



# Prospecting Kit

## Whole Life Insurance

Get More Out of Life – Protection

Safeguard clients' families and assets  
during their working years.



# 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

## Protect What Matters Most

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### Caption

Whole life insurance offers protection for your loved ones that stays with you no matter where your journey leads you. Talk to me to find out how it might help you.

[Download Image](#)



# Social Post 2

## Built-In Living Benefits

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### Caption

Get whole life insurance that can do more with built-in living benefits you can use while you're still alive. Let's talk about how permanent coverage can give you peace of mind when you need it most.

[Download Image](#)



# Social Post 3

## Living Benefit Riders

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### Caption

Get peace of mind with extra protection that doesn't affect your death benefit. Whole life insurance with optional living benefits can give you money if you become seriously ill or disabled. Let's talk about how it might be right for you.

[Download Image](#)



# Social Post 4

## Safeguard Your Mortgage

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### Caption

Buy a home recently, or thinking about it? Make sure your home ownership goals are protected with life insurance – it'll never be cheaper than today. Send me a message and I can help you get started.

[Download Image](#)



# Email 1

## Protection for You and Your Family

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**Subject:**

Protect Your Family for Dollars a Day

**Body:**

Hi [CLIENT NAME],

There's no better peace of mind than knowing your family is protected no matter where life leads. With whole life insurance, you can make sure they're taken care of for around the price of a daily coffee. It's coverage that's there for life and offers features you can use while you're still alive.

It's more affordable than you think – I'd love to walk you through a no-commitment quote so you can see for yourself. When do you have a few minutes to talk?

# Email 2

## Built-in and Optional Living Benefits

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**Subject:**

Life Insurance You Can Use While Living

**Body:**

Hi [CLIENT NAME],

What if I told you whole life insurance can be there for you while you're still alive? When whole life insurance includes built-in living benefits, you can get money to use for unexpected medical expenses. And you have other options too – for a small additional cost, you can customize coverage to fit your life with extra protection.

I'd love to talk more about how you can get more out of your insurance.

When can you talk?



# Phone Script 1

## Protect What Matters Most

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### **Intro:**

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

You probably have insurance on life's big things – your home, your car, maybe even your pets. But do you have insurance on your life? Strong life insurance coverage is at the center of your financial wellness and can help keep you on track toward your goals. I'd love to talk about your options and find out what's right for you. Can I send you some information to look over?

### **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

## Extra Protection for Serious Illness and More

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### **Intro:**

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

You can have peace of mind when facing a serious illness with options to help offset the costs of care – like life insurance.

A whole life policy can come with built-in benefits that you can use if you're facing a serious or terminal illness. It's a great way to make sure you're covered in case something happens while you're alive. How does that sound?

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