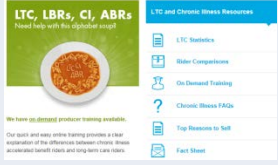

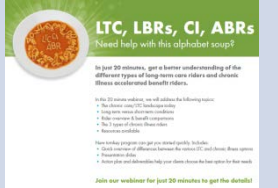




1. Set up webinar (time/date links) for week 4; use training content for session found in "Training" section of Campaign in a Box.
2. Promote training webinar weekly in emails and newsletters below
3. Calendar promos are is linkable, following pages break down each week

LTC or CI – Which is Best for Your Client?

Agent Recruiting or Education Campaign

PROMOTIONS


WEEK	EVENT	eNEWSLETTER	EMAIL	LINKED IN	FACEBOOK	TWITTER
1		<p>LTC, CI ABRs – need help with this alphabet soup? Quick and easy scripted presentation provides a clear explanation of the differences between chronic illness accelerated benefit riders and long – term care riders.</p> <p><i>*Add line about upcoming webinar</i></p>	<p>The LTC, ABR, CI alphabet soup decoded for you"</p>  <p><i>*Add line about upcoming webinar</i></p>	<p>Post Blog: Why Care about Long-Term Care Costs - and Why a Traditional LTC Policy May Not Be Best</p> <p><i>*Add line about upcoming webinar</i></p>	 <p>http://bit.ly/2yin6d4</p>	<p>The number of Americans who need #long-term care will more than double by 2050. Will you be ready? http://bit.ly/2yin6d4</p>
2		<p>All You Need to Know: LTC vs CI Rider White Paper Download a free white paper so that you are prepared to best serve your clients' chronic healthcare needs with insurance solutions</p> <p><i>*Add line about upcoming webinar</i></p>	<p>We can help you build your life business.</p>  <p><i>*Add line about upcoming webinar</i></p>	<p>Will you need long-term illness care? 7 in 10 people who are age 65 will need chronic illness care later in life http://bit.ly/2yin6d4</p> <p><i>*Add line about upcoming webinar</i></p>	 <p>http://bit.ly/2yin6d4</p>	<p>Will you need long-term illness care? 7 in 10 people who are age 65 will need chronic illness care later in life. http://bit.ly/2yin6d4</p>
3		<p>Innovative solution for long-term care expense planning Chronic illness riders for life insurance can help minimize unexpected financial strain due to a chronic illness by providing access to funds while LIVING. Share infographic with your clients.</p> <p><i>*Add line about upcoming webinar</i></p>	<p>How would your clients pay for long-term illness care?</p>  <p><i>*Add line about upcoming webinar</i></p>	<p>Post Blog: Long-Term Care Riders vs. Chronic Illness Riders on Life Insurance: 5 Key Points to Consider</p> <p><i>*Add line about upcoming webinar</i></p>	 <p>http://bit.ly/2yin6d4</p>	<p>Beyond 100 days, Medicare pays \$0 for #long-term care services. How will you pay for potential long-term care? http://bit.ly/2yin6d4</p>
4	<p>Scripted Training Presentation: LTC vs. CI ABRs</p>	<p>LTC, CI ABRs Webinar In just 20 minutes, get a better understanding of the different types of long-term care riders and chronic illness accelerated benefit riders. Join our webinar (Add link to your webinar)</p>	<p>Can your clients afford long-term illness care?</p>  <p><i>*Add line about upcoming webinar</i></p>	<p>Did you know that an average couple that retires at age 65 today should expect to spend, on average, \$260,000 for out-of-pocket medical expenses during their retirement years? http://bit.ly/2xRXpQA</p> <p><i>*Add line about upcoming webinar</i></p>	 <p>http://bit.ly/2xRXpQA</p>	<p>The average couple retiring at 65 can expect to pay \$260,000 to cover their healthcare costs in #retirement http://bit.ly/2xRXpQA</p>





LTC or CI – Which is Best for Your Client?

Agent Recruiting or Education Campaign

Week 1 Campaign Breakdown

Before you start any promotions, set up a webinar (time/date links) for week 4. Training content can be found in “Training” section of Campaign in a Box. Then each promote this training as indicated in weeks 1-4.

-  **1. eNEWSLETTER STORY:**
Copy and paste this to your eNewsletter:

LTC, CI ABRs – need help with this alphabet soup?
Quick and easy [scripted presentation](#) provides a clear explanation of the differences between chronic illness accelerated benefit riders and long – term care riders.
Add a promotion for your training webinar (in week 4) if you choose to do one.
-  **2. EMAIL**
Send a customized email - copy and paste html coded email into your email sending system by clicking on this [link](#). *Add your contact information, logo and mention of your training webinar in week 4 if you choose to do one.*
-  **3. LINKEDIN**
Open up the link to this blog: [Why Care about Long-Term Care Costs - and Why a Traditional LTC Policy May Not Be Best](#), update the areas in red with your training webinar (if you choose to do one), and then post on your LinkedIn page.
-  **4. FACEBOOK**
Copy and paste image and link to Facebook (content is consumer approved)
<http://bit.ly/2yin6d4>
-  **5. TWITTER**
Copy and paste into Twitter (content is consumer approved)

The number of Americans who need [#long-term care](#) will more than double by 2050. Will you be ready?
<http://bit.ly/2yin6d4>

LTC or CI – Which is Best for Your Client?

Agent Recruiting or Education Campaign

Week 2 Campaign Breakdown

If you set up a training webinar, be sure to add in a line about your training webinar in week 4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter

All You Need to Know: LTC vs CI Rider White Paper

Download a free [white paper](#) so that you are prepared to best serve your clients' chronic healthcare needs with insurance solutions

Add a promotion for your training webinar if you choose to do one.



2. EMAIL

Send a customized email - copy and paste html coded email into your email sending system by clicking on this [link](#).



3. LINKEDIN

Copy and paste this post on your LinkedIn page

Will you need long-term illness care? 7 in 10 people who are age 65 will need chronic illness care later in life
<http://bit.ly/2yin6d4>

Add line promoting your training webinar in week 4 if you choose to do one.



4. FACEBOOK

Copy and paste image and link to Facebook (content is consumer approved)

<http://bit.ly/2yin6d4>



5. TWITTER

Copy and paste into Twitter (content is consumer approved)

Will you need long-term illness care? 7 in 10 people who are age 65 will need chronic illness care later in life.
<http://bit.ly/2yin6d4>

LTC or CI – Which is Best for Your Client?

Agent Recruiting or Education Campaign

Week 3 Campaign Breakdown

If you set up a training webinar, be sure to add in a line about your training webinar in week 4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter

Innovative solution for long-term care expense planning

Chronic illness riders for life insurance can help minimize unexpected financial strain due to a chronic illness by providing access to funds while LIVING. Share [infographic](#) with your clients.

Add a promotion for your training webinar if you choose to do one.



2. EMAIL

Send a customized email - copy and paste html coded email into your email sending system by clicking on this [link](#). *Add your contact information, logo and mention of your training webinar in week 4 if you choose to do one.*



3. LINKEDIN

Open up the link to this blog: [Long-Term Care Riders vs. Chronic Illness Riders on Life Insurance: 5 Key Points to Consider](#), update the areas in red with your training webinar (if you choose to do one), and then post on your LinkedIn page.



4. FACEBOOK

Copy and paste image and link to Facebook (content is consumer approved)
<http://bit.ly/2yin6d4>



5. TWITTER

Copy and paste into Twitter (content is consumer approved)

Beyond 100 days, Medicare pays \$0 for [#long-term care](#) services. How will you pay for potential long-term care? <http://bit.ly/2yin6d4>

LTC or CI – Which is Best for Your Client?

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Week 4 Campaign Breakdown

If you set up a training webinar, be sure to add in a line about your training webinar in week 4.



1. eNEWSLETTER STORY:

Copy and paste this to your eNewsletter

LTC, CI ABRs Webinar

In just 20 minutes, get a better understanding of the different types of long-term care riders and chronic illness accelerated benefit riders. Join our webinar (*Add link to your webinar*)



2. EMAIL

Send a customized email - copy and paste html coded email into your email sending system by clicking on this [link](#). *Add your contact information, logo and mention of your training webinar in week 4 if you choose to do that.*



3. LINKEDIN

Copy and paste this post on your LinkedIn page

Did you know that an average couple that retires at age 65 today should expect to spend, on average, \$260,000 for out-of-pocket medical expenses during their retirement years? <http://bit.ly/2xRXpQA>

Add line promoting your training webinar in week 4 if you choose to do that.



4. FACEBOOK

Copy and paste image and link to Facebook (content is consumer approved)

<http://bit.ly/2xRXpQA>



5. TWITTER

Copy and paste into Twitter (content is consumer approved)

The average couple retiring at 65 can expect to pay \$260,000 to cover their healthcare costs in [#retirement](#)

<http://bit.ly/2xRXpQA>