

North American - 2025 Life Insurance Value – Life Happens Social Media Resources

Use this guide to share engaging content on your social media channels!

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

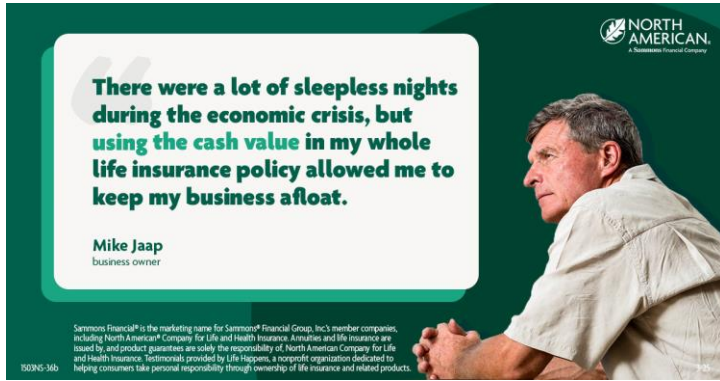
Cash Value

This is the portion that [accumulates](#) within a [permanent](#) life insurance policy, which can be accessed by the policyholder during their lifetime. This money builds up on a [tax-deferred basis](#) and can be used in the future for any purpose.

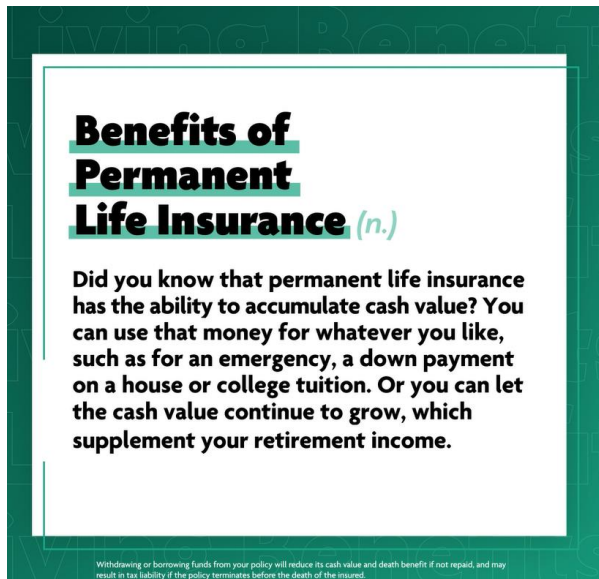
Note: Withdrawing cash value from a policy reduces the death benefit unless repaid.

In addition to death benefit protection, life insurance also has the ability to build cash value that can be accessed for any purpose.

[Download video](#)

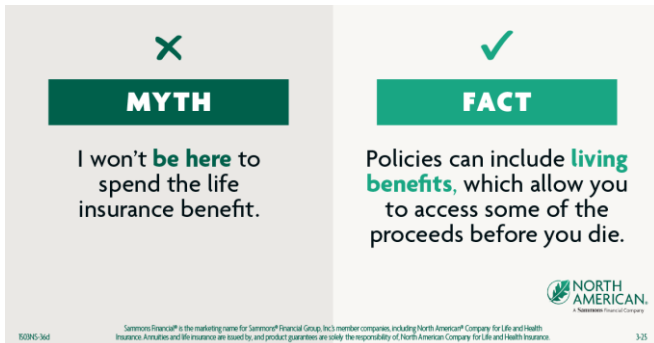
Post imagePost copy

In addition to death benefit protection, cash value from a life insurance policy can offer peace of mind and financial protection when you need it the most. Let's talk about your options!

[Download image](#)


With living benefits, life insurance can offer financial protection and flexibility for your loved ones while you're still living. Want to learn more? Reach out to me!

[Download video](#)

Post imagePost copy

In addition to death benefit protection, did you know living benefits from a life insurance policy can allow you to access funds for a qualifying illness while you're still living? I would love to share more. Contact me today!

[Download image](#)


In addition to death benefit protection, life insurance can be used in more ways than you might think. I'd love to help you discover all the ways a policy could be used to help your family's financial future.

[Download video](#)

Post imagePost copy

Did you know death benefit protection from a life insurance policy can provide protection while you're still living? You may have the wrong idea about life insurance. Talk with me today and discover all the options available to you..

[Download video](#)

People say they start **taking their finances seriously** around age **28**, and the older generations **wish they'd taken their finances more seriously** in their 20s (76%).

Source: Adalthood Across Generations, Life Happens, Sept. 2014

Sammons Financial® is the marketing name for Sammons® Financial Group, Inc.'s member companies, including North American® Company for Life and Health Insurance. Annuities and life insurance are issued by, and product guarantees are solely the responsibility of, North American Company for Life and Health Insurance.

©2014-14g

NORTH AMERICAN
A Sammons Financial Company

Life insurance shouldn't wait. Let's talk and help set yourself up for longterm financial success.

[Download image](#)