

Notes: Check with your compliance department before sending any message.

LINKED IN	FACEBOOK	TWITTER
<p>1 in 3! That's a lot. #HelpProtectOurFamilies http://spr.ly/6005HqJ29</p>	 <p>1 in 3 Americans say they don't have enough life insurance.</p> <p><small>Source: 2020 Insurance Benchmark Study, LHM and JN Huggins</small></p>	<p>1 in 3! That's a lot. #HelpProtectOurFamilies http://spr.ly/6005HqJ29</p>
<p>Life insurance can help you show your loved ones you care. #HelpProtectOurFamilies http://spr.ly/6004HqJN6</p>	 <p>78% of Americans... ...agree that financially preparing for life's unknowns is a way to show your loved ones you care about them.</p> <p><small>Source: 2020 House Year Long Consumer Survey, LHM Huggins</small></p>	<p>Show our loved ones you #care- with #lifeInsurance! #HelpProtectOurFamilies http://spr.ly/6004HqJN6</p>
<p>We could all use a little less stress in our lives! Life insurance can help. #HelpProtectOurFamilies http://spr.ly/6007HqJNX</p>	 <p>69% of consumers with life insurance say they are less stressed knowing their loved ones are financially protected with life insurance.</p> <p><small>Source: 2020 House Year Long Consumer Survey, LHM Huggins</small></p>	<p>Less #stress? Yes Please! #LifeInsurance can help with that. #HelpProtectOurFamilies http://spr.ly/6007HqJNX</p>
<p>Taking the time to mourn is natural. Worrying about bills is not. #HelpProtectOurFamilies http://spr.ly/6006HqJNq</p>	 <p>44% of families say they would face financial hardship within 6 months, should the primary wage earner die.</p> <p><small>Source: 2020 Insurance Benchmark Study, LHM and JN Huggins</small></p>	<p>#LifeInsurance can help take the worry away. #HelpProtectOurFamilies http://spr.ly/6006HqJNq</p>
<p>It is never a bad time to be protected. #HelpProtectOurFamilies http://spr.ly/6005HqJNh</p>	 <p>29% of Americans say they are more likely to buy life insurance... 68% of people who already have coverage say they are likely to buy more... ...due to COVID-19</p> <p><small>Source: AIG Insurance in the Moment (IIM), LHM</small></p>	<p>There has #neverbeenabetter time to feel protected. #HelpProtectOurFamilies http://spr.ly/6005HqJNh</p>
<p>2020 taught us a lot! #HelpProtectOurFamilies http://spr.ly/6001HqJ4P</p>	 <p>6 in 10 Americans say they have a heightened awareness of the importance of life insurance due to COVID-19.</p> <p><small>Source: AIG Quarterly Consumer Sentiment Study, 2020</small></p>	<p>#2020 taught us a lot! #HelpProtectOurFamilies http://spr.ly/6001HqJ4P</p>
<p>That's an easy fix! #HelpProtectOurFamilies http://spr.ly/6007HqJ45</p>	 <p>46% of Americans adults have no life insurance coverage at all.</p> <p><small>Source: 2020 Insurance Benchmark Study, LHM and JN Huggins</small></p>	<p>That's an #easyfix! #HelpProtectOurFamilies http://spr.ly/6007HqJ45</p>
<p>Whatever the reason, the life insurance conversation is always a good one to have! #HelpProtectOurFamilies http://spr.ly/6004HqJ4A</p>	 <p>In 2020, 32% of Americans said COVID-19 was the primary reason they began shopping for life insurance.</p> <p><small>Source: The COVID-19 Effect: High from Year Insurance Search by Consumer Life Insurance Coverage Satisfaction, LHM and JN Huggins</small></p>	<p>If 2020 taught us anything, it's not to take anything for granted. The #LifeInsurance conversation is always a good one to have. #HelpProtectOurFamilies http://spr.ly/6004HqJ4A</p>