

WriteFit Underwriting™ consumer marketing toolkit

Securian Financial's WriteFit Underwriting program can help your clients get the coverage they need quickly, easily and – perhaps most importantly in today's world – remotely. These turnkey digital marketing campaigns help clients understand that with you as their guide, the road to getting life insurance may be easier than they thought.

What's inside



Social media campaigns
for Facebook and LinkedIn
that help bust common
misconceptions about the
underwriting process



Prospecting email that
outlines the benefits of WriteFit
Underwriting and positions you
as the expert



Social media marketing



How it works:

1. Download and save the images.
2. Copy and paste the text into the appropriate social media channel (Facebook or LinkedIn) and upload the corresponding image for each post.



Post 1

Don't have life insurance? It helps protect the ones you love. Getting coverage can be easy, simple and fast. And I'm here to help.

[Download image](#)



Post 2

Don't have life insurance? Getting coverage can be easy with an online application. And I'm here to help walk you through it.

[Download image](#)



Post 3

Don't have life insurance? It can be a simple process - you may even get approved without a trip to the doctor. And I'm here to help.

[Download image](#)



Post 4

Don't have life insurance? Get approved quickly - in as little as 24 hours after your telephone interview. And I'm here to help.

[Download image](#)



Post 5

Don't have life insurance? Get the coverage you need without leaving your home. I'm here to help (even remotely).

[Download image](#)



Social media marketing



LinkedIn campaign

Post 1

Having life insurance helps protect the ones you love. And getting coverage can be easy, simple and fast. Ask me how today.

[Download image](#)



Post 2

Having life insurance is important. And getting coverage can be easy with an online application. Ask me how today.

[Download image](#)



Post 3

Life insurance is important. And simple – you may even get approved without a trip to the doctor. Ask me how today.

[Download image](#)



Post 4

Life insurance is important. Get approved quickly – in as little as 24 hours after a telephone interview. Ask me how today.

[Download image](#)



Post 5

Life insurance is important. And you can get the coverage you need without leaving your home. Ask me how today.

[Download image](#)



Email marketing



How it works:

1. The same email copy comes with three different header image options (shown below) and two file formats. Choose a header image and download the zip file. Then select the appropriate file format for your email marketing process: HTML if you plan to send the email using a marketing platform such as MailChimp® or Constant Contact, or OFT if you plan to send via Outlook.
2. Insert your logo and add the necessary information to the disclosure block: company name, contact information and marketing unsubscribe language.
3. Enter the email's subject line: Don't have life insurance? Getting it can be easy, simple and fast.
4. Select email recipients – remember that WriteFit Underwriting is meant for your healthiest clients between the ages of 18 and 60 – and send.

Image option 1

[Download email](#)



Image option 2

[Download email](#)



Image option 3

[Download email](#)



Learn how

WriteFit Underwriting can help you close cases faster than traditional underwriting.

1-888-413-7860, option 1 (independent brokerage)





Life insurance products contain fees, such as mortality and expense charges (which may increase over time), and may contain restrictions, such as surrender periods.

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