

## Living Benefits – Social Media Calendar

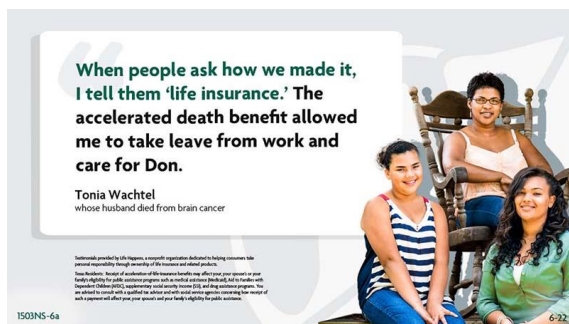
Use this guide to share engaging content on your social media channels on living benefits and the important part they can have as part of an overall financial plan!

### How to use:

- Click 'Download image' to open link
- Right click the image and choose 'Save As' and download to your device
- Upload image to your social channel
- Copy/paste the corresponding content to your social post

Be sure to share one to two posts each week for the best engagement with your followers. And don't forget to incorporate other resources from the shareable content page!

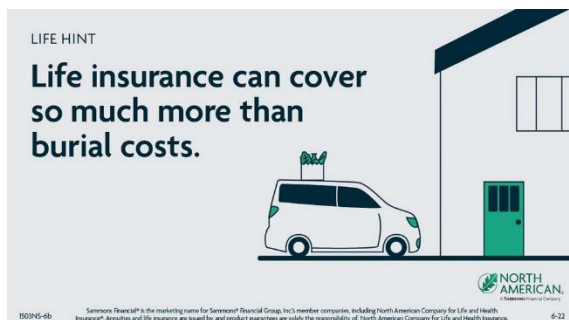
### Post Image



### Post Copy

Life insurance can help offer confidence for you, and protection for your family. Get in touch with me today.

[Download image](#)



Life insurance can offer financial stability in times of need, supplemental income, assistance with medical bills, and more.

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It might not seem like “table talk,” but having conversations about the future can be a game-changer.

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**MYTH**

Life insurance  
is only for  
final expenses.

**FACT**

Life insurance can provide  
living benefits, cover your  
family's expenses after  
you're gone, and help you  
leave a financial legacy.

Texas Residents: Receipt of acceleration-of-death benefits may affect your spouse's or your family's eligibility for public assistance programs such as medical assistance (Medicaid), Aid to Families with Dependent Children (AFDC), supplementary social security income (SSI), and drug assistance programs. You are advised to consult with a qualified tax advisor and with social service agencies concerning how receipt of such a payment will affect your spouse and your family's eligibility for public assistance.

1503NS-6d

6-22

Life insurance can do more for you and your family than you might think.

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**MYTH**

I won't be here to  
spend the life  
insurance benefit.

**FACT**

Policies can include living  
benefits, which allow you  
to access some of the  
proceeds before you die.

Texas Residents: Receipt of acceleration-of-death benefits may affect your spouse's or your family's eligibility for public assistance programs such as medical assistance (Medicaid), Aid to Families with Dependent Children (AFDC), supplementary social security income (SSI), and drug assistance programs. You are advised to consult with a qualified tax advisor and with social service agencies concerning how receipt of such a payment will affect your spouse and your family's eligibility for public assistance.

1503NS-6e

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Get the facts. Life insurance can benefit you and your family while you're living.

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The living benefits of life insurance  
helped us while Mark was alive,  
and the policy continued to  
help me after he was gone.

—Juanita Flechsing,  
who lost her husband to lung disease



1503NS-6f

6-22

Ensure your loved ones are cared for today, tomorrow, and beyond with a life insurance policy that includes living benefits.

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The living benefits of Kelley's  
life insurance are doing just  
that—benefiting our lives.  
We've been able to get the  
equipment she needs and  
not have to worry about bills.

—Doak Snead,  
whose wife has Parkinson's disease



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6-22

Nothing like the reassurance knowing you and your family are cared for. Talk with me today about the best fit for you.

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