

## RECRUITING

### Campaign in a Box eNewsletter Stories – LTC or ABRs

Choose the story you want to use, then copy the content and paste into your own eNewsletter. We recommend hyperlinking the bolded word(s) with the URL provided, or use it with a button graphic of your choice.

Note, that you can also use the same content to send as a rich text email, if you prefer.

## Agent Education

### LTC, CI ABRs – need help with this alphabet soup?

Quick and easy **scripted presentation** provides a clear explanation of the differences between chronic illness accelerated benefit riders and long –term care riders.

<https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTIwGZELJSU2I5De-Fii5P0sKftBC6AARTmuKIGtZhQamewkLjdyDDJSGKPkUYoPgnwUoWA>

### All You Need to Know: LTC vs CI Rider White Paper

Download a free **white paper** so that you are prepared to best serve your clients' chronic healthcare needs with insurance solutions.

<https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTIwGZLmIk6HzXRwJaVvd0g7tmkokyFAq3BQzDYUX4YZBIDbC3eOv5KNmcPwEKtC8VNFe-A>

### Video: Living Benefits Overview

Learn about new ways life insurance is being used and promoted to clients. This **valuable message** explains the value of Permanent insurance over Term for its flexible cash access options.

<https://www.youtube.com/watch?v=kiRyiyD9-xw>

## Infographics

### Innovative solution for long-term care expense planning

Chronic illness riders for life insurance can help minimize unexpected financial strain due to a chronic illness by providing access to funds while LIVING. Share this **infographic** with your clients.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC108796>

## Will your clients be able to afford Long Term Care?

By adding a chronic illness rider to a select life insurance policy, clients can access their income tax-free life insurance benefits, and be better prepared if diagnosed with a chronic illness. Use this **infographic** to help discuss the potential need.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC108796>

## 92% of Adults have at least one Chronic Disease

Clients may be at higher risk for serious illness than they think. Use this **infographic** to help discuss the medical realities of today and what it might mean for their financial assets.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC107601>



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