

Retirement Income Protection

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.

Retirement Income Protection Consumer Prospecting Pre-built Campaign



WEEK ONE

EMAIL

Supplement your retirement assets for a comfortable future

Healthy, successful adults have an average net worth of \$600,000. How do you intend to fund your retirement? Do you have enough assets to cover your retirement needs?

Longer life spans
The average age at retirement is 65 years. The average life expectancy is 83 years. How do you intend to fund your retirement?

Unexpected expenses
45% of people have unexpected expenses. 49% of people have unexpected expenses. How do you intend to fund your retirement?

Adequately funding retirement?
77% of people do not have enough assets to fund their retirement. 80% of people do not have enough assets to fund their retirement. How do you intend to fund your retirement?

Conversation Starter

[Find out the many unknown facts that could affect your retirement.](#)

DIRECT MAIL

Death benefit plus income for college and retirement funding

Pay \$6,000 per year in, and get \$200,000+ death benefit, \$80,000 out for college & \$600,000 for retirement.

SITUATION
Example: A 35-year-old single mother, a grandfather, with a 7-year-old daughter. Example needs a solid plan that will provide protection for her daughter's future, provide funding for her own retirement, and provide protection for her own health.

A SOLUTION
Example: Example purchases an index universal life insurance policy. Example pays an annual premium of \$6,000 for 10 years. Example's death benefit provides income for her daughter's college expenses. Example's death benefit provides income for her own retirement. Example's death benefit provides income for her own health.

Flyer

[Income for college and retirement funding](#)

Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

Nearly 49% of people retire earlier than expected due to job loss, health issues, caring for an older parent, or other issues.
<http://spr.ly/6008GsM70>

FACEBOOK

Nearly 49% of people retire earlier than expected due to job loss, health issues, caring for an older parent, or other issues.
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TWITTER

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49% retire earlier than expected due to job loss, health issues, caring for an aging parent, or other issues.

Source: Nationwide, Nationwide Retirement Institute Tax Efficient Retirement Income, November 2019.



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WEEK TWO

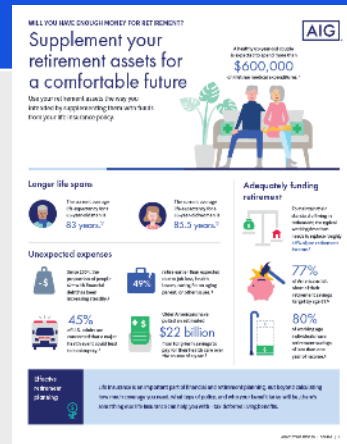
EMAIL



Sales Concept

What if you could knock out three birds with one stone?

DIRECT MAIL



Conversation Starter

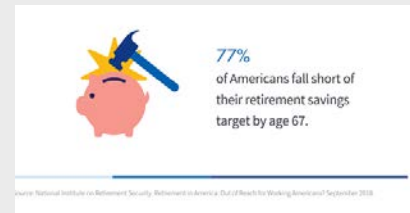
Helpful Retirement Statistics

Download and customize with your contact info before you print

SOCIAL MEDIA

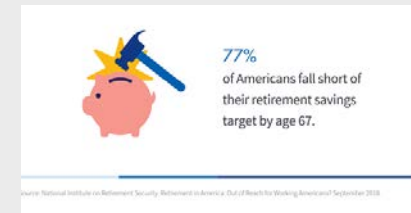
LINKED IN

77% of Americans fall short of their retirement savings target by age 67. <http://spr.ly/6002GsMhE>



FACEBOOK

77% of Americans fall short of their retirement savings target by age 67. <http://spr.ly/6002GsMhE>



TWITTER

\$0 The amount of retirement savings a typical American worker has. <http://spr.ly/6002GsMhE>



WEEK THREE

EMAIL



Video

[How will you pay for long-term care illness care?](#)

DIRECT MAIL

MILL YOU HAVE ENOUGH MONEY FOR RETIREMENT?

Supplement your retirement assets for a comfortable future

68% of couples expect to spend more than \$600,000 on lifetime medical expenditures.

Longer life spans: For every year life expectancy increases, it costs an additional \$33,000 to live.

Unexpected expenses: 45% of households have unexpected expenses that exceed \$10,000.

Adaptively funding retirement: 77% of households do not have enough assets to cover their expected retirement expenses.

80% of households do not have enough assets to cover their expected retirement expenses.

\$22 billion in retirement assets are expected to be depleted by 2035.

Source: HealthWise Services, 2019 Retirement Healthcare Costs Brief, December 2019.

Conversation Starter

[Will you have enough money for retirement?](#)

Download and customize with your contact info before you print

LINKED IN

A healthy 65-year-old couple is expected to spend more than \$600,000 on lifetime medical expenditures.

<http://spr.ly/6007GsM2S>

A healthy 65-year-old couple is expected to spend more than **\$600,000** on lifetime medical expenditures.

Source: HealthWise Services, 2019 Retirement Healthcare Costs Brief, December 2019.

SOCIAL MEDIA

FACEBOOK

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TWITTER

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WEEK FOUR

EMAIL



VIDEO
[What does your Road to Retirement look like?](#)

DIRECT MAIL

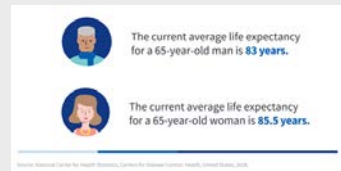


Conversation Starter
A lifetime of income.

Download and customize with your contact info before you print

LINKED IN

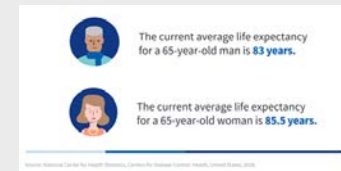
Find out many unknown facts that could affect your retirement
<http://spr.ly/6008GsMNg>



SOCIAL MEDIA

FACEBOOK

Find out many unknown facts that could affect your retirement
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TWITTER

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Full campaign at-a-glance Retirement Income Protection



EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
WEEK ONE				
Conversation Starter Find out the many unknown facts that could affect your retirement.	Flyer Income for college and retirement funding Download and customize with your contact info before you print	Nearly 49% of people retire earlier than expected due to job loss, health issues, caring for an older parent, or other issues. http://spr.ly/6008GsM7O	Nearly 49% of people retire earlier than expected due to job loss, health issues, caring for an older parent, or other issues. http://spr.ly/6008GsM7O	Nearly 49% of people retire earlier than expected due to job loss, health issues, caring for an older parent, or other issues. http://spr.ly/6008GsM7O
WEEK TWO				
Sales Concept What if you could knock out three birds with one stone?	Conversation Starter Helpful Retirement Statistics Download and customize with your contact info before you print	77% of Americans fall short of their retirement savings target by age 67. http://spr.ly/6002GsMhE	77% of Americans fall short of their retirement savings target by age 67. http://spr.ly/6002GsMhE	\$0 The amount of retirement savings a typical American worker has. http://spr.ly/6002GsMhE
WEEK THREE				
Video How will you pay for long-term care illness care?	Conversation Starter Will you have enough money for retirement? Download and customize with your contact info before you print	A healthy 65-year-old couple is expected to spend more than \$600,000 on lifetime medical expenditures. http://spr.ly/6007GsM2S	A healthy 65-year-old couple is expected to spend more than \$600,000 on lifetime medical expenditures. http://spr.ly/6007GsM2S	A healthy 65-year-old couple is expected to spend more than \$600,000 on lifetime medical expenditures. http://spr.ly/6007GsM2S
WEEK FOUR				
VIDEO What does your Road to Retirement look like?	Conversation Starter A lifetime of income. Download and customize with your contact info before you print	Find out many unknown facts that could affect your retirement http://spr.ly/6008GsMNng	Find out many unknown facts that could affect your retirement http://spr.ly/6008GsMNng	Find out many unknown facts that could affect your retirement http://spr.ly/6008GsMNng



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