SOCIAL MEDIA CAMPAIGN

Notes: Check with your compliance department before sending any message. Just copy and paste!

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 1	Build financial protection around your life's major milestones with life insurance. #lifeinsurance <u>https://tinyurl.com/2p8r2zju</u>	\$310,605 is the average cost of raising a child to the age of 18. corobridge ⁷ wintermemory https://tinyurl.com/2p8r2zju	Help your clients build financial protection around life's major milestones with life insurance. #lifeinsurance https://tinyurl.com/2p8r2zju
Day 2	Got dreams? Life insurance can help protect them! #lifeinsurance https://tinyurl.com/4rn92ud8	\$35,551 Is the average cost per student, per year, of college in the U.S. Tableton Methods: https://tinyurl.com/4rn92ud8	Help protect your clients' dreams with life insurance. #lifesinsurance <u>https://tinyurl.com/4rn92ud8</u>
Day 3	American household debt continues to climb. Are you putting enough away for retirement? #lifeinsurancecan help <u>https://tinyurl.com/mr3wrzp8</u>	S453.000 Is the annount of the sverage American Isan twenter to the sverage American Isan twenter to the sverage American Isan	American household debt continues to climb. Are your clients putting enough away for retirement? #lifeinsurance https://tinyurl.com/mr3wrzp8
Day 4	Taking the time to mourn is natural; anguishing over bills is not. #lifeinsurance <u>https://tinyurl.com/4pj86m2h</u>	S220.380 is the average remaining mertgage balance. metriage and the second sec	Taking the time to mourn is natural; anguishing over bills is not. #lifeinsurance <u>https://tinyurl.com/4pj86m2h</u>
Day 5	Do you have a "plan B"? Today's life insurance is more than just a death benefit. #lifeinsurance https://tinyurl.com/2y9ahfy5	Image: constraint of the second se	Do your clients have a "plan B"? Today's life insurance is more than just a death benefit. #lifeinsurance https://tinyurl.com/2y9ahfy5
Day 6	Life insurance is cheaper than you think! #lifeinsurance <u>https://tinyurl.com/bdz2kw8m</u>	bittps://tinyurl.com/bdz2kw8m	Life insurance is cheaper than you think! #lifeinsurance https://tinyurl.com/bdz2kw8m
Day 7	A failure to plan is planning to fail. Life insurance can help protect your financial future. <u>https://tinyurl.com/5dh6tt57</u>	titie terming were	A failure to plan is planning to fail. Life insurance can be an important part of your client's futures. <u>https://tinyurl.com/5dh6tt57</u>

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 8	Medical expenses can add up quickly. Will you have enough savings for retirement? Life insurance can help. <u>https://tinyurl.com/5n6cu8te</u>	erebridge ⁵ et today's 65-year-olds will need more than five years of long-term care.	Medical expenses can add up quickly. Will your clients have enough savings for retirement? Life insurance can help. https://tinyurl.com/5n6cu8te
Day 9	Life insurance can help protect your savings and retirement plans from health care costs. #lifeinsurance <u>https://tinyurl.com</u> /4k3amjvn	69% of Americans will need at least three years of some form of long-term care	Life insurance can help protect your clients' savings and retirement plans from health care costs. #lifeinsurance https://tinyurl.com/4k3amjvn
Day 10	Modern life insurance can help provide flexibility and peace of mind. #lifeinsurance https://tinyurl.com/3ffmu9ve	Can use offend your individual long-term care needed? We use offend your individual long-term care needed? Method your individual long-term care needed? We use offend your individual long-term care needed? Method your indicare needed? Method your individu	Modern life insurance can help provide your clients with flexibility and peace of mind. #lifeinsurance https://tinyurl.com/3ffmu9ve
Day 11	Life insurance can help protect your future and those you love from unexpected expenses. #lifeinsurancecanhelp https://tinyurl.com/4ayppeux	Image: Section of the section of th	Life insurance can help protect financial futures from unexpected expenses. #lifeinsurancecanhelp #askmehow https://tinyurl.com/4ayppeux
Day 12	Have you set aside enough money for retirement? Life insurance can help! #askmehow <u>https://tinyurl.com/2w8a4kxy</u>	corebridge ²⁷ Management savings.	Have your clients set aside enough money for retirement? Life insurance can help! #askmehow https://tinyurl.com/2w8a4kxy
Day 13	Will you have enough saved for retirement? Life insurance can help. #lifeinsurance https://tinyurl.com/yc6t7wkr	76.1 is the life expectancy at birth in the United States.	Do your clients have enough saved for retirement? Life insurance can help. #lifeinsurance https://tinyurl.com/yc6t7wkr
Day 14	Don't outlive your retirement nest egg. Life insurance can help you protect it. #lifeinsurance <u>https://tinyurl.com/5bzh9xxv</u>	ififting 1 in 4 65-year-olds today will live beyond age 90. will live beyond age 90.	Life insurance can help protect your clients from outliving their retirement next egg. #lifeinsurance <u>https://tinyurl.com/5bzh9xxv</u>

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 15	Falling short is not an option when it comes to retirement savings. Life insurance can help. #askmehow https://tinyurl.com/4xv3zkjj	or American Baby Boomer 39% of American Baby Boomer huseholds currently have a pension. corebridgs ²⁷ www.www.www.www.www.www.www.www.www.ww	Falling short is not an option when it comes to retirement savings. Life insurance can help. #askmehow <u>https://tinyurl.com/4xv3zkjj</u>
Day 16	Life insurance can be a good addition to your plans for the future. Today's life insurance is more than just a death benefit. #lifeinsurance #askmehow https://tinyurl.com/4urtsazx	\$1,668 is the average monthly Social Security benefit for retired workers in 2022. corebridge ² wretten workers wretten	Life insurance can be a good addition to your clients' financial futures. Today's life insurance is more than just a death benefit. #lifeinsurance #askmehow https://tinyurl.com/4urtsazx
Day 17	There is more than one way to save for retirement. Life insurance can help. #lifeinsurance https://tinyurl.com/2v7wdtv6	of Millennials believe Social Security will run out of Security will run out of unward with their lifetime. Security will run out of Millennials believe Social Security Willennials belie	There is more than one way to save for retirement. Life insurance can help. #lifeinsurance https://tinyurl.com/2v7wdtv6
Day 18	Life insurance can be an affordable addition to a healthy financial future. #lifeinsurance https://tinyurl.com/mv2y42ad	Broth les Harrysweight Hale So.45/day is the average cost of life insurance for a healthy 30-year-old. cordbridge ² weither means the average cost of life insurance is the average cost of life insurance the average cost of life insurance is the	Life insurance can be an affordable addition to a healthy financial future. #lifeinsurance https://tinyurl.com/mv2y42ad
Day 19	How do you want to live in retirement? Life insurance can help supplement your retirement plans. #lifeinsurance https://tinyurl.com/tf2ea2sp	dd ² of Millennials plan to work in retirement.	How do your clients want to live in retirement? Life insurance can help supplement their retirement plans. #lifeinsurance https://tinyurl.com/tf2ea2sp
Day 20	Life insurance can help you prepare for the unexpected. #lifeinsurance <u>https://tinyurl.com/mu42stjr</u>	(48°) of Americans have experienced inexpected financial setbacks in the last three months.	Life insurance can help clients prepare for the unexpected. #lifeinsruance https://tinyurl.com/mu42stjr
Day 21	Life insurance can help keep your options open in the event of something unexpected. #lifesinsurance #askmehow https://tinyurl.com/smn24kxm	More than 1/2 of Americans have less than three months of expenses in an emergency fund.	Life insurance can help keep your clients' options open in the event of something unexpected. #lifesinsurance #askmehow https://tinyurl.com/smn24kxm

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 22	That might not be enough. Now is a great time to start the life insurance conversation. #lifeinsurance https://tinyurl.com/38am4454	Mithile insurance only have group coverage. with life insurance only have group coverage. Mithile insurance only have group coverage. Mithile insurance only have group coverage.	That might not be enough. Now is a great time to start the life insurance conversation. #lifeinsurance <u>https://tinyurl.com/38am4454</u>
Day 23	Today's life insurance offers so much more than policies from the past. It's not your parents' life insurance. #lifeinsurance https://tinyurl.com/mrw633kz	30% of Americans believe life insurance is only for end-of-life expenses. corebridge ² merumenter https://tinyurl.com/mrw633kz	Today's life insurance offers so much more than policies from the past. #lifeinsurance https://tinyurl.com/mrw633kz
Day 24	Help ensure your retirement is sound with life insurance that's meant for life's expenses. #lifeinsurance https://tinyurl.com/jrs7r5jh	corebridge ⁷² Is how long a Gen Xer can expect to live in retirement if retiring at age 65.	Help ensure your clients' retirements are sound with life insurance that's meant for life's expenses. #lifeinsurance https://tinyurl.com/jrs7r5jh
Day 25	Today's life insurance can be a great addition to a retirement plan. #lifeinsurance #askmehow <u>https://tinyurl.com/34uka7bc</u>	of Gen X expects to be able to retire by age 65. coefficient with the second se	Today's life insurance can be a great addition to a retirement plan. #lifeinsurance #askmehow <u>https://tinyurl.com/34uka7bc</u>
Day 26	Today's life insurance offers more flexibility and options than just end of life expenses. It can be a helpful part of planning for your financial future. #lifeinsurance #askmehow https://tinyurl.com/r23rfz74	6 in 10 Gen Xers are concerned about not being able to maintain their standard of living. corebridge ²	Today's life insurance offers more flexibility and options than just end of life expenses. It can be a helpful part of planning for financial futures. #lifeinsurance #askmehow https://tinyurl.com/r23rfz74
Day 27	Do you have enough saved for retirement? Life insurance can help! #lifeinsurance #askmehow https://tinyurl.com/5n6thp7d	80% of pre-retirement income is recommended to maintain standard of living in retirement. corebridge ² Mathematical standard of living in retirement. https://tinyurl.com/5n6thp7d	Do you your clients have enough saved for retirement? Life insurance can help! #lifeinsurance #askmehow https://tinyurl.com/5n6thp7d
Day 28	Today's life insurance offers options you can use to supplement your retirement plan. #lifeinsurance #askmehow https://tinyurl.com/5dr94uhe	65% of Americans are cutting back on short-term spending to stay on track with retirement goals. corebridge ²⁷ terms and the state of	Today's life insurance offers options your clients can use to supplement their retirement plans. #lifeinsurance #askmehow https://tinyurl.com/5dr94uhe

DATE	PROSPECTING	THUMBNAIL	RECRUITING
Day 29	Some types of life insurance offer options that can help cover unexpected expenses. #lifeinsurance https://tinyurl.com/mpyxdzeu	Each year for the last By wars, health care costs have frien by anywhere from 11.95° to 11.95° corebridge ²⁷ manual manual and the second sec	Some types of life insurance offer options that can help cover unexpected expenses. #lifeinsurance <u>https://tinyurl.com/mpyxdzeu</u>
Day 30	Some types of life insurance can help cover some unexpected expenses and supplement retirement plans- while you are still living. #lifeinsurance #askmehow https://tinyurl.com/2p8p2e2c	75% of Gen X says managing a parent's health costs will delay their retirement.	Some types of life insurance can help cover some unexpected expenses and supplement retirement plans- while still living. #lifeinsurance #askmehow https://tinyurl.com/2p8p2e2c

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