

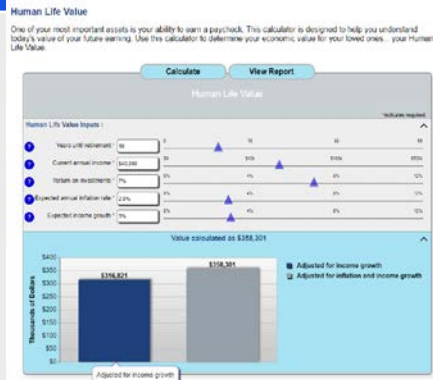
Grow Your Business- Prospecting

Consumer Prospecting Pre-built Campaign

- This campaign can be completed weekly, monthly, or any time frame that works for your business.
- Choose one or more promotions per week/month – simply copy and paste directly from the calendar
- There will be printing, and postage costs associated with direct mail.

WEEK ONE

EMAIL



CALCULATOR

Send this [email](#) and help clients figures out how much life insurance they need with helpful calculators.

DIRECT MAIL

GENERATION X: BORN 1945-1979

Is your financial plan robust enough for your retirement?

71% of Gen Xers don't think they will have saved enough at 65 to meet their retirement needs.

Help ensure a financially healthy retirement. With life insurance you don't have to die to use, you have flexibility that can help meet financial needs for both your planned and unplanned expenses.

Planning for your financial future

- 81% of Gen Xers don't have a retirement plan.
- 61% of Gen Xers don't have a 401(k) or IRA.

Prepare for planned and unplanned expenses

- \$285,000 average amount needed to cover retirement expenses.
- \$202,284 average cost of long-term care in 2018.
- \$215,920 average cost of a college education in 2018.

Financial challenges of supporting others

- 76% of young adults are not financially independent from parents by age 21.
- 5.5M Gen Xers are parents.
- 65% of Gen Xers experienced death in the family in the past 10 years.

Get more flexibility for your future

FLYER

[Is your financial plan robust enough for your retirement?](#) Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

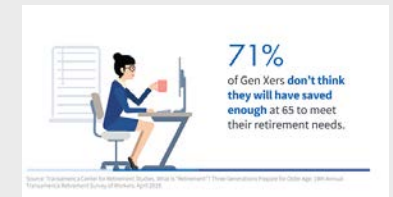
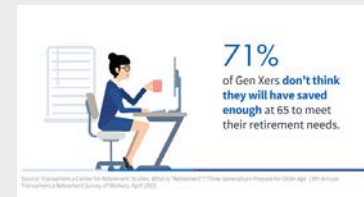
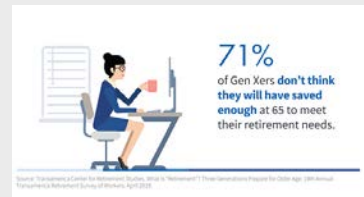
Do you have retirement goals and plans? 71% of Gen Xers don't think they will have saved enough at 65 to meet their retirement needs. <http://spr.ly/6007Gs3RD>

FACEBOOK

71% of Gen Xers don't think they will have saved enough at 65 to meet their retirement needs. <http://spr.ly/6007Gs3RD>

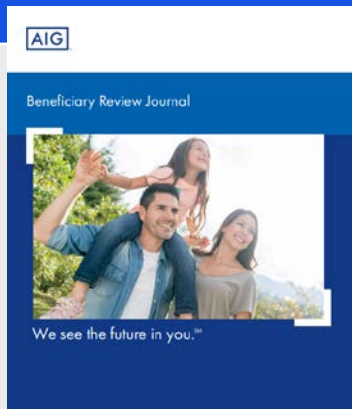
TWITTER

Will you have enough #money saved by #65 to meet your #retirement needs? 71% of Gen Xers say no. <http://spr.ly/6007Gs3RD>



WEEK TWO

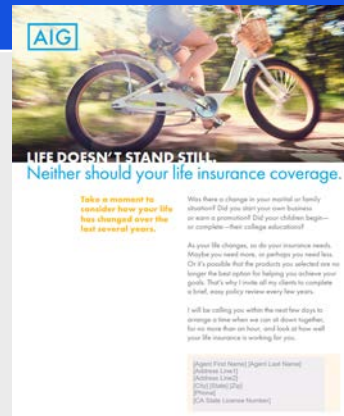
EMAIL



WORKBOOK

Promotes the beneficiary review client workbook
[Where will your assets go?](#)

DIRECT MAIL



FLYER

As life changes, so do insurance needs. Check in with your clients with this: [Life doesn't stand still.](#)

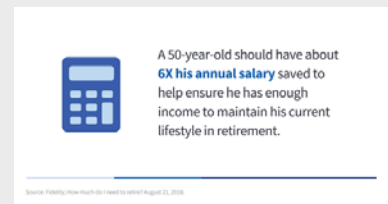
Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

Learn more about options to build your financial future. Did you know that a 50 year-old should have about 6 times his annual salary saved to help ensure he has enough income to maintain his current lifestyle in retirement.

<http://spr.ly/6003Gs3rl>



FACEBOOK

Your financial futures is important. Did know that a 50 year-old should have about 6 times his annual salary saved to help ensure he has enough income to maintain his current lifestyle in retirement. Learn more about options to build your financial future.

<http://spr.ly/6003Gs3rl>



TWITTER

A 50 year-old should have about 6 times his #annualsalary saved to help ensure he has enough #income to maintain his current lifestyle in #retirement. Learn more about #options to build your #financialfuture.

<http://spr.ly/6003Gs3rl>



WEEK THREE

EMAIL



VIDEO

Help ease purchase concerns with

[Five Simple Steps to Buying Life Insurance](#)

DIRECT MAIL



FLYER

[What if... Sales Concept](#)

Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

Planning for retirement is easier than you think. Did you know that Millennials should save 40% of their income if they want to retire comfortably? It's never too early to plan.
<http://spr.ly/6009Gs3JL>



FACEBOOK

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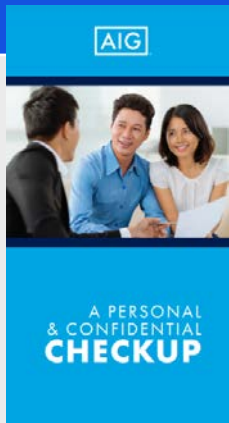
TWITTER

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WEEK FOUR

EMAIL



WORKBOOK
Have your clients evaluated their Financial Fitness lately?

DIRECT MAIL

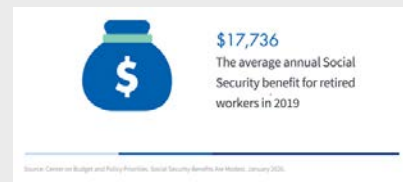


FLYER
Do your clients understand the difference between Individual and Employee (Group) Life Insurance?
Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

Do you know all of your options? The average annual Social Security benefit for retired workers is probably less than you think.
<http://spr.ly/6003Gs3ZS>



FACEBOOK

The average annual Social Security benefit for retired workers is probably less than you think. Find out options for you.
<http://spr.ly/6003Gs3ZS>



TWITTER

The average annual #SocialSecurity benefit for #retired workers is probably less than you think. Find out #options for you.
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Full campaign at-a-glance: Grow Your Business- Prospecting



EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
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