



Let's Connect

About long-term care

Follow these steps to implement:

- 1 Download the images and save them to your computer.
- 2 Copy the text from our content library below and upload with the corresponding image to your LinkedIn, Twitter, Instagram or Facebook.

NOTE: Financial professionals affiliated with LFA and LFS are required to use Hearsay Social for all social interactions. These materials are available on Hearsay Social now. To learn more about Hearsay Social, please go to LFAConnect or LFSCConnect. Financial professionals not registered with LFA or LFS should adhere to their Compliance standards. To access additional Let's Connect content, please see Lincoln Solutions Center > Planning tools & resources > Sales materials & resources > Spark the Conversation.

Additional connection resources

For more tools and materials to help you connect with clients, access the following resources:

- Let's Connect: Increase your social interactions with clients and prospects
- Spark the Conversation: Long-term care
- Long-term care social media campaign

Content library



Post 1

Text: Engaging the entire family when planning for #LTC expenses helps provide everyone peace of mind about the future. Let's work together to create a long-term care plan that involves both you and your family today.
Link: [Link to financial professional website](#)



Post 2

Text: This recent study shows that consumers recognize the value of long-term care insurance. If you want to learn more about how it can benefit you and your family, schedule an appointment with me today!
Link: [LFG: Solutions to fund long-term care needs](#)



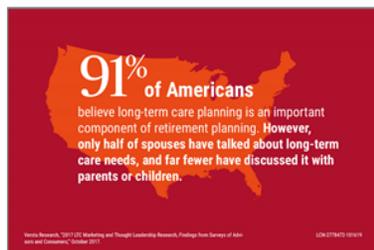
Post 3

Text: Neglecting to adequately plan for long-term care costs can create financial hardship during retirement. Let's talk about how we can incorporate long-term care planning into your financial strategy to help boost your confidence.
Link: [LFG: Long-term care costs digital experience](#)



Post 4

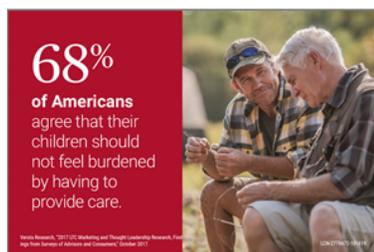
Text: Americans are living longer than ever before, and with continually rising health care costs, the need for #LTC becomes more of a "when" than an "if" situation. Schedule an appointment with me today to discuss how long-term care fits into your financial plan.
Link: [LFG: Long-term care planning webpage](#)



Post 5

Text: I can help you and your families feel confident about the future by getting you prepared for any long-term care needs. Schedule an appointment with me today to discuss where long-term care fits into your financial plan.

Link: [Link to financial professional website](#)



Post 9

Text: If you're like many Americans, you wouldn't want your children to feel burdened to provide your long-term care. Set up an appointment with me to help you and your family create a strategy that everyone is on the same page for.

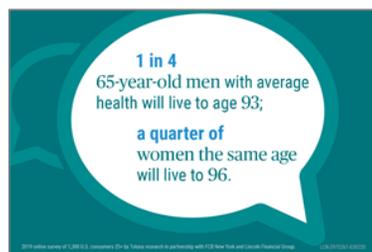
Link: [Link to financial professional website](#)



Post 6

Text: Planning for long-term care needs earlier when you're presumably healthier can make the policy more affordable with greater care benefits and options. Let's talk about how incorporating long-term care planning can benefit you and your family in the long run.

Link: [LFG: Long-term care planning webpage](#)



Post 10

Text: While it might make sense at first, maintaining a healthy lifestyle doesn't mean you'll avoid long-term care needs. The longer you live, the higher your cost of care could be. Meet with me to discuss how to plan for this potential cost as part of your financial plan.

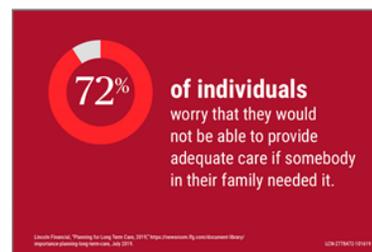
Link: [LFG life expectancy calculator](#)



Post 7

Text: Retirees are living longer than ever before, and with continually rising health care costs, the need for a long-term care solution becomes more of a "when" than an "if" situation. Schedule an appointment with me today so we can talk about the importance of incorporating long-term care planning into your financial strategy.

Link: [Link to financial professional website](#)



Post 11

Text: Long-term care services are often attached to significant costs that can impact every phase of the wealth lifecycle. Now is the time to start talking about long-term care needs. Schedule an appointment with me today to make sure you're prepared for any #LTC expenses down the road.

Link: [LFG: Solutions to fund long-term care needs](#)



Post 8

Text: The more you talk to your loved ones about long-term care, the better you can plan, protect and retire. Let me help you start a conversation that matters by scheduling an appointment with me today!

Link: [The \(Un\)Spoken Plan](#)



Post 12

Text: I can help you build a comprehensive strategy that includes #LTC, so you can rest assured knowing that you're prepared for the tough emotional and financial decisions you may need to take on later down the road. Schedule an appointment with me today!

Link: [Link to financial professional website](#)



Utilize these resources to *connect* with clients and help make long-term care planning part of their retirement strategy.

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