

IUL Basics



Financial Professionals Recruiting Pre-built Campaign

1 SET UP YOUR WEBINAR

Use your calendar system to set up webinar invite

- **Topic title:** Unleashing the Power of IUL
- **Webinar description:** See what an IUL policy can do for your clients
- **Note:** Don't forget to include your online meeting information

2 PROMOTE YOUR WEBINAR

Use our simple copy and paste content to promote your webinar for three weeks. Include the webinar link in all the promotions. Choose one or more of the following:

- **eNewsletter posts**
- **Email** (tip - send same email a 2nd time to non openers with a new subject line)
- **Social media posts** (tip – If you are having trouble posting opened images on LinkedIn, clear your cache and log back in. LinkedIn stores old links indefinitely)



3 HAVE A SUCCESSFUL WEBINAR!

Conduct training webinar during week four. And don't forget to follow up with one or more additional promotions

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WEEK ONE

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Hit the road Use the Road to Retirement video with clients and help them understand how IUL is an important destination on their retirement journey.</p> <p>Be sure to include upcoming webinar information/link</p>	 <p>Unleash the power of IUL</p> <p>Be sure to include upcoming webinar information/link</p>	<p>What does your road to #retirement look like? Plan a smooth route into your "Retirement GPS."</p> <p>http://spr.ly/6008GsM7O</p> <p>Be sure to include upcoming webinar information/link</p>	 <p>http://spr.ly/6008GsM7O</p> <p>Be sure to include upcoming webinar information/link</p>	<p>Are you retirement ready? Learn how life insurance can play an important role in your portfolio.</p> <p>http://spr.ly/6008GsM7O</p> <p>Be sure to include upcoming webinar information/link</p>

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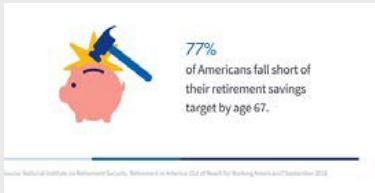
WEEK TWO

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Direct-to-client IUL sales device Use our sleek Life To The Max web tool – no downloading required –and clinch that IUL sale today. Life To The Max is available exclusively with our new Max Accumulator+ II cash accumulation IUL product.</p> <p>Be sure to include upcoming webinar information/link.</p>	 <p>Go AU+ with IUL</p> <p>Be sure to include upcoming webinar information/link</p>	<p>Most Americans may be spending 20+ years in #retirement. Will you have enough money in retirement? With uncertain future #tax rates & economic times, how much #money will you need?</p> <p>http://spr.ly/6008GsMNg</p> <p>Be sure to include upcoming webinar information/link.</p>	 <p>http://spr.ly/6008GsMNg</p> <p>Be sure to include upcoming webinar information/link.</p>	<p>What does your road to #retirement look like? What about a route that includes #life #insurance?</p> <p>http://spr.ly/6008GsMNg</p> <p>Be sure to include upcoming webinar information/link.</p>

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WEEK THREE

ENEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Unleashing the power of IUL Dive into the cash accumulation advantages of IUL. By the end, you may be thinking twice about the power of life insurance in ways you may not have considered before. See a powerful concept in action via on demand training.</p> <p>Be sure to include upcoming webinar information/link.</p>	 <p>Fast track your AU+ IUL business</p> <p>Be sure to include upcoming webinar information/link.</p>	<p>Did you know that some types of life insurance can also provide supplemental #retirement income – with tax advantages? Supplement retirement income with life insurance to help ensure a smooth road to retirement.</p> <p>http://spr.ly/6002GsMhE</p> <p>Be sure to include upcoming webinar information/link.</p>	 <p>http://spr.ly/6002GsMhE</p> <p>Be sure to include upcoming webinar information/link.</p>	<p>There are many unknown facts that could affect your retirement.</p> <p>http://spr.ly/6002GsMhE</p> <p>Be sure to include upcoming webinar information/link.</p>

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WEEK FOUR

WEBINAR WEEK AND PROMOTIONAL FOLLOW-UP

Congratulations! You've been promoting the webinar you set up in week one.





Webinar topic: Unleashing the Power of IUL

Good luck with your presentation, and don't forget to follow up with these promotions:

NEWSLETTER	EMAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Understanding IUL Policy Loans</p> <p>Learn about the advances of IUL policy loans versus withdrawals as well as the many benefits and differences of participating, preferred and standard loans.</p> <p>Download the scripted presentation.</p> <p>Be sure to include upcoming webinar information/link.</p>	 <p>Switch to a fast, easy Agile Underwriting+ process</p> <p>Be sure to include upcoming webinar information/link.</p>	<p>Plan a smooth route into your "retirement GPS." Consider a route that includes #life #insurance.</p> <p>http://spr.ly/6009GsMCS</p> <p>Be sure to include upcoming webinar information/link.</p>	 <p>http://spr.ly/6009GsMCS</p> <p>Be sure to include upcoming webinar information/link.</p>	<p>Don't outlive your retirement savings! With uncertain #taxes & economic times, how much #retirement \$\$ will you need?</p> <p>http://spr.ly/6009GsMCS</p> <p>Be sure to include upcoming webinar information/link.</p>

Full campaign at-a-glance: IUL Basics Financial Professionals Recruiting Pre-built Campaign



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WEEK ONE ADD WEBINAR LINK TO PROMOTIONS				
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