



Add some life to employer offerings

No cost for employers.
No case management for agents.

BESTOW

Adding Bestow's digital term life insurance application to your offerings is fast and easy. It means quick wins for employers, more options for employees, and a new revenue stream for you.

Employers: zero cost and no extra work for HR/benefits managers.

Employees: easy access to optional extra protection.

Agents: simple digital process with no case management.



“This was the easiest policy process I’ve seen and there’s no comparison. Client LOVED it.”

DANIEL O.
AGENT PARTNER

We've made it so easy.

This kit provides super quick, incredibly simple tips and tactics. Try at least one of these ready-for-market ideas every week. Each one takes just a few seconds, and soon you'll see how easy it is to build momentum and move the needle.

WEEK 1 4

Leverage existing client relationships

WEEK 2 5

Understand the value of Bestow

WEEK 3 6

Feature the right content and the right time

WEEK 4 7

Keep the conversation going

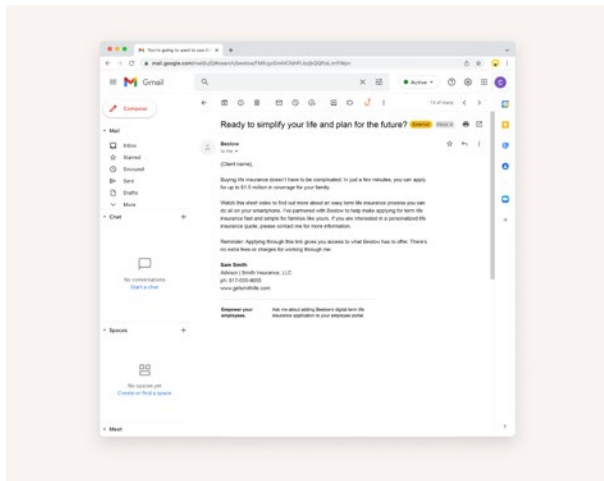
Leverage existing client relationships

OPTION 1

Send a Pre-Written Email

Reach out to existing employer group clients about life insurance. The messaging is ready for you to send – just add your unique URL.

[Pre-written email here](#)



You’ve worked hard to establish relationships with your employer clients, and now you can introduce a new option into your conversations: easy individual term life insurance with Bestow. No collecting/storing paperwork or files for a benefits manager. No limited enrollment period to monitor. Simply add an application link to the company portal. That’s it!

OPTION 2

Custom Signature Templates

Try using one of our customizable email signature templates to add some advertising muscle to your usual email sign-off.

[Email signature templates here](#)

OPTION 3

Share This Video

Short video, big message. Share this video to start the conversation. Employer contacts can do the same with their employees!

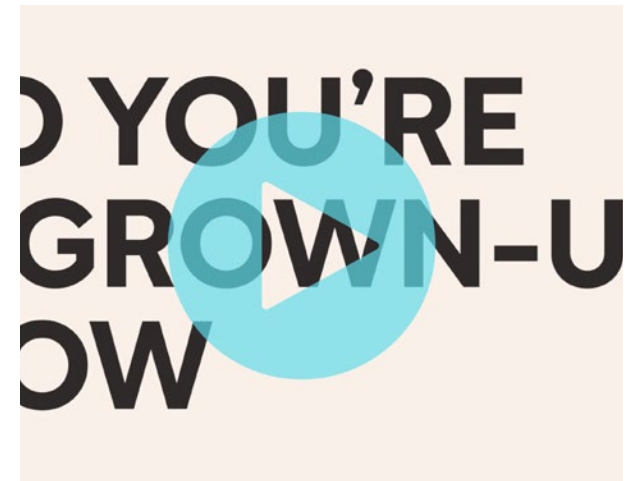
[Download our video here](#)

Watch this short video to find out more about an easy term life insurance do all on your smartphone. I've partnered with Bestow to help make ap insurance fast and simple for families like yours. If you are interested in insurance quote, please contact me for more information.

Reminder: Applying through this link gives you access to what Bestow do no extra fees or charges for working through me.

Sam Smith
Advisor | Smith Insurance, LLC
ph: 817-555-9055
www.getsmithlife.com

Empower your employees. Ask me about adding Bestow's digital term life insurance application to your employee portal.



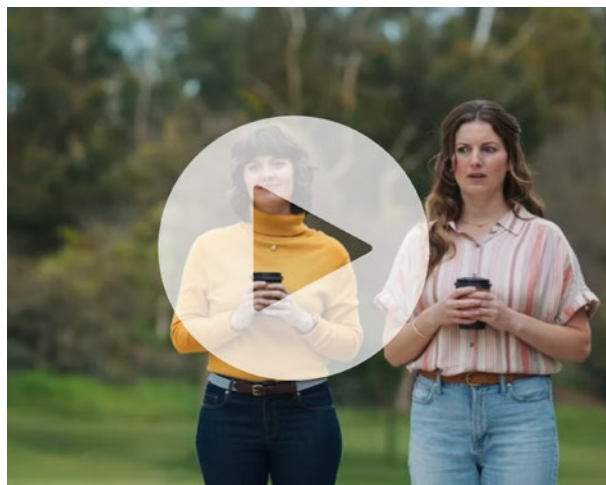
Protection has value — for employers and employees.

OPTION 1

Send This Video

Inform and entertain (and encourage your HR/benefits managers to do the same!) with this short Bestow ad on why term life insurance is important.

[Download our video here](#)



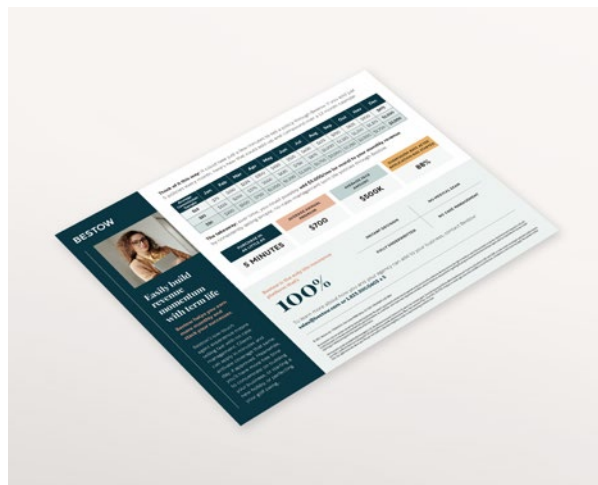
Help inform your clients about the importance of adding individual term life insurance to their offerings. Providing a way for employees to help protect their family’s financial future can add value all around.

OPTION 2

See Your Earning Potential

Fast sales and no case management? Check out how selling Bestow can add up to huge agent revenue over time. Not too shabby!

[View the numbers here](#)



OPTION 3

Share this flyer

Why choose Bestow? Count the reasons why term life insurance with Bestow could be a valuable option for employees and their families. Print or email – pass it on.

[Check out this flyer](#)



The right content at the right time.

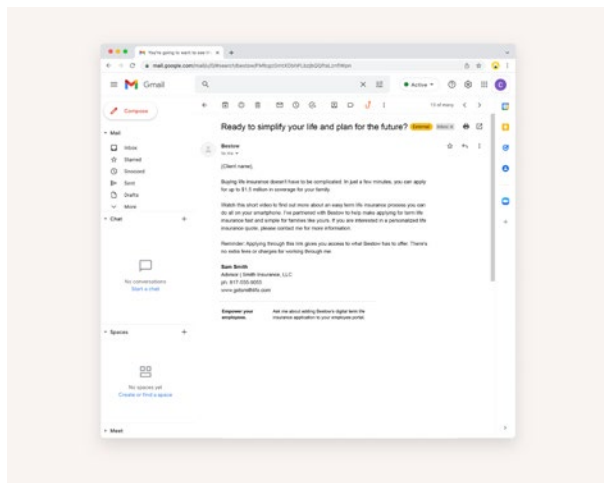
Some people prefer videos. Some like printed material. Connect with HR/benefits managers and other decision makers in the ways that work best for them.

OPTION 1

Share a Pre-Written Email

Provide HR/benefits managers with just the right wording to encourage employees to apply with Bestow. Make it easy for them to spread the word!

[Pre-written email here](#)

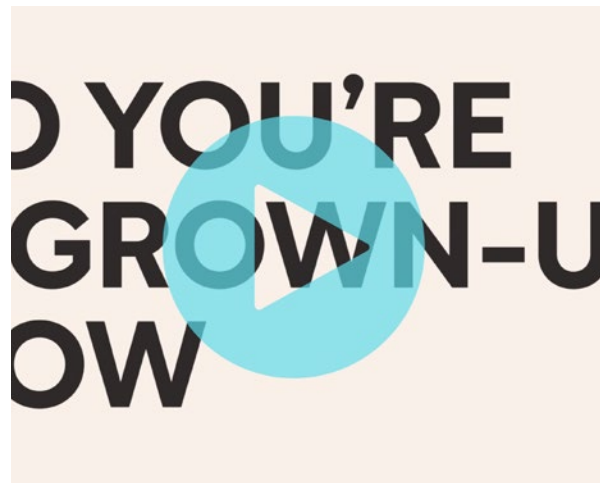


OPTION 2

Share This Video

If you didn't share the 15-second version of this video in Week 1, here's a 30-second version you can try. Term life insurance – let's do this.

[Download our video here](#)



OPTION 3

Share This One-Pager

No integration or portal changes, and that's just the beginning of why adding Bestow as an option for employees may be a good idea. Share with your favorite benefits/HR manager.

[Check out this one-pager](#)



Keep the conversation going

By now, you've established term life insurance with Bestow as a smart, simple value add for employers. Provide them tools to help spread the word about Bestow to their employees – adding term life insurance could help them provide some financial protection for their families.

OPTION 1

Consumer approved graphics

Make your clients' jobs easier with these employee-facing marketing materials.

Message 1

Have enough coverage for your families needs?

Message 2

Term life insurance has its benefits.

Message 3

How much does it cost to keep your family running?

Web

728x90
300x600

Web

728x90
300x600

Web

728x90
300x600

Email

600x300
360x640

Email

600x300
360x640

Email

600x300
360x640

Social

1080x1080
1200x627

Social

1080x1080
1200x627

Social

1080x1080
1200x627

OPTION 2

No life insurance? Share this.

This one-pager is for companies that currently offer no term life insurance for employees. This educational piece lets an employee know how important having some protection could be for their families.

- [Check out this one-pager](#)
- [Editable version](#)



OPTION 3

Some life insurance? Share this.

This employee one-pager is for sharing if the employer offers some life insurance, but it's around 2x employee's salary. It could benefit the employee to have more term life insurance, and here's why.

- [Check out this one-pager](#)
- [Editable Version](#)



BESTOW

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

If you've got specific questions, we'd love to help.
Contact us at sales@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®, West Des Moines, IA. 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.