

GROW YOUR BUSINESS

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 2nd 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

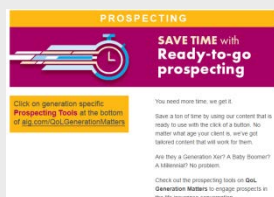
ENEWSLETTER

Not your parent's life insurance

Today's clients are more dynamic and diverse than ever before. Watch this short video to find out why [Generation Matters](#).

***promote upcoming webinar**

EMAIL



Save time with a ready-to-go prospecting [email](#).
***promote upcoming webinar**

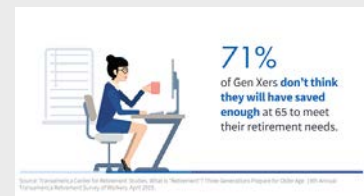
SOCIAL MEDIA

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

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

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WEEK TWO

NEWSLETTER

Help Leave a legacy
Things change. Help clients review their current beneficiary designations to make sure client data is up to date. This [Beneficiary Review Guide](#) can help get the conversation started.

***promote upcoming webinar**

EMAIL



But what about financial fitness? Helping your clients' financial future begins with identifying and prioritizing their needs and dreams. By mapping out and preparing for their financial future, you can help them spend less time worrying about uncertainty and...
Help create a personal plan with this [Financial Fitness Check-Up](#). Contact me to learn more about how financial fitness can be an important part of a healthy lifestyle.
• Set financial goals
• Develop a plan
• Take action on the plan

Journey to financial fitness [email](#).

***promote upcoming webinar**

SOCIAL MEDIA

LINKED IN

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.

<https://bit.ly/3buHxnY>

FACEBOOK

A 50-year-old should have about **6X his annual salary** saved to help ensure he has enough income to maintain his current lifestyle in retirement.

Source: Fidelity. How much do I need to retire? August 11, 2016.

<https://bit.ly/3buHxnY>

TWITTER

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.

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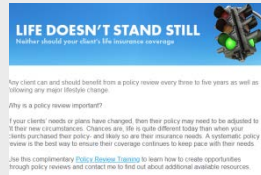
Financial Professionals Recruiting Pre-built Campaign

WEEK THREE

NEWSLETTER

Preparing for your clients' financial future begins with identifying and prioritizing their needs and dreams. By mapping out and preparing for their financial future, you can help them spend less time worrying about uncertainty. Use this [Financial Fitness Workbook](#) to help your clients get started. **promote upcoming webinar*

EMAIL



Life doesn't stand still
[email](#) **promote upcoming webinar*

SOCIAL MEDIA

LINKED IN

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>

FACEBOOK



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TWITTER

Millennials should save 40% of their income if they want to retire comfortably. Too early to plan? It's easier than you think.
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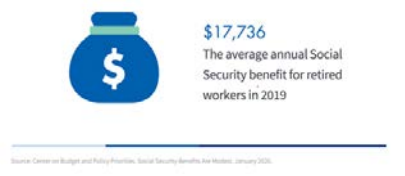
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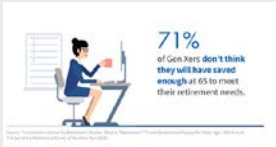
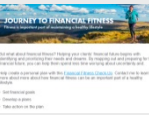





WEEK FOUR

Webinar week and promotional follow-up Webinar topic: Policy Review: Training

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>Pitch Perfect Get targeted life insurance options for clients by simply inputting their age and answering a few questions about their life stage; Generation Station will then deliver a personalized pitch for your next client meeting.</p>	 <p>What's new in your clients' life? email *promote upcoming webinar</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>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>

Full Campaign at a Glance: GROW YOUR BUSINESS

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
WEEK ONE: add webinar link to promotions				
<p>Not your parent's life insurance</p> <p>Today's clients are more dynamic and diverse than ever before. Watch this short video to find out why Generation Matters.</p> <p><i>*promote upcoming webinar</i></p>	 <p>Save time with a ready-to-go prospecting email. <i>*promote upcoming webinar</i></p>	<p>71% of Gen Xers don't think they will have saved enough at 65 to meet their retirement needs.</p> <p>https://bit.ly/2WpcdCG</p> <p><i>*promote upcoming webinar</i></p>	 <p>https://bit.ly/2WpcdCG</p>	<p>71% of Gen Xers don't think they will have saved enough at 65 to meet their retirement needs. https://bit.ly/2WpcdCG</p> <p><i>*promote upcoming webinar</i></p>
WEEK TWO: add webinar link to promotions				
<p>Help Leave a legacy</p> <p>Things change. Help clients review their current beneficiary designations to make sure client data is up to date. This Beneficiary Review Guide can help get the conversation started. <i>*promote upcoming webinar</i></p>	 <p>Journey to financial fitness email</p> <p><i>*promote upcoming webinar</i></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.</p> <p>https://bit.ly/3buHxnY</p> <p><i>*promote upcoming webinar</i></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.</p> <p>https://bit.ly/3buHxnY</p> <p><i>*promote upcoming webinar</i></p>
WEEK THREE: add webinar link to promotions				
<p>Preparing for your clients' financial future begins with identifying and prioritizing their needs and dreams. By mapping out and preparing for their financial future, you can help them spend less time worrying about uncertainty. Use this Financial Fitness Workbook to help your clients get started. <i>*promote upcoming webinar</i></p>	 <p>Life doesn't stand still email <i>*promote upcoming webinar</i></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.</p> <p>https://bit.ly/2ArjYzF</p> <p><i>*promote upcoming webinar</i></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.</p> <p>https://bit.ly/2ArjYzF</p> <p><i>*promote upcoming webinar</i></p>
WEEK FOUR: Deploy Scheduled Webinar for Lead Generation				
<p>Pitch Perfect</p> <p>Get targeted life insurance options for clients by simply inputting their age and answering a few questions about their life stage; Generation Station will then deliver a personalized pitch for your next client meeting. <i>*promote upcoming webinar</i></p>	 <p>What's new in your clients' life? email</p> <p><i>*promote upcoming webinar</i></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><i>*promote upcoming webinar</i></p>	 <p>https://bit.ly/2Wqkcj4</p>	<p>The average annual Social Security benefit for retired workers is probably less than you think. Find out options for you.</p> <p>https://bit.ly/2Wqkcj4</p> <p><i>*promote upcoming webinar</i></p>