

Protecting Your Income Producer eKit

Tools

Generation Differences Chart	Different generations have different concerns. Knowing the differences and how to customize your message are key when engaging with different generations of clients. Learn how to speak to your client's children and grandchildren with this Customizable chart. Target Audience: All producers
Selling to Gen Y Infographic	This customizable eye-catching piece is exactly the type of thing that get Generation Y's attention. Share these ideas with your producers as they start reaching out to the next generation of consumers. Target Audience: All producers
AUM Calculator	Have you seen the impact not offering LTC to clients can have on an advisor's book of business? With this simple calculator you can show an advisor how not having this conversation with their clients can be devastating to their income. Target Audience: Financial Advisors / Asset Managers

Carrier Resources

Connecting Across Generations	From American General This brochure will help guide your producers through the best approach, ways to connect and sales idea to the target generation. Target Audience: All producers
Chronic Illness Brainshark	From Prudential Use this brainshark to share the story of why preparing for a Chronic Illness (or injury) is so important. Target Audience: All producers

Consumer Pieces

Legacy Planning Calculator	This customizable worksheet is a great tool to use when sitting down with your clients and defining what their goals are. Target Audience: All producers
Chronic Illness Infographic	Use this customizable infographic to help guide your clients with the 5 W's of Chronic Illness and why it is so important to prepare for. Target Audience: All producers
ADB Rider Prospecting Letter	This customizable prospecting letter is great for advisors to send to their clients who maybe already have life insurance, but are looking for something to better protect their future should they live longer than expected. Target Audience: All Producers

This eKit was packaged and delivered to you with the design to guide you through introducing life insurance, long-term care, disability income and other insurance products as a means to protect your income. Please contact us for continued help and suggestions.

