

WriteFit Underwriting™ consumer marketing toolkit

Securian Financial's WriteFit Underwriting program can help your clients get the coverage they need quickly, easily and – perhaps most importantly in today's world – remotely. These turnkey digital marketing campaigns help clients understand that with you as their guide, the road to getting life insurance may be easier than they thought.

What's inside



Social media campaigns for Facebook and LinkedIn that help bust common misconceptions about the underwriting process



Prospecting email that outlines the benefits of WriteFit Underwriting and positions you as the expert



Social media marketing



How it works:

1. Download and save the images.
2. Copy and paste the text into the appropriate social media channel (Facebook or LinkedIn) and upload the corresponding image for each post.



Post 1

Don't have life insurance? It helps protect the ones you love. Getting coverage can be easy, simple and fast. And I'm here to help.

[Download image](#)



Post 2

Don't have life insurance? Getting coverage can be easy with an online application. And I'm here to help walk you through it.

[Download image](#)



Post 3

Don't have life insurance? It can be a simple process - you may even get approved without a trip to the doctor. And I'm here to help.

[Download image](#)



Post 4

Don't have life insurance? Get approved quickly - in as little as 24 hours after your telephone interview. And I'm here to help.

[Download image](#)



Post 5

Don't have life insurance? Get the coverage you need without leaving your home. I'm here to help (even remotely).

[Download image](#)



Social media marketing



LinkedIn campaign

Post 1

Having life insurance helps protect the ones you love. And getting coverage can be easy, simple and fast. Ask me how today.

[Download image](#)



Post 2

Having life insurance is important. And getting coverage can be easy with an online application. Ask me how today.

[Download image](#)



Post 3

Life insurance is important. And simple – you may even get approved without a trip to the doctor. Ask me how today.

[Download image](#)



Post 4

Life insurance is important. Get approved quickly – in as little as 24 hours after a telephone interview. Ask me how today.

[Download image](#)



Post 5

Life insurance is important. And you can get the coverage you need without leaving your home. Ask me how today.

[Download image](#)



Email marketing



How it works:

1. The same email copy comes with three different header image options (shown below) and two file formats. Choose a header image and download the zip file. Then select the appropriate file format for your email marketing process: HTML if you plan to send the email using a marketing platform such as MailChimp® or Constant Contact, or OFT if you plan to send via Outlook.
2. Insert your logo and add the necessary information to the disclosure block: company name, contact information and marketing unsubscribe language.
3. Enter the email's subject line: Don't have life insurance? Getting it can be easy, simple and fast.
4. Select email recipients – remember that WriteFit Underwriting is meant for your healthiest clients between the ages of 18 and 60 – and send.

Image option 1

[Download email](#)



Image option 2

[Download email](#)



Image option 3

[Download email](#)



Learn how

WriteFit Underwriting can help you close cases faster than traditional underwriting.

1-888-413-7860, option 1 (independent brokerage)





Life insurance products contain fees, such as mortality and expense charges (which may increase over time), and may contain restrictions, such as surrender periods.

These materials are for informational and educational purposes only and are not designed, or intended, to be applicable to any person's individual circumstances. It should not be considered investment advice, nor does it constitute a recommendation that anyone engage in (or refrain from) a particular course of action. Securian Financial Group, and its affiliates, have a financial interest in the sale of their products.

Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New

York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

Securian Financial is the marketing name for Securian Financial Group, Inc., and its affiliates. Minnesota Life Insurance Company and Securian Life Insurance Company are affiliates of Securian Financial Group, Inc.

For financial professional use only. Not for use with the public. This material may not be reproduced in any form where it would be accessible to the general public.



securian
FINANCIAL®

INSURANCE
INVESTMENTS
RETIREMENT

[securian.com](https://www.securian.com)

400 Robert Street North, St. Paul, MN 55101-2098
©2020 Securian Financial Group, Inc. All rights reserved.

F94927-1 8-2020 DOFU 8-2020
1300752