



# Prospecting Kit

## Whole Life Insurance

### Get More Out of Life – Foundation

Help clients just starting out and give kids a head start with affordable, permanent protection.



# How to use this guide

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Start conversations about whole life insurance with this complete set of social media posts, emails and phone scripts.

1. Copy and paste the posts, images and emails you want to use
2. Share on your favorite social media platform or via email
3. Follow up with consumer materials and more available on [assurity.com/SellMoreLife](https://assurity.com/SellMoreLife)



**Tip:** The best time to post on social media is any weekday between 9am and 2pm.

# Social Post 1

## Build Your Life

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### Caption

Establishing your life is exciting – moving, getting married, buying a house. With the reliable, permanent coverage of whole life insurance, you have backup you can count on. Let's talk more about building the foundation for your life.



[Download Image](#)

# Social Post 2

## Prepare Your Children/Grandchildren

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### Caption

You do everything to help prepare your kids or grandkids for a bright future. Whole life insurance can help – one affordable policy can give them lifelong protection, a head start on reaching their dreams, and much more. Send me a note to learn more.

[Download Image](#)



# Social Post 3

## Affordable and Customizable

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### Caption

It's not as expensive as you think. Whole life insurance can keep your family afloat if you die, and you can access living benefits if you need them. Let's talk about how you can get coverage and lock in an affordable cost.



[Download Image](#)

# Social Post 4

## Live Confidently with Guarantees

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### Caption

Build your life with confidence using the guarantees of whole life insurance. Get reliable protection, access to cash value, and options to help pay for serious medical events, all with one level cost. Let's talk more about how you can prepare for anything the future brings.



[Download Image](#)

# Email 1

## Build Your Life

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**Subject:**

My Other Clients Wish They'd Gotten This

**Body:**

Hi [CLIENT NAME],

When I talk to my clients, there's one thing I hear often – they wish they'd gotten insurance earlier. Strong insurance protection is your foundation as you build your life. Whole life insurance gives you permanent coverage with guaranteed cash value growth and guaranteed rates – and it's most affordable when you're young.

I'd love to talk with you about your goals and insurance options. When are you available to talk?

# Email 2

## Protection and More for Children

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**Subject:**

The Greatest Gift You'll Ever Give

**Body:**

Hi [CLIENT NAME],

You'd do anything for the kids you love. But what about insurance?

Children's whole life insurance can give them lifelong protection, help them build cash value they can use however they want, as they start their lives, and much more. And for most people, it's more affordable than an annual trip to the zoo.

I want to help you give the children in your life the best start they can have. When can you talk about children's whole life?



# Phone Script 1

## Protect the Life You're Building

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### **Intro:**

Hello [Prospect's Name], I'm [Your Name] with [Your Company Name].

You can work toward your goals with peace of mind no matter what life brings. It's easy to get affordable, permanent coverage – whole life insurance. It guarantees you're protected for life, and comes with benefits you can use while you're still alive. Is now a good time to talk about how insurance can help you reach your goals?

### **Objection 1: It's too expensive.**

That's a common concern with life insurance – it's hard to prioritize when you have so many other expenses to think about. But life insurance is often more affordable than you might think – it could be as low as just a few dollars a day. It's also one of the best ways to make sure your loved ones will have something to rely on. Let's figure out what your price is so you can make the right decision.

### **Objection 2: I already have life insurance through my job.**

It's great that you've already taken steps to protect your loved ones. Do you know what kind of life insurance you have, or the amount of coverage? Your workplace coverage may not stay with you if you change jobs, and the coverage amount is often low. We can supplement your existing coverage with affordable, permanent protection that will always be there for you. How does that sound?

### **Objection 3: It can wait/I'm healthy.**

I'm glad to hear you're in good health now. And that means now is exactly the right time to get coverage. You'll get better rates when you're young and healthy, and they're guaranteed for life, even if your health changes. Let's see what your price is today – it's probably lower than you think.

# Phone Script 2

## Gift for Children or Grandchildren

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### **Intro:**

Hello [Prospect's Name], I'm [Your Name] with [Your Company Name].

If you're like me, you'd do anything for your kids or grandkids. You can give them lifelong insurance protection and a head start on reaching their dreams for just a few dollars a month. It's the best gift you can give. How many kids or grandkids do you have?

### **Objection 1: It's too expensive.**

That's a common concern with life insurance – it's hard to prioritize when you have so many other expenses to think about. But for children, it's generally very affordable – just a few dollars a month. Let's figure out what your price might be so you can make the right decision.

### **Objection 2: Is it a complicated process?**

Glad you asked. It's fast and easy to get children's coverage, with just one short application. And to keep things simple, you can sign for and own the policy. When you're ready, I can help guide you through the process.