

RECRUITING

Campaign in a Box eNewsletter Stories – **Grow Your Business**

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.

Beneficiary and Policy Review

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.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC103196>

Client Prospecting

Life doesn't stand still- neither should life insurance coverage. Changes in marital or family situations can change life insurance needs. Use this **customizable flyer** to reach out to existing clients to initiate a policy review.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC110771>

Life Changes

Help you clients take a moment to consider how much their life has changed since their last review. Use this customizable flyer to reach out to existing clients to initiate a **policy review**.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC110771>

Preparing for your client's financial future

Preparing for your client's 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 the **Financial Fitness Workbook** to help your clients get started.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC111316>

Generations & Life Stages

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.

<https://www-196.aig.com/generationmatters/generation-station/>

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..

<https://vimeo.com/311896924>

Think you can rely on Social Security?

74% of Millennials don't think they'll have Social Security available for them during retirement. AIG life insurance options make it easy to supplement retirement.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC108983>

Retirement generation is changing

6X annual salary may be needed by age 50 to be financially ready to retire by 67. Build a predictable financial plan with flexible options by using life insurance for the living.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC108982>

Sales Ideas

Education and awareness are key

Spread Life Insurance Awareness all year long with **sales ideas, videos and calculators** –consumer approved and ready to use.

<https://www-196.aig.com/building-life-insurance-awareness/>

How much does it really cost?

73% of people ages 18-36 think life insurance is too expensive but **overestimate its cost** by more than 3x. Find out about options to fill client needs with AIG life insurance products, apps and eService options.

<https://adminplus.fgsfulfillment.com/View/AIGAG/1/AGLC108983>

Sudden changes and abrupt implications

What if client income should suddenly stop? What would the financial impact be on their household or business? Life insurance may not be the sole solution, but it can help **provide lost income** for a client's family or business should they die or become critically ill between now and retirement.

https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTIwGZNq0uIA39dCvKxcm0fTEI1qRLE9wCH2j8DsezxcTUTc7e-3pPDI_XCURid_Rm84FvQ



Policies issued by: American General Life Insurance Company (AGL), Issuing company AGL is responsible for financial obligations of insurance products and is a member of American International Group, Inc. (AIG). AGL does not solicit business in the state of New York. Products may not be available in all states and product features may vary by state. Guarantees are backed by the claims-paying ability of the issuing insurance company. © 2019 AIG. All rights reserved