

BESTOW

Add some life to your business

Help existing clients with instant-decision
term life insurance.



Life in sales moves fast — and although “fast” may not be a word you associate with life insurance, Bestow is changing that. Now you can easily offer an instant-decision term life policy to your clients with no case management at all.

This 4-week starter kit makes cross-selling a breeze. Add value for your clients and income for yourself. It’s a win-win.



“This is a game changer—I am all on board.”

NICOLE J.
AGENT PARTNER

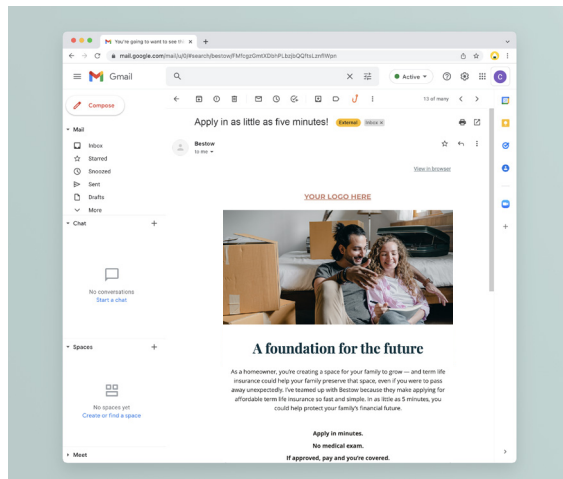
WEEK 1

Leverage existing client relationships

Send an Email

Reach out to existing clients about term life insurance. We've designed these html emails so all you have to do is add your unique sales URL.

Sample HTML email:
[A foundation for the future](#)

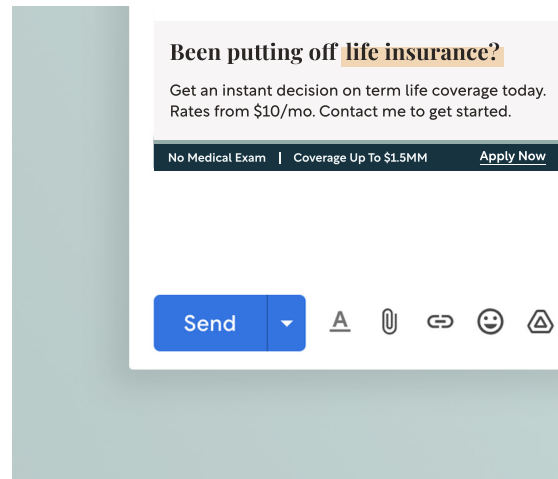


You've worked hard to establish relationships with your clients, and now you can leverage those relationships to start including life insurance in the conversation.

Add a Signature

Let clients know you can now help them with term life protection by including this graphic button in your regular email sign-off. You can also hyperlink it to your unique URL.

[Email signature here](#)



See Your Earning Potential

Fast sales with no case management? Yes, please. This flyer illustrates how offering a term life insurance policy to help meet the needs of your client can increase your revenue over time. See for yourself.

[Check out this one-pager](#)



WEEK 2

Promote the value of protection

Share This Video

Video is a great, easy way to engage. Share this short ad to get them thinking (and maybe laughing, which can't hurt).

[Share our 'Todd' video](#)

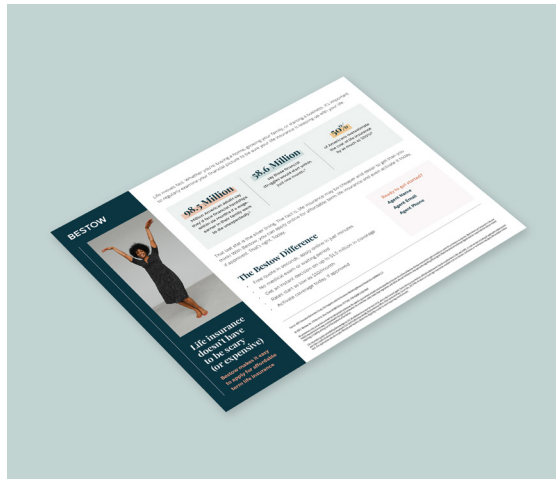


You've got insights into your clients' lives, so you're uniquely positioned to educate them about the importance of helping them bolster their family's financial future with life insurance.

Print This Flyer

This flyer helps underscore the benefits of term life insurance as an affordable means to help protect loved ones. Take one and pass it on.

[Check out this one-pager](#)

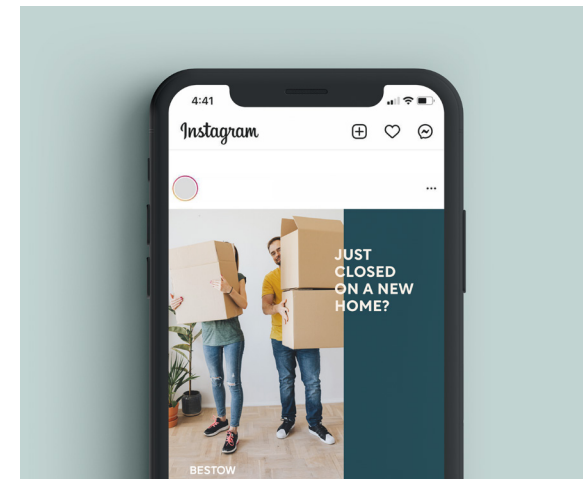


Post to Instagram & Facebook

Anyone in your network joining the homeowner club? Try sparking a conversation with this post directed at new homeowners.

Caption: New home? Congrats! Now's a good time to re-examine your life insurance needs. In just a few minutes, you could be approved for up to \$1.5M in term life insurance coverage. Contact me for more info.

[Check out this social media post](#)



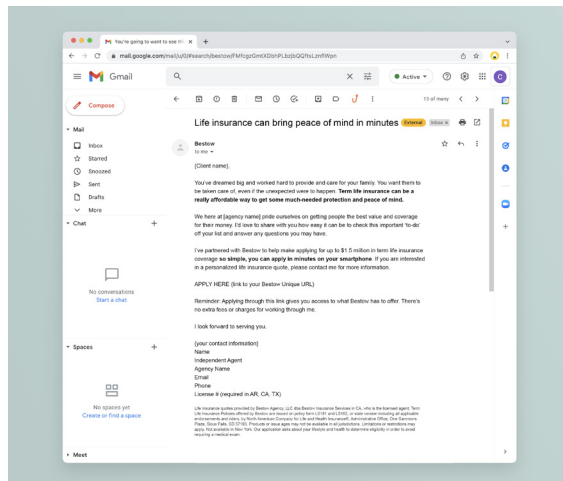
WEEK 3

Tailor your message

Send a Pre-written Email

We did the heavy lifting. Just download, add your custom sales URL, and send. Don't forget to include your unique URL.

[Pre-written emails here](#)

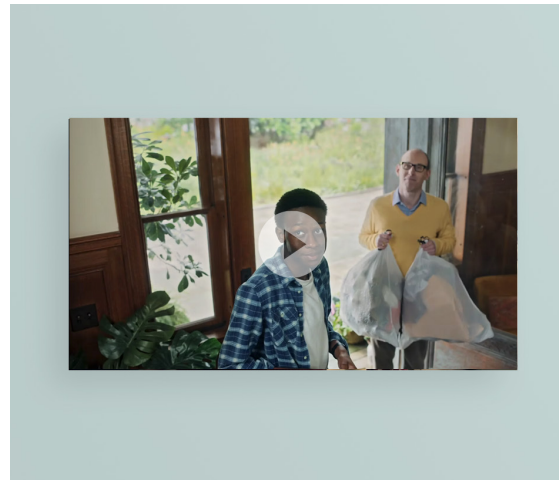


Listen to what people say about their lives. Their families. Their future plans. It'll help you fine-tune your messaging and connect the dots of how term life insurance could make a real difference in their lives.

Share This Video

Life insurance can be a tough topic to talk about, but the right humor can help. Share this short, funny ad to help break through and keep the conversation flowing.

[Share our 'Trash' video](#)



Share This Flyer

This leave-behind helps new homeowners understand the value of getting term life insurance with Bestow.

[Check out this flyer](#)



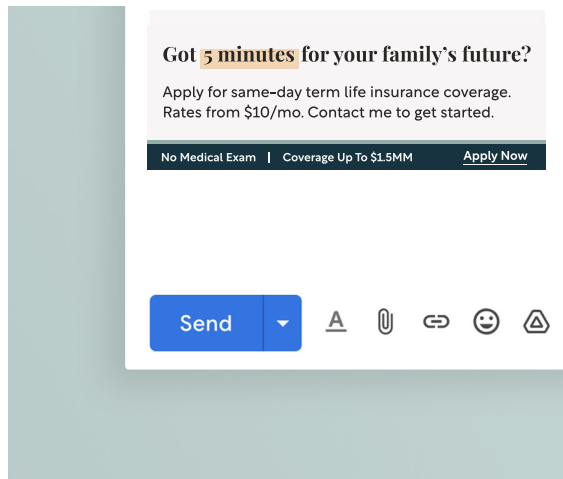
WEEK 4

Keep the conversation going

Add Our Email Button

If you haven't yet added this button to your email signature, now's the time! Link it to your unique URL so any resulting sales are credited to you.

[Email signature here](#)



By now, you're building momentum and hitting your stride. Our ready-to-use assets make it easy to spend tiny amounts of time each week keeping the conversation going.

Send A Postcard

With a few customizations (like adding your contact info and unique URL), this marketing postcard is professional, informative, and print-ready.

[Check out this postcard](#)

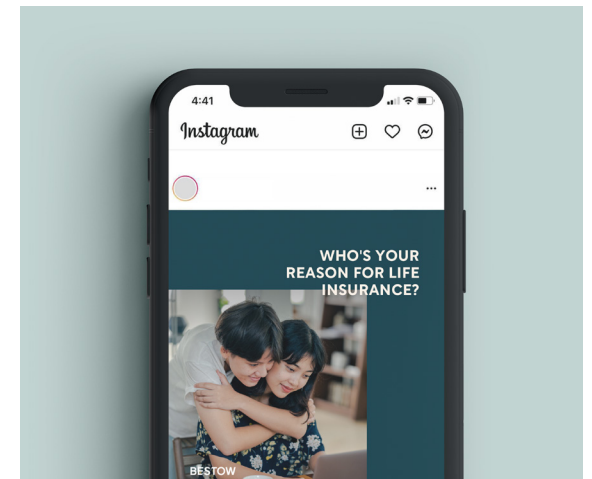


Post to Social Media

Keep leveraging your network on social media. Try this post, which identifies newlyweds as a great term life candidate.

Caption: Finding your person is a big deal. So is financially protecting them! DM me to learn about a fast, easy way to apply for instant-decision term life insurance with rates as low as \$10/mo.

[Check out this social media post](#)



WEEK ...ANYTIME!

Spark the conversation

Unsure how to slip life insurance into your current client conversations? We've compiled a few conversation-starters that you might find helpful.

“I wanted to update your file... where do you have your life insurance?”

I don't have any:

Thanks for letting us know. You know, life insurance can seem expensive and time consuming to get, but it can often be way more affordable and much simpler than you might think. We're working with Bestow, so an application takes only minutes, and rates start as low as \$10 a month.

I have it through work:

Excellent — I'll note that in your file. I do want to mention that, if you ever change jobs, your life insurance probably doesn't come with you. If your new employer doesn't offer it — and in the event that you developed a health condition since then — you may not qualify. We can quickly review your options and get a quote for your term life insurance completed in as little as 5 minutes.

I have a separate policy with _____ carrier:

That's great news, I love to hear that. Have you had any life changes since you purchased that coverage? (bought a house, had a kid)? I ask because sometimes we get coverage and then outgrow the coverage amount in a few years. We can do a quick review of your coverage if you like, and I can go ahead and look into that option as I'm reviewing your quotes.

Other Discussion Points

“When's the last time our agency reviewed your life insurance coverage?”

“I want to be sure we take the time to talk about the most important policy my agency offers: It's the policy that can help protect your family's future.”

“As part of our agency's commitment to your family, we want to make sure they have some financial protection if something ever happened to you.”

Consider telling a brief real-life story about life insurance: “Ever since ___ happened to my ___, I'm committed to making sure that I at least offer life insurance to all of my customers. Can I run a quick quote for you to see what you'd be looking at in terms of a monthly cost? It's often much cheaper than many people think.

BESTOW

Want to see all the great assets we've created to help you easily cross-sell term life insurance?
Visit your Bestow Agent Hub at agents.bestow.com/agent-resources.

If you've got specific questions, we'd love to help.
Contact Serena O'Brien at serena@bestow.com

FOR AGENT USE ONLY.

Life insurance quotes provided by Bestow Agency, LLC dba Bestow Insurance Services in CA, who is the licensed agent. Term Life Insurance Policies offered by Bestow are issued on policy form LS181 and LS182, or state version including all applicable endorsements and riders, by North American Company for Life and Health Insurance®, Administrative Office, One Sammons Plaza, Sioux Falls, SD 57193. Products or issues ages may not be available in all jurisdictions. Limitations or restrictions may apply. Not available in New York. Our application asks about your lifestyle and health to determine eligibility in order to avoid requiring a medical exam.