

Maximize your marketing: Tips for getting the most out of Simply Speaking IUL

Simply Speaking Indexed Universal Life can help you create strong, advisory relationships with your clients. This short guide is designed to help you put our digital tools to maximum use in building your business:

- Share directly with clients by email
- Post on your own social media
- Build out your website

Using the Simply Speaking Indexed Universal Life resources in email messages

TIPS FOR WRITING EMAILS

- Copy links to Simply Speaking Indexed Universal Life materials into the body of your email
- Write a clear subject line related to the content you're including
- Address recipient by name
- Keep content short and scannable
- Include one, strong call to action
- Say "thank you"

SAMPLE EMAIL TO PROSPECTIVE CLIENT

Subject: I think this video will be helpful to you

Body:

Dear [Insert Name],

As you're considering your life insurance plans, I wanted to send you this introductory video that I've found very helpful as a starting point.

90-Second Guide to IUL [hyperlink this text to {insert URL}]

I hope you find this useful.

Don't hesitate to contact me if you have any questions. I can share other resources with you, including "Is IUL the right fit for you?" and "A unique way to grow value," two easy-to-understand infographics that highlight the unique offering provided by an indexed universal life policy.

Please let me know if I can answer any questions for you.

Thank you.

[Insert Signature and Contact Information]

Using the Simply Speaking Indexed Universal Life resources in Facebook posts

TIPS FOR CREATING FACEBOOK POSTS

- Keep Facebook posts between 40 and 80 characters—this could increase engagement by 86%
- Add an image or video to your post to double engagement
- The ideal image size for Facebook posts is 1,200 x 628 pixels
- Questions perform well on Facebook, but try to keep them short
- Limit the number of hashtags you use

SAMPLE FACEBOOK POSTS

- Are you looking for your life insurance policy to do more? Watch this video to see what IUL can do [\[hyperlink this text to {insert URL}\]](#).
- Is indexed universal life insurance right for you? This infographic [\[hyperlink this text to {insert URL}\]](#) helps you decide.
- IUL provides a unique way to grow value. Find out how. [\[hyperlink this text to {insert URL}\]](#)
- Why IUL may be a good choice for you. This tool [\[hyperlink this text to {insert URL}\]](#) helps you understand the risks of certain types of products.

Using the Simply Speaking Indexed Universal Life resources in LinkedIn posts

TIPS FOR WRITING LINKEDIN POSTS

- Limit posts to between 50 and 100 characters
- Avoid question marks
- Use exclamation points
- The ideal image size for LinkedIn posts is 552 x 368 pixels

SAMPLE LINKEDIN POSTS

- Indexed universal life may be right for you. View this interactive infographic [\[hyperlink this text to {insert URL}\]](#) to find out!
- Indexed universal life is complicated...for other people. This interactive infographic [\[hyperlink this text to {insert URL}\]](#) makes it easy.
- This short animated video [\[hyperlink this text to {insert URL}\]](#) is great for learning about indexed universal life!

Using the Simply Speaking Indexed Universal Life resources in website posts

TIPS FOR WRITING WEBSITE POSTS

- Copy links to Simply Speaking Indexed Universal Life materials into your website post
- Keep your writing simple and scannable—readers should be able to view and act on your post within 10 seconds
- Use informal writing to make your post relatable
- Utilize strong action verbs
- Keep paragraphs to two sentences max

SAMPLE WEBSITE POSTS

- Knowing that you chose the right life insurance policy can deliver a great deal of peace of mind. You can watch this 90-second video [\[hyperlink this text to {insert URL}\]](#) to learn about indexed universal life insurance. Because there's nothing better than knowing your family is protected.
- You know you need life insurance, but you don't know what type. That's a very common situation. This useful infographic [\[hyperlink this text to {insert URL}\]](#) helps you see if one type—indexed universal life—is right for you.

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