



## Social Media Content Plan – Agent Audience, June 2014

Theme: Boosting Summer Sales

Summer presents plenty of opportunities to boost term and permanent life insurance sales. Clients are out and about, enjoying the weather, making home improvements, and laying out plans for the rest of the year. Now is a great time to boost sales by conducting policy reviews and asking for referrals.



### TWITTER POSTS



Do your clients overestimate the cost of life insurance? More than 80% of Americans do. <http://bit.ly/1pe99Eh>



How can you reach Gen X & Y prospects? Take a look at these term life sales tips: <http://bit.ly/1maEIID>

### LINKEDIN POSTS



Three Term-Life selling roadblocks. How to get around them.  
<http://www.lifehealthpro.com/2013/05/10/3-term-life-selling-roadblocks-and-how-to-overcom?page=4>



Remember: a trusted advisor is a good salesperson. Help and educate your clients.  
<http://www.lifehealthpro.com/2013/04/19/5-key-ideas-for-new-insurance-agents>



Each “No” brings you closer to a “Yes.” Be persistent.  
<http://www.investopedia.com/financial-edge/1212/8-qualities-that-make-a-good-insurance-agent.aspx>



## TWITTER POSTS



Stay organized! As you develop more clients, you will need to become an expert at time management. <http://bit.ly/1hdusQA>



Make Twitter your own! Five tips for staying active in a community of 241 million users. <http://bit.ly/1nozltV>



Nine out of ten Americans view insurance as a necessity but only six out of ten actually have policies. 5 selling tips: <http://bit.ly/1jO7pdU>

## LINKEDIN POSTS




Your LinkedIn headline says it all. How can you make the most of 120 characters? Tips on using LinkedIn to drive insurance sales: <http://www.minico.com/blog/5-tips-to-optimize-your-linkedin-profile/>





Send a thank-you note every day. 100 more tips from Insurance Pro Shop: <http://bit.ly/1i6QIN3> (You don't have to thank us).



## TWITTER POSTS


 It's summer. Your clients are out and about. Why not ask for a referral? You never know who they might run in to!  
<http://bit.ly/1mB072h>

 Young professionals—don't worry about inexperience. You're trained, licensed, and ready to ask all the right questions:  
<http://bit.ly/1if6fv2>

 Don't just sell products. Provide solutions. Focus on your clients' needs. <http://bit.ly/1i7x2cN>


## LINKEDIN POSTS


 If you don't invest in your business, your clients won't either. Make web design and social media presence a priority.  
More tips from the experts: <http://bit.ly/1noD8HC>

 Ask your clients about their specific needs. Provide custom solutions rather than just pitching coverage options.  
More life insurance sales techniques at Chron: <http://bit.ly/1hoxFbK>





## TWITTER POSTS


 Find out what your customer needs. Help them avoid these five term life insurance mistakes: <http://bit.ly/1iC14Sb>

 Reach out to your existing customers. It could lead to referrals! <http://bit.ly/1mvocoE>

## LINKEDIN POSTS

 Are you active in your community? Sponsor a youth sports team or join a local organization to establish your name and generate leads in your area. More sales tips at <http://xaivierchia.blogspot.com/2011/01/6-effective-techniques-to-generate-life.html>

 Be sure to “Like” the life updates and shared posts of clients in your social media network. Keeping in touch can go a long way! <http://www.insurancejournal.com/news/national/2010/08/16/112533.htm>

 Does your office have a personal touch? Make sure your space appeals to customers. Don't shy on comfort! <http://bit.ly/Ptrht9>

Registered Representatives are required to comply with the policies and procedures established by their broker-dealer regarding the use of social networking sites.

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NAM-2817 6/14

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