

Grow Your Business

Consumer Prospecting Pre-built Campaign

Instructions

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




FOR FINANCIAL PROFESSIONAL USE ONLY.

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WEEK ONE

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Calculator: Copy and paste this email promoting our online calculator and send with your contact information.</p>	<p>Letter: connect with your clients with this letter.</p>	<p>86% of #GenXers are concerned about Social Security. Supplement #retirement with life insurance you use while living . https://bit.ly/2C6AyD3</p>	 <p>RETIREMENT ASSETS</p> <p>6x ANNUAL SALARY Amount needed by age 50 to be financially ready to retire by 67*</p> <p>86% OF GEN XERS are concerned Social Security will not be available at retirement</p> <p>Sources: Fidelity Viewpoints: How much do I need to save for retirement? June 2017 Sources: Transamerica Center for Retirement Studies: 17th Annual Transamerica Retirement Survey: A Compendium of Findings About American Workers, 2016 (1,232 surveyed)</p>	<p>86% of Gen Xers are concerned Social Security will not be available at retirement. Explore options on how you can supplement retirement with life insurance you use while living https://bit.ly/2C6AyD3</p>




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WEEK TWO

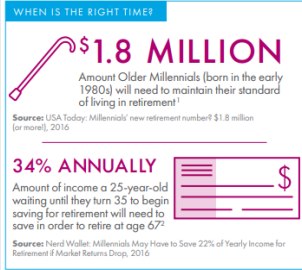
EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Client Workbook: send this email and help clients update their beneficiary information.</p>	<p>Flyer: As life changes, so do insurance needs. Check in with your clients with this: Life doesn't stand still. <i>*download and customize with your contact info before you print</i></p>	<p>6X annual salary needed by 50 to be #retirement ready by 67. Learn more about options to build your financial future. https://bit.ly/2C6AyD3</p>	 <p>RETIREMENT ASSETS</p> <p>6x ANNUAL SALARY Amount needed by age 50 to be financially ready to retire by 67!</p> <p>86% OF GEN XERS are concerned Social Security will not be available at retirement</p> <p>Source: Fidelity Viewpoints: How much do I need to save for retirement? June 2017</p> <p>Source: Fidelity's Center for Retirement Studies: 17th Annual Comprehensive Retirement Survey, A Comparison of Findings About American Workers, 2016 (1,232 survey)</p>	<p>6X annual salary needed by 50 to be #retirement ready by 67. Learn more about options to build your financial future. https://bit.ly/2C6AyD3</p>



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WEEK THREE

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Video: Promote the 5 Simple Steps video with this email.</p>	<p>Sales Concept: Send clients this sales concept to show how interest rates can affect their life insurance. <i>*download and customize with your contact info before you print</i></p>	<p>Older Millennials may need \$1.8M to maintain standard of living in retirement? Too early to plan? It's easier than you think. https://bit.ly/2IVHPeB</p>		<p>Older Millennials may need \$1.8M to maintain standard of living in retirement? Too early to plan? It's easier than you think. https://bit.ly/2IVHPeB</p>




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WEEK FOUR

EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<p>Workbook: Encourage clients to evaluate their financial fitness with this email.</p>	<p>Flyer: Show prospects and clients the difference between Individual and Employer (Group) Life Insurance.</p> <p><i>*download and customize with your contact info before you print</i></p>	<p>73% of people 18-36 think life insurance is too expensive but overestimate cost by 3x. Find out options for you.</p> <p>https://bit.ly/2tOFI7z</p>	 <p>The flyer is titled 'AFFORDABILITY' and features a coffee cup icon next to the text 'A latte costs \$4/DAY'. Below this, it says 'Life insurance costs as little as \$1/DAY'. To the right, it states '73% PEOPLE AGES 18-36 think life insurance is too expensive but they overestimate its true cost by MORE THAN 3x'. At the bottom, it lists sources: 'Sources: LifeHappens.org/TrueCost, Accessed 2017' and 'Sources: LIMRA, 2017 Insurance Surrogate Study (2,031 surveyed)'.</p>	<p>73% of people 18-36 think life insurance is too expensive but overestimate cost by 3x. Find out options for you.</p> <p>https://bit.ly/2tOFI7z</p>



Full campaign at a glance: Grow Your Business

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WEEK TWO				
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