



To use these posts, copy, paste and post to your social media account.

- The "Client prospecting posts" are intended for agents to reach out to consumers.
- The "Agent recruiting posts" are for agencies to use in recruiting financial professionals.
- The "Featured image posts" can be included with either audience.

Be sure to check with your Compliance Department before using any of these messages.

## Client prospecting post Featured image post Agent recruiting post Let a financial professional help you research, Help your clients take the first step toward their leverage and build a flexible financial future. comfortable retirement. Tell them all about how life insurance can help give them financial Ask about life insurance with living benefits for your retirement. flexibility now and into the future. https://tinyurl.com/2w8a4kxy https://tinyurl.com/2w8a4kxy https://tinyurl.com/2w8a4kxy Have you taken the right steps to ensure your Help clients supplement and protect their future is on solid ground? Now might be the retirement assets, and even unlock living \$202,000 right time for modern-day life insurance benefits, with modern life insurance solutions. is the estimated median retirement savings of American Baby Boomers. options that are meant for life's sudden and unexpected expenses. https://tinyurl.com/2uhdtxak https://tinyurl.com/2uhdtxak https://tinyurl.com/2uhdtxak With retirement around the corner and lasting Get clients thinking about the right path and longer, help supplement your retirement with offer them the financial protection of life life insurance that's meant for living. insurance that can help supplement retirement. https://tinyurl.com/4xv3zkjj https://tinyurl.com/4xv3zkjj https://tinyurl.com/4xv3zkjj Help clients get off to the right start by building Modern life insurance plans have features that help you confidently face the road ahead -no life insurance into their financial plan and give matter what life throws at you between now them confidence they have the financial protection they need for all of life's milestones and retirement. between now and retirement. https://tinyurl.com/r23rfz74

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## Featured image post Agent recruiting post Client prospecting post It's time to start thinking long term. It's time to Help your clients understand their future takes start protecting your future with the flexibility a lot of planning. A smart approach can include 1 in 4 and options of modern life insurance. the financial peace of mind offered by life Gen Xers say they have only \$10,000 to \$50,000 insurance that comes with living benefits https://tinyurl.com/3uj3625r when they'll need it most. https://tinyurl.com/3uj3625r https://tinyurl.com/3uj3625r Why wait? Take control of your future. There's no reason to go into retirement Ask a financial professional about the ways without a plan. Help all your clients protect 🖡 1 in 3 life insurance can protect the retirement their future with life insurance catered to women have a formal you've envisioned. their unique needs. retirement plan in place. https://tinyurl.com/bdhxf4xs https://tinyurl.com/bdhxf4xs https://tinyurl.com/bdhxf4xs Make sure you're thinking about your own There's no reason to go into retirement future too. Get the financial protection you without a plan. Help all your clients protect need to live comfortably with life insurance their future with life insurance that's catered made for you. to their unique needs. https://tinyurl.com/5dr94uhe https://tinyurl.com/5dr94uhe https://tinyurl.com/5dr94uhe Help your clients understand their future takes Look out for your own future as well as loved ones. Your plan can give you peace of mind to a lot of planning, and a smart approach includes 21% of Millennials lack access retire comfortably with modern life insurance the financial peace of mind offered by modern that can help supplement retirement. life insurance that comes with living benefits when they'll need it most. https://tinyurl.com/3u2mt7m4 https://tinyurl.com/3u2mt7m4 https://tinyurl.com/3u2mt7m4 Those who know choose the power of modern Help your clients take the first step toward their life insurance with living benefits to help comfortable retirement. Tell them all about how supplement a comfortable retirement. life insurance can give them financial flexibility 62% of Americans bought life insurance for income replacement. now and into the future. https://tinyurl.com/2y9ahfy5 https://tinyurl.com/2y9ahfy5

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## **SOCIAL MEDIA CAMPAIGN**



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