of their retirement saving by age 67. Simple tax diversification can help. <a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a> *promote upcoming webinar</p>



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## WEEK THREE

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>What does your road to <a href="#">#retirement</a> look like? Plan a smooth route into your “retirement GPS”. Consider a route that includes <a href="#">#life insurance</a>.</p> <p><i>*promote upcoming webinar</i></p>	<p>Invite potential recruits to a webinar next week. <a href="#">Webinar invitation</a></p> <p><i>*promote upcoming webinar</i></p>	<p>Many Americans will be spending 20+ years in retirement. Plan a smooth route into your “retirement GPS”. Consider a route that includes life insurance. <a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a></p>	 <p><a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a></p>	<p>Many Americans will be spending 20+ years in retirement. Plan a smooth route into your “retirement GPS”. Consider a route that includes life insurance. <a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a></p>




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## WEEK FOUR

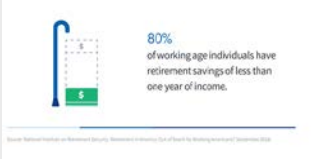



### Webinar week and promotional followup Webinar topic: Retirement Protection

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
Protect your retirement assets with life insurance you don't have to die to use – the new generation of life insurance. <a href="https://youtu.be/pSYPM9JQhbA">https://youtu.be/pSYPM9JQhbA</a> <i>*promote upcoming webinar</i>	Help show the realities of <a href="#">paying for long-term illness care</a> .  <i>*promote upcoming webinar</i>	Nearly 49 % of people retire earlier than expected due to job loss, health issues, caring for an aging parent, or other issues. Protect your retirement assets with life insurance you don't have to die to use – the new generation of life insurance. <a href="https://bit.ly/3cvPhr1">https://bit.ly/3cvPhr1</a>	  <a href="https://bit.ly/3cvPhr1">https://bit.ly/3cvPhr1</a>	Nearly 49 % of people retire earlier than expected due to job loss, health issues, caring for an aging parent, or other issues. Protect your retirement assets with life insurance you don't have to die to use – the new generation of life insurance. <a href="https://bit.ly/3cvPhr1">https://bit.ly/3cvPhr1</a>



# Full Campaign at a Glance: Name

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<b>WEEK ONE: add webinar link to promotions</b>				
<p>Most Americans may be spending 20+ years in <a href="#">#retirement</a>. Will you have <a href="#">enough money</a> in retirement? With uncertain future #tax rates &amp; economic times, how much #money will you need? American General Life Insurance Company can help provide life insurance solutions for an effective tax diversification strategy to maximize assets for retirement. <i>*promote upcoming webinar</i></p>	<p>Show your clients the <a href="#">10-10-10 Plan!</a> <i>*promote upcoming webinar</i></p>	<p>Nearly 80% of working age individuals have retirement savings of less than one year of income. Life insurance can provide solutions for an effective tax diversification strategy to maximize retirement assets. <a href="https://bit.ly/3fLop8F">https://bit.ly/3fLop8F</a> <i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/3fLop8F">https://bit.ly/3fLop8F</a></p>	<p>Nearly 80% of working age individuals have retirement savings of less than one year of income. Life insurance can provide solutions for an effective tax diversification strategy to maximize retirement assets. <a href="https://bit.ly/3fLop8F">https://bit.ly/3fLop8F</a></p>
<b>WEEK TWO: add webinar link to promotions</b>				
<p>With uncertain tax rates &amp; economic times, how much #retirement \$\$ will you need? Simple tax diversification can help <a href="https://youtu.be/9B2N912akTA">https://youtu.be/9B2N912akTA</a></p>	<p>Educate clients about the <a href="#">unknown facts that could affect retirement.</a></p>	<p>77% of Americans fall short of their retirement saving by age 67. Simple tax diversification can help. <a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a>  <i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a></p>	<p>77% of Americans fall short of their retirement saving by age 67. Simple tax diversification can help. <a href="https://bit.ly/35UAovW">https://bit.ly/35UAovW</a>  <i>*promote upcoming webinar</i></p>
<b>WEEK THREE: add webinar link to promotions</b>				
<p>What does your road to <a href="#">#retirement</a> look like? Plan a smooth route into your “retirement GPS”. Consider a route that includes <a href="#">#life insurance</a>.  <i>*promote upcoming webinar</i></p>	<p>Invite potential recruits to a webinar next week. <a href="#">Webinar invitation</a> <i>*promote upcoming webinar</i></p>	<p>Many Americans will be spending 20+ years in retirement. Plan a smooth route into your “retirement GPS”. Consider a route that includes life insurance. <a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a> <i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a></p>	<p>Many Americans will be spending 20+ years in retirement. Plan a smooth route into your “retirement GPS”. Consider a route that includes life insurance. <a href="https://bit.ly/2SY5624">https://bit.ly/2SY5624</a> <i>*promote upcoming webinar</i></p>
<b>WEEK FOUR: Deploy Scheduled Webinar for Lead Generation</b>				
<p>Protect your retirement assets with life insurance you don't have to die to use – the new generation of life insurance <a href="https://youtu.be/pSYPM9JQhbA">https://youtu.be/pSYPM9JQhbA</a>  <i>*promote upcoming webinar</i></p>	<p>Help show the realities of <a href="#">paying for long-term illness care.</a>  <i>*promote upcoming webinar</i></p>	<p>Nearly 49 % of people retire earlier than expected due to job loss, health issues, caring for an aging parent, or other issues. Protect your retirement assets with life insurance you don't have to die to use – the new generation of life insurance. <a href="https://bit.ly/3cvPhr1">https://bit.ly/3cvPhr1</a> <i>*promote upcoming webinar</i></p>	 <p><a href="https://bit.ly/3cvPhr1">https://bit.ly/3cvPhr1</a></p>	<p>Nearly 49 % of people retire earlier than expected due to job loss, health issues, caring for an aging parent, or other issues. Protect your retirement assets with life insurance you don't have to die to use – the new generation of life insurance. <a href="https://bit.ly/3cvPhr1">https://bit.ly/3cvPhr1</a></p>