

# Life Insurance Basics

Consumer Prospecting Pre-built Campaign

## Instructions

- This campaign can be completed weekly, monthly, or any time frame that works for your business.
- Choose one or more promotions per week/month- just copy and paste directly from the calendar
- There will be printing and postage costs associated with direct mail.



FOR FINANCIAL PROFESSIONAL USE ONLY.



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Consumer Prospecting Pre-built Campaign

## WEEK TWO


EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Help determine your client's financial needs with the <a href="#">Consumer Needs Analysis Worksheet</a>.</p>	<p><b>Flyer:</b> <a href="#">Protect our Child's Education with Life Insurance</a></p> <p><i>*download and customize with your contact info before you print</i></p>	<p>The majority of Americans would have trouble paying living expenses immediately or within several months if the primary wage-earner died. Life insurance can help with this.</p> <p><a href="https://bit.ly/35VwIKw">https://bit.ly/35VwIKw</a></p>	 <p><a href="https://bit.ly/35VwIKw">https://bit.ly/35VwIKw</a></p>	<p>The majority of Americans would have trouble paying living expenses immediately or within several months if the primary wage-earner died. Life insurance can help with this.</p> <p><a href="https://bit.ly/35VwIKw">https://bit.ly/35VwIKw</a></p>



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## WEEK THREE


EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Video: Help ease purchase concerns with <a href="#">Five Simple Steps to Buying Life Insurance</a></p>	<p>Flyer: <a href="#">Coverage Beyond Your Working Years</a></p> <p><i>*download and customize with your contact info before you print</i></p>	<p>Life insurance is something you can't buy once you need it. Don't procrastinate—be sure your loved ones are protected.</p> <p><a href="https://bit.ly/3bs25h2">https://bit.ly/3bs25h2</a></p>	 <p><a href="https://bit.ly/3bs25h2">https://bit.ly/3bs25h2</a></p>	<p>Life insurance is something you can't buy once you need it. Don't procrastinate—be sure your loved ones are protected.</p> <p><a href="https://bit.ly/3bs25h2">https://bit.ly/3bs25h2</a></p>



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## WEEK FOUR

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Do both <a href="#">spouses need life insurance?</a>	<b>Flyer: <a href="#">Protect Your Home With Life Insurance</a></b>  <i>*download and customize with your contact info before you print</i>	#YourLifelsValuable protect it, and your loved ones. #LifeHappens  <a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a>	  <a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a>	#YourLifelsValuable protect it, and your loved ones. #LifeHappens  <a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a>



# Full campaign at a glance: Life Insurance Basics

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<b>WEEK ONE</b>				
<p><b>Video:</b> Get a prospect's attention with <a href="#">Four Reasons You Need Life Insurance</a></p>	<p>Flyer: Life Insurance is cheaper than people think. In fact, it's <a href="#">Cheaper Than a Cup of Coffee</a>.</p> <p><i>*download and customize with your contact info before you print</i></p>	<p>Life insurance is less expensive than you think! <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>Life insurance is less expensive than you think! <a href="https://bit.ly/2xYpMQc">https://bit.ly/2xYpMQc</a></p>
<b>WEEK TWO</b>				
<p>Help determine your client's financial needs with the <a href="#">Consumer Needs Analysis Worksheet</a>.</p>	<p><b>Flyer:</b> <a href="#">Protect our Child's Education with Life Insurance</a></p> <p><i>*download and customize with your contact info before you print</i></p>	<p>The majority of Americans would have trouble paying living expenses immediately or within several months if the primary wage-earner died. Life insurance can help with this. <a href="https://bit.ly/35VwIKw">https://bit.ly/35VwIKw</a></p>	 <p><a href="https://bit.ly/35VwIKw">https://bit.ly/35VwIKw</a></p>	<p>The majority of Americans would have trouble paying living expenses immediately or within several months if the primary wage-earner died. Life insurance can help with this. <a href="https://bit.ly/35VwIKw">https://bit.ly/35VwIKw</a></p>
<b>WEEK THREE</b>				
<p>Video: Help ease purchase concerns with <a href="#">Five Simple Steps to Buying Life Insurance</a></p>	<p>Flyer: <a href="#">Coverage Beyond Your Working Years</a></p> <p><i>*download and customize with your contact info before you print</i></p>	<p>Life insurance is something you can't buy once you need it. Don't procrastinate—be sure your loved ones are protected. <a href="https://bit.ly/3bs25h2">https://bit.ly/3bs25h2</a></p>	 <p><a href="https://bit.ly/3bs25h2">https://bit.ly/3bs25h2</a></p>	<p>Life insurance is something you can't buy once you need it. Don't procrastinate—be sure your loved ones are protected. <a href="https://bit.ly/3bs25h2">https://bit.ly/3bs25h2</a></p>
<b>WEEK FOUR</b>				
<p>Do both <a href="#">spouses need life insurance?</a></p>	<p><b>Flyer:</b> <a href="#">Protect Your Home With Life Insurance</a></p> <p><i>*download and customize with your contact info before you print</i></p>	<p>#YourLifelsValuable protect it, and your loved ones. #LifeHappens <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>#YourLifelsValuable protect it, and your loved ones. #LifeHappens <a href="https://bit.ly/2YZvXP4">https://bit.ly/2YZvXP4</a></p>