



Dispel millennial myths campaign in a box

Advisor guide
4-week campaign inside

Dispel millennial myths

Millennials need life insurance. Between the ages of 27 and 42, this generation represents a significant opportunity for the insurance and financial planning industries.

The problem? Misconceptions are deterring millennials from buying the coverage they need. According to the LIMRA 2022 Insurance Barometer Study:

- 55% of millennials have no life insurance at all.
- 35% of millennials feel that life insurance is too expensive.
- One-third of millennials say they haven't purchased life insurance because they don't think they would qualify or they haven't been approached.

Our goal is to outfit you with tools to dispel myths, inspire interest and persuade millennials to find out just how affordable and accessible life insurance can be.

Download the entire campaign [▶](#)



Campaign overview

This campaign provides marketing tools to fuel a 4-week campaign. The resources are evergreen so you can continue to use them after the campaign ends. They are also compliance-approved.

The materials are designed to dispel common myths and to share the dollars and sense of buying term life insurance early.

Millennials don't like to be sold. They are known for doing their own fact-checking before they buy, so we simply need to get their attention, spark some thought, and provide tools to help them make their own informed decisions.

Week one:

Dispel myth #1: I don't need life insurance yet.

Week two:

Dispel myth #2: I don't need 40 years of coverage.

Week three:

Dispel myth #3: Life insurance is for old people.

Week four:

Dispel myth #4: I can wait and buy later.

Sales & marketing considerations

- **Clarify your picture of the target market.** When some people hear the term “millennials,” they think about college students, but millennials have grown up. They are prime life insurance buyers with careers, houses and kids. According to [Pew Research](#), they are between 27 and 42 years old in 2023.
- **Look for aspiring climbers.** LGA research suggests that younger life insurance buyers have moderately high income and gravitate toward a refined lifestyle. Financial security is important and they are careful with their money.
- **Leverage post-COVID timing.** According to the 2022 LIMRA Barometer study, 44% of millennials said they were more likely to purchase coverage in the next year because of COVID.
- **Discuss affordability early.** Many millennials think life insurance is too expensive.

**8 in 10
millennials
overestimate the cost
of life insurance.**

Source: 2022 LIMRA Barometer Study

Additional considerations

- **Don't be pushy or salesy.** Millennials don't want to be sold. They like to do their own fact checking. You simply need to provide resources and guidance.
- **Promote 35- and 40-year terms for the best life insurance value.** Lock in coverage while you are young and healthy.
- **Emphasize the dollars and sense of buying young.** Term life is a savvy way to prepare for future success just like budgeting and contributing to your 401(k).
- **Promote the flexibility of owning your own coverage.** It's a foundation that enables occupational and entrepreneurial flexibility.
- **Offer a supplementary policy if they have group coverage provided at work.** Don't assume work is enough or that the job will never change.
- **Recognize that their incomes are accelerating.** Millennials will probably upgrade their home and lifestyle several times in the years to come. Offer large death benefit to carry them through these changes.
- **Underwriting is not prohibitive.** Don't let health issues stand in the way of applications. Women can apply while they are pregnant. If prospects have completed physical lab work in the past 18 months they may qualify for lab-free approval.

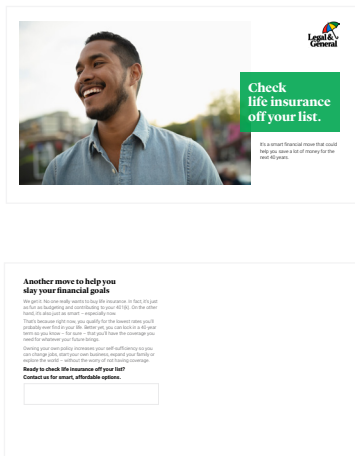
Week one:

Goal: Dispel myth #1: I don't need life insurance yet.
Help millennials understand why they need life insurance now.

Download a ZIP file of campaign elements for week one



Customize, print and mail the postcard

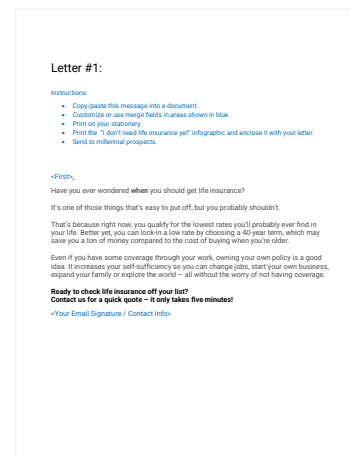


US Mail will take a few days, so don't wait!

Consider using a print/mail partner to manage processing. If you don't have a local source, consider ModernPostcard.com. This is a sumo size postcard - 11x6.

Download

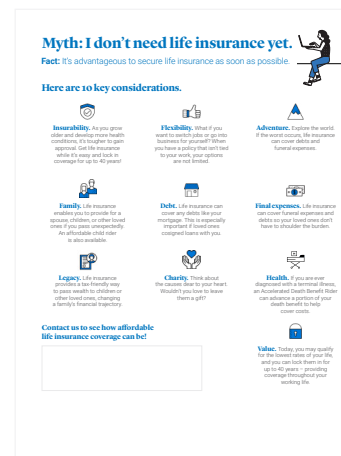
Send communication #1 using this template



Make sure to include the client handout with your communication.

Download

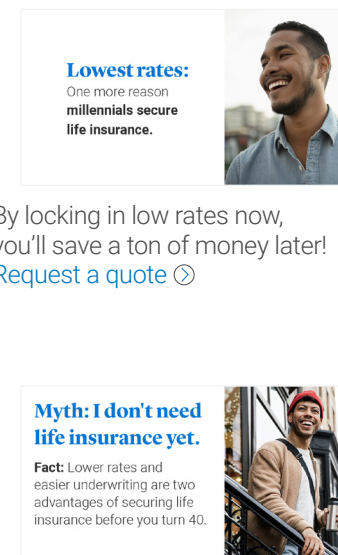
Promote the "don't need" client handout



- Attach to emails.
- Enclose with letters.
- Share in client meetings.
- Post to your website.

Download

Schedule two social posts



You'll need life insurance for all the wonderful experiences ahead. If you buy it before you turn 40, you can secure protection at significantly lower rates, compared to the cost of buying it when you're older. [Request a quote](#)

Download

Create buzz

Share this guide with all producers.

Ask your Boomer and GenX clients for an introduction to their adult children.

Consider a millennial sales incentive.

Get active on social media if you haven't already.

Post client handouts to your social business pages.

Goal: Dispel myth #2: I don't need 40 years of coverage.
Show millennials how life insurance will be there for all life's milestones.



Additional outreach

Week three:

Goal: Dispel myth #3: Life insurance is for old people.
Help millennials understand how life insurance can work for them.

Download a ZIP file of campaign elements for week three



Send communication #3 using this template

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 "Only old people need life insurance" handout and enclose it with your letter.
- Send to individual prospects.

<First>

Some people believe the myth that life insurance is only for old people. The truth is that it's a smart idea for anyone who has income, debt, loved ones and legacy goals.

For example, Jennifer purchased a term life policy when she was 25. If she dies, her policy will provide for her nephew's education. It will also cover the cost of her funeral, and the student loans her parents co-signed, so they aren't financially burdened. Best of all, she only paid \$14.77 per month and she locked that rate in for the next 40 years!

Joshua is a 36-year-old father of three. As the primary caregiver for his elderly mother and children, he was inspired to buy life insurance because he wanted to make sure that his mother and his wife could afford to hire caregivers if he passed. He paid \$22.98 per month for his policy, which seemed a small price to pay for such great peace of mind.

As you can see, life insurance is a smart financial decision for people in their 20s, 30s and beyond.

**Is it time to check life insurance off your list?
Contact us for a quick quote – it only takes five minutes!**

[<Your Email Signature / Contact Info>](#)

Make sure to include the client handout with your communication.

Download

Promote the "old people" client handout

Myth: Only old people need life insurance.
Fact: Life insurance is a smart idea for anyone who has income, debt, loved ones and legacy goals.

Here are some examples of different ways to make life insurance work for you.

Profile	Jennifer: 25-year-old freelance graphic artist	Joshua: 36-year-old stay-at-home dad	Nicole: 32-year-old restaurant manager
	<ul style="list-style-type: none">• Single, no kids• 4-year-old nephew• Rents• Earns \$26K• No existing life insurance	<ul style="list-style-type: none">• Married• Three kids, 1, 5 and 6• Has mortgage• Caring for disabled mother• No existing life insurance	<ul style="list-style-type: none">• Single• Two kids, 3 and 5• Rents• Earns \$20K• Has job-based life policy worth \$100K
Legacy goals	<ol style="list-style-type: none">1. Provide for her nephew.2. Ensure her parents aren't saddled with debt from estate co-signed loans.3. Cover final expenses.	<ol style="list-style-type: none">1. Cover the cost of care for his three children.2. Cover mounting home costs for his mother.3. Relieve the financial burden for his wife.	<ol style="list-style-type: none">1. Provide for her two children.2. Cover final expenses.3. Maintain life insurance if she switches jobs.
Life insurance game plan	She purchases a 30-year term life policy with a benefit of \$250,000. Estimated cost: \$14.77 per month.	He buys a 20-year term life policy with a benefit of \$500,000. Estimated cost: \$22.98 per month.	She purchases a 20-year term life policy with a benefit of \$100,000. Estimated cost: \$16.74 per month.

[Read about Hannah and Andrew on the next page](#)

- Attach to emails.
- Enclose with letters.
- Share in client meetings.
- Post to your website and company social pages.

Download

Schedule two social posts

Myth: Only old people need life insurance.
Fact: Life insurance is a smart idea for anyone who has income, debt, loved ones and legacy goals.

Millennials from all walks of life secure life insurance to achieve a wide range of goals. Ask us how to make life insurance work for you. It's more affordable than you think! #lifeinsurance
[Request a quote](#)

Insurability:
One more reason millennials secure life insurance.

As you grow older and develop more health conditions, it's tougher to qualify. Secure life insurance while it's easy and lock in coverage for up to 40 years!
[Request a quote](#)

Download

Additional outreach

Audit your website. How well is term life insurance represented? Add a life insurance page if you don't already have one. Also post about a life insurance topic on your blog at least once each quarter.

Is your company giving back to its community? Share any outreach on your website. Millennials prefer to support organizations that are doing good in the world.

Goal: Dispel myth #4: I can wait and buy later.
Help millennials calculate the high cost of waiting to buy.



Additional outreach

Download

Download

Download

Train your team to consistently cross-sell. Anytime you sell another line of insurance, be sure to ask if they need term life insurance, and consider running a free quote to show them how affordable it can be.

[Download the entire campaign](#)



Keep on dispelling millennial myths

Now that you have life insurance materials designed for the millennial audience, you can keep using them throughout the year. Share social posts every week and actively promote cross-selling.

Millennials are the newest generation of life insurance buyers.

Partner with them now to secure a stronger future.

