

Retirement Protection

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.

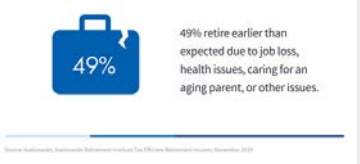


FOR FINANCIAL PROFESSIONAL USE ONLY.

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WEEK ONE

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Flyer: Show prospects the 10-10-10 Plan	Flyer: show prospects the realities of long term illness care .	Nearly 49% of people retire earlier than expected due to job loss, health issues, caring for an older parent, or other issues. https://bit.ly/3cvPhr1	 https://bit.ly/3cvPhr1	Nearly 49% of people retire earlier than expected due to job loss, health issues, caring for an older parent, or other issues. https://bit.ly/3cvPhr1

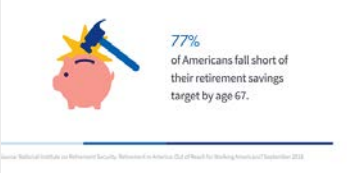


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WEEK TWO

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Email: Find out the many unknown facts that could affect your retirement	Flyer: help your clients determine Will you have enough money in retirement?	77% of Americans fall short of their retirement savings target by age 67. https://bit.ly/35UAovW	 https://bit.ly/35UAovW	\$0 The amount of retirement savings a typical American worker has. https://bit.ly/35UAovW




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WEEK THREE


EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Video: What does your client's Road to Retirement look like?	Flyer: Income, Guarantees or both? Sales Concept	A healthy 65-year-old couple is expected to spend more than \$600,000 on lifetime medical expenditures. https://bit.ly/2T2loa8	 https://bit.ly/2T2loa8	A healthy 65-year-old couple is expected to spend more than \$600,000 on lifetime medical expenditures. https://bit.ly/2T2loa8



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WEEK FOUR

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
Email: How will you pay for Long-Term illness care?	Flyer: show the importance of protection products with these Eye Opening Health Statistics	Find out many unknown facts that could affect your retirement https://bit.ly/2SY5624	 https://bit.ly/2SY5624	Find out many unknown facts that could affect your retirement https://bit.ly/2SY5624



Full campaign at a glance: Retirement Protection

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
WEEK ONE				
Flyer: Show prospects the 10-10-10 Plan	Flyer: show prospects the realities of long term illness care .	Nearly 49% of people retire earlier than expected due to job loss, health issues, caring for an older parent, or other issues. https://bit.ly/3cvPhr1	 https://bit.ly/3cvPhr1	Nearly 49% of people retire earlier than expected due to job loss, health issues, caring for an older parent, or other issues. https://bit.ly/3cvPhr1
WEEK TWO				
Email: Find out the many unknown facts that could affect you retirement	Flyer: help your clients determine Will you have enough money in retirement?	77% of Americans fall short of their retirement savings target by age 67. https://bit.ly/35UAovW	 https://bit.ly/35UAovW	77% of Americans fall short of their retirement savings target by age 67. https://bit.ly/35UAovW
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WEEK FOUR				
Email: How will you pay for Long-Term illness care?	Flyer: show the importance of protection products with these Eye Opening Health Statistics	Find out many unknown facts that could affect your retirement https://bit.ly/2SY5624	 https://bit.ly/2SY5624	Find out many unknown facts that could affect your retirement https://bit.ly/2SY5624