



Let's get awkward
marketing kit
Advisor guide

Campaign overview

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At Legal & General America, we are thankful for your ongoing support and partnership. We know for many consumers one of the biggest barriers to getting life insurance is simply the idea of having that awkward conversation.

So we've developed a marketing kit to help overcome that barrier and with the goal of helping protect more families and loved ones. As we like to say, "Let's Get Awkward" and talk about life insurance.

In this kit you will find:

- Your roll-out plan
- Talking points for overcoming objections
- Client facing communications
- Email signature
- Flyers
- Social posts
- Client worksheet
- Client what to expect one pager

We hope you find this content useful as you connect with your customers and prospects.

Let's get awkward: Calendar



	Monday	Tuesday	Wednesday	Thursday	Friday
Week one	Send communication #1		Post to social media		
Week two	Mail postcard	Send communication #2 and post to social media		Post to social media	Follow up phone call
Week three	Send communication #3	Post to social media		Post to social media	
Week four	Post to social media		Follow up phone call		

Let's get awkward: Week 2



Mail postcard	Send communication #2 (Attach customer flyer #1)	Post to social media 2x (Tuesday & Thursday)	Follow up phone call to set an appointment
<p>Download </p>	<p>Letter #2:</p> <p>Instructions:</p> <ul style="list-style-type: none"> • Copy/paste this message into a document. • Customize or use merge fields in areas shown in blue. • Print on your stationery. • Print the "Gameplan" worksheet and enclose it with your letter. • Send to prospects. <p><First></p> <p>One awkward life insurance conversation can put your loved ones on the path to a brighter future, protecting your home mortgage, securing college funds or simply enabling your family to maintain their lifestyle. And it's easy to get started.</p> <p>With Legal & General America's term life insurance, you can be approved with a simple health and background check. If qualified, you'll get approved as soon as you hit "Submit." All you need to get started is just some basic personal information.</p> <p>To learn more, schedule time to talk with me today!</p> <p><Your Contact Info></p> <p><small>Legal & General America life insurance products are underwritten and issued by Banner Life Insurance Company, Urbana, MD and Banner Term Life Insurance Company of New York, Valley Stream, NY. Banner products are distributed in 41 states and in DC. Within these products are available exclusively in New York. Banner does not solicit business there. The Legal & General America companies are part of the worldwide Legal & General Group. Offer policy form # ACC21-0101 and state variations. In New York, offer policy form #RT1001-NY. Two-year contestability and suicide provisions apply. Policy descriptions provided here are not a statement of contract. Please refer to the policy form for full disclosure of all benefits. ©LH 12/16/2023</small></p> <p>Download </p>	<p>Tuesday</p> <p>According to Legal & General America's recent survey, Americans want to avoid an awkward conversation with their bosses the most. Glad to see "advisor" didn't make the list! I'm looking forward to connecting when you're ready to have the life insurance conversation. #LetsGetAwkward</p> <p>Thursday</p> <p>When it comes to life insurance, I'm definitely in the "let's chat" category. How about you? #LetsGetAwkward</p> <p>Download </p>	<p>Hi X, Following up on my recent communication. I know talking about life insurance can feel awkward, but do you have a few minutes?</p>

Let's get awkward: Week 3



Send communication #3

Letter #3:

Instructions:

- Copy/paste this message into a document.
- Customize or use merge fields in areas shown in blue.
- Print on your stationery.
- Print the "compareplan" worksheet and enclose it with your letter.
- Send to prospects.

<First>

Ready to embrace the awkward life insurance conversation? Legal & General America (LGA) has a digital application process that makes securing coverage easy. LGA's digital application can be completed in as little as 20 minutes. Complete your application online anytime, anywhere.

- Digital application with potential for no health exam or blood work required
- Applications may be approved as soon as you hit "Submit"
- Coverage starts as soon as you make the initial payment
- Terms range from 10 to 40 years
- Choose a death benefit ranging between \$250,000 and \$2,000,000

Call me for a quick quote today!

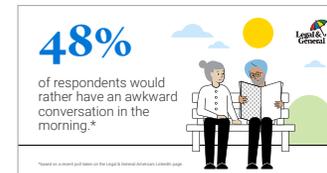
<Your Contact Info>

Legal & General America life insurance products are underwritten and issued by Banner Life Insurance Company, Missouri, MD and William Penn Life Insurance Company of New York, Valley Stream, NY. Banner products are distributed in 49 states and in DC. William Penn products are available exclusively in New York. Services may not be available in all states. The Legal & General America companies are part of the worldwide Legal & General Group. All coverages have a 30-day free-look period. In New York, NY, coverages have a 10-day free-look period. Please refer to the policy forms for full disclosure of all benefits and limitations. ON 12162224

Download 

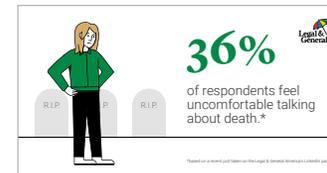
Post to social media 2x

Tuesday



There's never a right time to have a tough conversation. But a new survey from Legal & General America reveals that people tend to prefer a "the earlier, the better" approach. What's your go-to timeslot? #LetsGetAwkward

Thursday



Well, that was awkward...

Now you know why you keep pushing life insurance down on your list – people don't like talking about anything related to it. Just remember, getting comfortable with discussing death can mean a brighter tomorrow for your loved ones. #LetsGetAwkward

Download 

Let's get awkward: Week 4



Post to social media 1x



Of all the things people talk about, life insurance may be the most awkward. After all it's the one financial tool you don't get to use yourself. But it can help create a brighter future for your loved ones, and that's worth a few uncomfortable minutes, right? To learn more about how Legal & General America's flexible term policy can help protect your family for years to come, contact me!

Download 

2nd round of phone outreach to set an appointment



Hi X, Checking in again to see if you have a few minutes to discuss potential life insurance policies, it doesn't have to be as awkward as many think.

