



Selling the Story

A Long-Term Care Marketing Concept March 2016



It's Hard to Sell without a Story

That's why we created the Marketing Concept Portfolio. This turnkey program includes educational tools and consumer materials to help you tell compelling stories your clients can relate to.

Every other month, you'll receive an email highlighting a marketing concept that illustrates how an LTCi policy can solve a problem or meet a specific need.

The Concept:

Using LTCi to Protect Retirement Income

Many people work a lifetime to accumulate assets designed to provide them with a comfortable retirement. The last thing they want is to have to use those assets to pay for the long-term care services they need.



How it Works

Let's say your client has \$200,000 in an account that's intended to cover living expenses during retirement. She plans to withdraw \$7,500 per month. Unfortunately, she may quickly discover her \$200,000 won't last very long or that \$7,500 per month won't cover all her expenses, especially if she needs long-term care services. Putting an LTCi policy in place to help cover the cost of care means your client's assets remain protected.

Materials Available



Advisor Training
Key Points



Client
Brochure



Prospecting
Postcard

Want More Concepts?

Go to [Sales Professional Access](#) for more information about Concept Marketing plus additional concepts to help you sell the story.

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