

# Business-building client content

## RETIREMENT PLANNING

Life insurance is here to provide a valuable death benefit. But if you're looking for ideas to help expand your business, there's an important market you don't want to miss: life insurance as part of a retirement plan.

Use the below resources for ideas to help position this offering, inform clients, or market your business on social media!

**Retirement Planning Consumer Flyer**

**Tax Diversification Consumer Flyer**

**Retirement Planning Consumer Video**

## Blog Posts:

Position yourself as a valuable resource and share value-add content on your social media accounts or directly with clients who you think would benefit from each topic.

- [How can a life insurance policy help with retirement](#)
- [Unexpected costs in retirement you should know about](#)

## Social Posts:

Did you know, nearly half of all people have turned to a social media platform to look for financial information, including an advisor to work with?<sup>1</sup> Get social to stay top-of-mind and share these pre-approved posts on your platform of choice!

**41%** gave themselves a C- or lower on their retirement planning.

**NORTH AMERICAN**  
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- ✓ Financial help to your family in a time of need
- ✓ Supplement to retirement income
- ✓ Pay medical bills during an illness

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1. 2020 Insurance Barometer Study, LIMRA and Life Happens

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