

# Women's Financial Concerns

## 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



VIDEO

[Do both spouses need life insurance?](#)

DIRECT MAIL

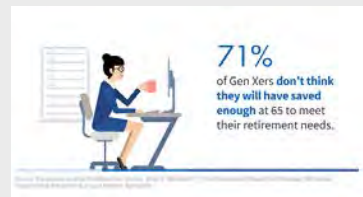


**FLYER** A woman's finances may have to work harder and last longer because of the unique challenges she may face. [Life insurance solutions for women.](#)

Download and customize with your contact info before you print

LINKED IN

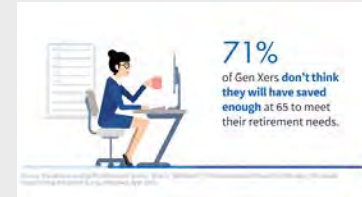
Women face unique challenges and their finances may have to work harder and last longer. Life insurance can help with that!  
<http://spr.ly/6007Gs3RD>



SOCIAL MEDIA

FACEBOOK

A woman's financial situation can be different than a man's because of the unique challenges she may face. Have you saved enough for retirement? Life insurance can help with that!  
<http://spr.ly/6007Gs3RD>



TWITTER

Women face different #financial challenges than men. Help your #finances work harder and last longer with #lifeinsurance.  
<http://spr.ly/6007Gs3RD>



WEEK TWO

EMAIL



**WORKBOOK**

Marital changes or changes in your family status might change your beneficiary designation. [Use this handy workbook to get started.](#)

DIRECT MAIL



**FLYER**

Term life insurance can help provide protection for the people you love.

[A solution for working moms](#)

**Download and customize with your contact info before you print**

SOCIAL MEDIA

LINKED IN

Single Mom's have unique financial concerns. Life insurance can be the flexible, affordable solution to help protect the people you love. <http://spr.ly/6009Gs3Oz>



FACEBOOK

Single Moms: are you looking for a solution to help protect your family? Life insurance might be the answer! <http://spr.ly/6009Gs3Oz>



TWITTER

#singlemoms have unique financial concerns. Looking for an #affordable solution to help #protect the people you love. #lifeinsurance might be the answer! <http://spr.ly/6009Gs3Oz>



WEEK THREE

EMAIL



**FLYER**  
Promote the long-term illness care conversation.  
[How will you pay for long-term illness care?](#)

DIRECT MAIL



**FLYER**  
[Long-term illness happens unexpectedly. Long-term illness expenses](#)  
Download and customize with your contact info before you print

SOCIAL MEDIA

LINKED IN

Average length of long-term care is about 3 years, and women typically need it for 3.7 years. Did you know life insurance can help with that?  
<http://spr.ly/6000GsMsQ>



FACEBOOK

Women typically need long-term illness care longer than men do. Today's life insurance options might be able to help with that!  
<http://spr.ly/6000GsMsQ>



TWITTER

The average length of #longterm illness care needed is 3 years and #women typically need it for longer. Did you know that #lifeinsurance can help with that? #askmehow  
<http://spr.ly/6000GsMsQ>



WEEK FOUR

EMAIL



**VIDEO**

Supplement your retirement with life insurance.

[Facts that could affect your retirement.](#)

DIRECT MAIL



**FLYER**

Death benefit plus income for college and retirement funding

[Single Mom and IUL](#)

**Download and customize with your contact info before you print**

SOCIAL MEDIA

LINKED IN

Saving for college and retirement can take many forms, but life insurance is one that covers both.

<http://spr.ly/6008Gs3Oo>



FACEBOOK

Did you know that life insurance can help you save for things such as college funds and retirement? Life insurance can provide a death benefit plus income for both!

<http://spr.ly/6008Gs3Oo>



TWITTER

#savingforcollege and #savingforretirement can take many forms, but #lifeinsurance is one solution that can cover both.

<http://spr.ly/6008Gs3Oo>



# Full campaign at-a-glance: Women's Financial Concerns



EMAIL	DIRECT MAIL	SOCIAL MEDIA		
		LINKED IN	FACEBOOK	TWITTER
<b>WEEK ONE</b>				
<p><b>VIDEO</b></p> <p><a href="#">Do both spouses need life insurance?</a></p>	<p><b>FLYER</b> A woman's finances may have to work harder and last longer because of the unique challenges she may face. <a href="#">Life insurance solutions for women.</a></p> <p><b>Download and customize with your contact info before you print</b></p>	<p>Women face unique challenges and their finances may have to work harder and last longer. Life insurance can help with that! <a href="http://spr.ly/6007Gs3RD">http://spr.ly/6007Gs3RD</a></p>	<p>A woman's financial situation can be different than a man's because of the unique challenges she may face. Have you saved enough for retirement? Life insurance can help with that! <a href="http://spr.ly/6007Gs3RD">http://spr.ly/6007Gs3RD</a></p>	<p>Women face different #financial challenges than men. Help your #finances work harder and last longer with #lifeinsurance. <a href="http://spr.ly/6007Gs3RD">http://spr.ly/6007Gs3RD</a></p>
<b>WEEK TWO</b>				
<p><b>WORKBOOK</b></p> <p>Marital changes or changes in your family status might change your beneficiary designation. <a href="#">Use this handy workbook to get started.</a></p>	<p><b>FLYER</b></p> <p>Term life insurance can help provide protection for the people you love.</p> <p><a href="#">A solution for working moms</a></p> <p><b>Download and customize with your contact info before you print</b></p>	<p>Single Mom's have unique financial concerns. Life insurance can be the flexible, affordable solution to help protect the people you love. <a href="http://spr.ly/6009Gs3Oz">http://spr.ly/6009Gs3Oz</a></p>	<p>Single Moms: are you looking for a solution to help protect your family? Life insurance might be the answer! <a href="http://spr.ly/6009Gs3Oz">http://spr.ly/6009Gs3Oz</a></p>	<p>#singlemoms have unique financial concerns. Looking for an #affordable solution to help #protect the people you love. #lifeinsurance might be the answer! <a href="http://spr.ly/6009Gs3Oz">http://spr.ly/6009Gs3Oz</a></p>
<b>WEEK THREE</b>				
<p><b>WORKBOOK</b></p> <p>Promote the Financial Fitness Workbook <a href="#">How is your Financial Fitness?</a></p>	<p><b>FLYER</b></p> <p><a href="#">What if... Sales Concept</a></p> <p><b>Download and customize with your contact info before you print</b></p>	<p>Your financial fitness is just as important as your personal fitness. Now is a great time for a life insurance coverage check up- and help make sure your priorities are still protected. <a href="http://spr.ly/6000GsM4M">http://spr.ly/6000GsM4M</a></p>	<p>You take care of your personal fitness but what about your financial fitness? Now is a great time for a life insurance coverage check up- and help make sure your priorities are still protected. <a href="http://spr.ly/6000GsM4M">http://spr.ly/6000GsM4M</a></p>	<p>How is your #financialfitness? Is it time for a #lifeinsurance #checkup? If your goals have changed, it's a good time to review your coverage. <a href="http://spr.ly/6000GsM4M">http://spr.ly/6000GsM4M</a></p>
<b>WEEK FOUR</b>				
<p><b>VIDEO</b></p> <p>Supplement your retirement with life insurance. <a href="#">Facts that could affect your retirement.</a></p>	<p><b>FLYER</b></p> <p>Death benefit plus income for college and retirement funding <a href="#">Single Mom and IUL</a></p> <p><b>Download and customize with your contact info before you print</b></p>	<p>Saving for college and retirement can take many forms, but life insurance is one that covers both. <a href="http://spr.ly/6008Gs3Oo">http://spr.ly/6008Gs3Oo</a></p>	<p>Did you know that life insurance can help you save for things such as college funds and retirement? Life insurance can provide a death benefit plus income for both! <a href="http://spr.ly/6008Gs3Oo">http://spr.ly/6008Gs3Oo</a></p>	<p>#savingforcollege and #savingforretirement can take many forms, but #lifeinsurance is one solution that can cover both. <a href="http://spr.ly/6008Gs3Oo">http://spr.ly/6008Gs3Oo</a></p>