

Grow Your Business- Beneficiary and Policy Review

Consumer Prospecting Pre-built Campaign

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

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Consumer Prospecting Pre-built Campaign



WEEK ONE

EMAIL



WORKSHEET

Help determine your client's financial needs with the [Consumer Needs Analysis Worksheet](#)

DIRECT MAIL



FLYER As life changes, so do insurance needs. Check in with your clients with this: [Life Doesn't Stand Still](#) Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

The personal protection plan you created years ago might not cover all of your needs now. Make sure your life insurance coverage is up to date with a policy and beneficiary review. <http://spr.ly/6009Gs3Oz>



FACEBOOK

Life doesn't stand still—neither should your life insurance coverage. Now is a great time to review your coverage options and help protect your loved ones. <http://spr.ly/6009Gs3Oz>



TWITTER

#lifedoesntstandstill—neither should your life insurance protection. Now is a great time for a #policyreview, and make sure your coverage is up to date. <http://spr.ly/6009Gs3Oz>



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WEEK TWO

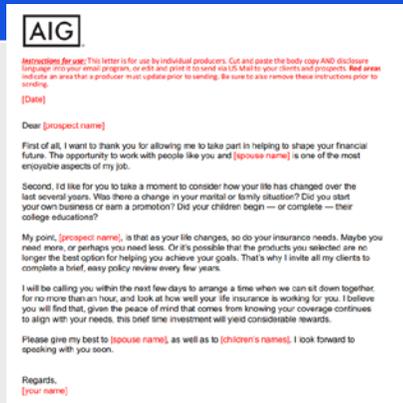
EMAIL



WORKBOOK

Promotes the beneficiary review client workbook
[Where will your assets go?](#)

DIRECT MAIL



LETTER

[Check in Letter](#)

Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

As your life changes, so do your insurance needs. Maybe you need more, or perhaps you need less. Or it's possible that the products you selected are no longer the best option for helping you achieve your goals. Now is a great time for a policy review!
<http://spr.ly/6008Gs3Oo>



FACEBOOK

Take a moment to consider how your life has changed over the last several years. Did your children begin, or complete their college education? As your life changes, so do your insurance needs. Now is a great time for a policy review.
<http://spr.ly/6008Gs3Oo>



TWITTER

Did your children begin, or complete their college education? Does your #lifeinsurance coverage still reflect your priorities? Its always a good time for a #policyreview.
<http://spr.ly/6008Gs3Oo>

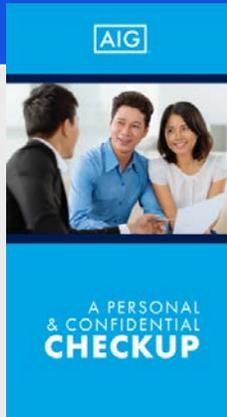


Grow Your Business- Beneficiary and Policy Review Consumer Prospecting Pre-built Campaign



WEEK THREE

EMAIL



WORKBOOK

Promote the Financial Fitness Workbook
[How is your Financial Fitness?](#)

DIRECT MAIL



FLYER

[What if... Sales Concept](#)

Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

Your financial fitness is just as important as your personal fitness. Now is a great time for a life insurance coverage check up- and help make sure your priorities are still protected.

<http://spr.ly/6000GsM4M>



FACEBOOK

You take care of your personal fitness but what about your financial fitness? Now is a great time for a life insurance coverage check up- and help make sure your priorities are still protected.

<http://spr.ly/6000GsM4M>



TWITTER

How is your #financialfitness? Is it time for a #lifeinsurance #checkup? If your goals have changed, it's a good time to review your coverage.

<http://spr.ly/6000GsM4M>



Grow Your Business- Beneficiary and Policy Review

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WEEK FOUR

EMAIL

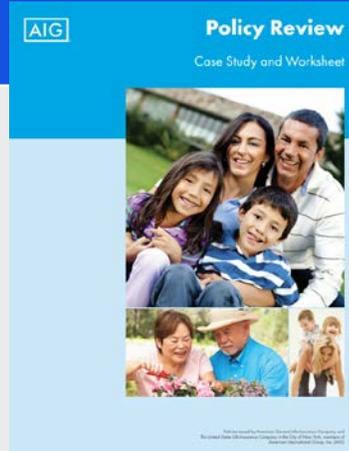


VIDEO

Help ease purchase concerns with

[Five Simple Steps to Buying Life Insurance](#)

DIRECT MAIL



FLYER

[Policy Review: Case Study and Worksheet](#)

Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

Chances are, your life is quite different now from when you purchased your life insurance coverage- and so are your needs. A policy review is the best way to ensure that your coverage continues to keep up with your needs.

<http://spr.ly/6007Gs335>



FACEBOOK

Make sure your life insurance coverage keeps up with your changing needs. Your life might look very different now than when your first bought your policy. A policy review can make sure your coverage is still on track.

<http://spr.ly/6007Gs335>



TWITTER

A #policyreview is the best way to ensure that your #lifeinsurance coverage continues to keep up with your needs.

<http://spr.ly/6007Gs335>



Full campaign at-a-glance: Grow Your Business- Beneficiary and Policy Review



EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
WEEK ONE				
WORKSHEET Help determine your client's financial needs with the Consumer Needs Analysis Worksheet	FLYER As life changes, so do insurance needs. Check in with your clients with this: Life Doesn't Stand Still Download and customize with your contact info before you print	The personal protection plan you created years ago might not cover all of your needs now. Make sure your life insurance coverage is up to date with a policy and beneficiary review. http://spr.ly/6009Gs3Oz	Life doesn't stand still- neither should your life insurance coverage. Now is a great time to review your coverage options. http://spr.ly/6009Gs3Oz	#lifedoesntstandstill- neither should your life insurance protection. Now is a great time for a #policyreview, and make sure your coverage is up to date. http://spr.ly/6009Gs3Oz
WEEK TWO				
WORKBOOK Promotes the beneficiary review client workbook Where will your assets go?	LETTER Check in Letter Download and customize with your contact info before you print	As your life changes, so do your insurance needs. Maybe you need more, or perhaps you need less. Or it's possible that the products you selected are no longer the best option for helping you achieve your goals. Now is a great time for a policy review! http://spr.ly/6008Gs3Oo	Take a moment to consider how your life has changed over the last several years. Did your children begin, or complete their college education? As your life changes, so do your insurance needs. Now is a great time for a policy review. http://spr.ly/6008Gs3Oo	Did your children begin, or complete their college education? Does your #lifeinsurance coverage still reflect your priorities? Its always a good time for a #policyreview. http://spr.ly/6008Gs3Oo
WEEK THREE				
WORKBOOK Promote the Financial Fitness Workbook How is your Financial Fitness?	FLYER What if... Sales Concept Download and customize with your contact info before you print	Your financial fitness is just as important as your personal fitness. Now is a great time for a life insurance coverage check up- and help make sure your priorities are still protected. http://spr.ly/6000GsM4M	You take care of your personal fitness but what about your financial fitness? Now is a great time for a life insurance coverage check up- and help make sure your priorities are still protected. http://spr.ly/6000GsM4M	How is your #financialfitness? Is it time for a #lifeinsurance #checkup? If your goals have changed, it's a good time to review your coverage. http://spr.ly/6000GsM4M
WEEK FOUR				
VIDEO Help ease purchase concerns with Five Simple Steps to Buying Life Insurance	FLYER Policy Review: Case Study and Worksheet Download and customize with your contact info before you print	Chances are, your life is quite different now from when you purchased your life insurance coverage- and so are your needs. A policy review is the best way to ensure that your coverage continues to keep up with your needs. http://spr.ly/6007Gs335	Make sure your life insurance coverage keeps up with your changing needs. Your life might look very different now then when your first bought your policy. A policy review can make sure your coverage is still on track. http://spr.ly/6007Gs335	A #policyreview is the best way to ensure that your #lifeinsurance coverage continues to keep up with your needs. http://spr.ly/6007Gs335