



## 2021 Life Insurance Awareness Consumer Resources

**SALES IDEA TO GET STARTED:** Send a client or prospect an email with one of the resources below and let them know that you'll follow up with a call.

- <https://lifehappens.org/>
- [Life Insurance 101](#) (purpose of life insurance and product overview)
- [Life Insurance Worksheet](#)
- [Life Insurance Buyer's Guide](#)
- [Life Insurance: The Final Gift](#)
- [Miranda Rivera – It Changes Everything](#)
- [Cost of Waiting to Convert from Term to Perm](#)
- [Gerber's Fillable Legacy Guide](#)
- [Guardian: College Savings with Whole Life](#)
- [John Hancock's Using Life Insurance to Supplement Retirement](#)
- [Legal & General Marketing Flyers](#)
- [MassMutual: The Whole Life Story](#)
- [Prudential: Quick Estimator – How Much Life Insurance is Enough](#)

### **GPA Flyers** (customizable):

- [Protecting Their Future](#)
- [Life Stats](#)
- [Do You Have Enough Life Insurance \(Hispanic version\)](#)
- [Takes More Than a Mortgage to Turn a House Into a Home](#)

### **Spanish Consumer Materials**

- [Buy It for Love Card](#)
- [Financial Worksheet \(English version of Financial Worksheet\)](#)
- [Take Charge Brochure](#)
- [Video 1 \(Importance of Life Insurance\)](#)
- [Video 2 \(Loss of Father\)](#)
- [Video 3 \(Loss of Mother\)](#)

### **Social Media Posts**

- [GPAgency's Life Post Library](#)

- <https://lifehappens.org/>
- [Principal's Social Media Posts](#)
- [Securian Social Media Posts](#)
- Legal & General : short video: <https://www.lgamerica.com/advisor/marketing/liam>
- AIG: short interactive quiz about life insurance:  
<https://quiz.lifeandretirement.aig.com/quiz/1?name=campaign-in-a-box>  
AIG: **Let the numbers speak:** One-third of people haven't bought life insurance because they are unsure of how much, or what type, to buy. Before presenting product options to clients, let these [calculators](#) tell the story of their life insurance needs.

Download or copy the images to your computer; upload the images and copy/paste the text into your social media channels.

**Facebook:** Navigate to your Facebook page and select **Publish**. Select the Photo icon and select Upload Photo. Find the photo saved on your computer and select choose. The photo will be inserted to your post. Select Post.

**LinkedIn:** Navigate to LinkedIn home page. Select the **Share an Update** box. Select the photo image, located on the right. A box will pop up asking you to locate the image on your computer. Select the image and select Choose. Then click Share.

**Twitter:** Navigate to your Twitter page. Select Tweet at the top right. When the box pops up, select the camera image at the bottom. A pop-up box will allow you to find the image on your computer. Select Choose and then click the Tweet button.