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.
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.
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.

<table>
<thead>
<tr>
<th>Customize, print and mail the postcard</th>
<th>Send communication #1 using this template</th>
<th>Promote the “don’t need” client handout</th>
<th>Schedule two social posts</th>
<th>Create buzz</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
<td><img src="image5.png" alt="Image" /></td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th><strong>Letter #1:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction:</strong></td>
</tr>
<tr>
<td>• <strong>Insurability.</strong> As you grow older and develop more health conditions, it’s tougher to gain approval. Get life insurance as soon as possible.</td>
</tr>
<tr>
<td>• <strong>Legacy.</strong> By locking in low rates now, you’ll save a ton of money later! Request a quote</td>
</tr>
<tr>
<td>• <strong>Adventure.</strong> The right life insurance can advance a portion of your savings to support your (outstanding) adventurous spirit</td>
</tr>
<tr>
<td>• <strong>Final expenses.</strong> If the worst occurs, life insurance can ensure that your loved ones are taken care of.</td>
</tr>
<tr>
<td>• <strong>Spouse, children, or other loved ones if you pass unexpectedly.</strong></td>
</tr>
<tr>
<td>• <strong>Coverage for up to 40 years!</strong></td>
</tr>
<tr>
<td>• <strong>Insurable.</strong> Consider using a print/mail service if you don’t have a local source, consider ModernPostcard.com. This is a sumo size postcard - 11x6.</td>
</tr>
</tbody>
</table>

**Make sure to include the client handout with your communication.**

**Download**

**Myth: I don’t need life insurance yet.**

Fact: It’s advantageous to secure life insurance as soon as possible.

Here are 10 key considerations.

1. **Insurability.** As you grow older and develop more health conditions, it’s tougher to gain approval. Get life insurance as soon as possible.
2. **Legacy.** By locking in low rates now, you’ll save a ton of money later! Request a quote.
3. **Adventure.** The right life insurance can advance a portion of your savings to support your (outstanding) adventurous spirit.
4. **Final expenses.** If the worst occurs, life insurance can ensure that your loved ones are taken care of.
5. **Spouse, children, or other loved ones if you pass unexpectedly.**
6. **Coverage for up to 40 years!**
7. **Insurable.** Consider using a print/mail service if you don’t have a local source, consider ModernPostcard.com. This is a sumo size postcard - 11x6.

**Attach to emails.**

**Enclose with letters.**

**Share in client meetings.**

**Post to your website.**

**Download**

**Lowest rates: One more reason millennials secure life insurance.**

By locking in low rates now, you’ll save a ton of money later! Request a quote.

**Myth: I don’t need life insurance yet.**

Fact: Lower rates and easier underwriting are two advantages of securing life insurance before you turn 40. 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**

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.

**Download a ZIP file of campaign elements for week one**

FOR ADVISOR USE ONLY
**Week two:**

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.

<table>
<thead>
<tr>
<th>Send communication #2 using this template</th>
<th>Promote the “40 years” client handout</th>
<th>Schedule two social posts</th>
<th>Additional outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make sure to include the client handout with your communication.</td>
<td>Attach to emails.</td>
<td>You have 40 years of milestones ahead - Life insurance will help you navigate them with greater peace of mind.</td>
<td>Drop copies of client handouts by local businesses such as daycares, gyms and larger employers. Offer to facilitate lunch or evening workshops, or host a webinar using these millennial resources to guide your agenda.</td>
</tr>
<tr>
<td>Download</td>
<td>Enclose with letters.</td>
<td>Life insurance will help you navigate them with greater peace of mind.</td>
<td>Download a ZIP file of campaign elements for week two</td>
</tr>
<tr>
<td></td>
<td>Share in client meetings.</td>
<td>Today, you may qualify for the lowest rates of your life, and you can lock them in for up to 40 years. Request a quote 📈</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Post to your website and company social pages.</td>
<td>What if you want to switch jobs or go into business for yourself? When you have a life insurance policy that isn't tied to your work, you can explore other opportunities. #lifeinsurance Request a quote 📈</td>
<td></td>
</tr>
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<td>Download</td>
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</tbody>
</table>

FOR ADVISOR USE ONLY
Week three:

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

Send communication #3 using this template

Promote the “old people” client handout

Schedule two social posts

Additional outreach

Download a ZIP file of campaign elements for week three

Make sure to include the client handout with your communication.

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

For Advisor Use Only

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. As you grow older and develop more health conditions, it’s tougher to qualify. Secure life insurance while it’s more affordable than you think! #lifeinsurance

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.

Insurability: Do millennials understand life insurance.

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

Download
Week four:

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

<table>
<thead>
<tr>
<th>Send communication #4 using this template</th>
<th>Promote the “good reason” client handout</th>
<th>Schedule two social posts</th>
<th>Additional outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make sure to include the client handout with your communication. Download</td>
<td>There's a good reason financially savvy millennials are buying life insurance now. [Image 287x264 to 328x303]</td>
<td>There's a good reason financially savvy millennials are buying life insurance now. [Image 433x207 to 451x222]</td>
<td>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.</td>
</tr>
<tr>
<td>• Attach to emails. • Enclose with letters. • Share in client meetings. • Post to your website and company social pages. Download</td>
<td></td>
<td>Many people don’t realize that you can “lock in” life insurance rates. If you buy while you’re young, you will save yourself a lot of money later on. Request a quote 📏</td>
<td></td>
</tr>
</tbody>
</table>

Life insurance provides a tax-friendly way to pass wealth to your children or other loved ones, changing a family’s financial trajectory. Request a quote – it’s more affordable than you think! 📏

Download a ZIP file of campaign elements for week four
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.