

RECRUITING

Campaign in a Box eNewsletter Stories - **Life Insurance Basics**

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.

Life Insurance Awareness

Storytelling with emotion works

Check out client testimonials along with useful checklists and calculators to help clients secure the right amount of protection. Plus calculators, policy review program, flyers and more to help you **grow your life insurance business**.

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

Life insurance basics for clients

Leverage consumer educational videos, calculators, checklists, policy review program, flyers and more to help your clients **understand life insurance basics** and calculating how much they need.

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

Share the value of Life Insurance

Information and interactive tools to help clients get a sense of how much and what kind to buy, and why it matters to their loved ones and business partners. Evergreen materials available year-round on our **Life Insurance Awareness** webpage..

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Agent & Consumer Education

Dive into the life insurance business

Expand your business with clients that likely don't have enough protection. Access consumer and producer approved life **insurance education materials** to springboard into this market with ease. Calculators, checklists, policy review, videos and more.

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

Based on a true story

Increase lead generation by allowing clients to identify with the **real life stories** and facts available on our website via videos, flyers and infographics.

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Life Insurance 101

Basic **scripted presentation** to answer key questions about the basics of selling Life Insurance: what is it, what are the key benefits, what types of products are there, the benefits of policy loans, how to construct a needs analysis, etc. .

https://live.cloud.api.aig.com/life/connex-fdm/download/100AicF6FGkgO9MMYvefTlwGZNUXcSm1o6ps54z_zlzF4FQG-dKcpljUgJiwCLhGIJo5YC9Gc4p9lXEJTCdZzUzfRA

Infographics, Tools, & Calculators

Let the numbers speak

One-third of people haven't bought life insurance because they are unsure of how much, or what type, to buy. Before presenting product options to clients, let these **calculators** tell the story of their life insurance needs.

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Start the life insurance conversation

Eye opening and **intriguing infographics** available to engage with prospects and begin the life insurance conversation. Plus calculators, checklists, policy review program, videos and more to help you grow your life insurance business.

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

Video: What's the true cost of life insurance

Life insurance doesn't have to be expensive – most people overestimate its true cost. Watch or **share this quick video** with clients.

<https://lifehappens.org/videos/the-true-cost-of-life-insurance-latte/>



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