

BESTOW

# Selling at the speed of life

Agent Sales Kit for fast, easy wins.



Life in sales is hectic and fast paced. We get it.  
That's why we've created this 4 week starter kit.  
We've outlined a few small, quick things you can do each week  
to foster relationships, promote Bestow, and get busy earning.



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

**DANIEL O.**  
AGENT PARTNER

## WEEK 1

# Ready, get set...

Now that you're set up to sell fast, easy term life insurance offered by Bestow, it's time to tell the world — and we've created assets to make that as easy as possible.

## 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](#)

## Print This Flyer

Check out our “Here When You Need Us” flyer. This customer leave-behind is a great top-level entry point into the value of term life, and what makes Bestow different.

[Check out this flyer](#)

## Send a Pre-Written Email

Our pre-written email templates let you create a communication that is incredibly easy and feels personal.

[Pre-written emails here](#)

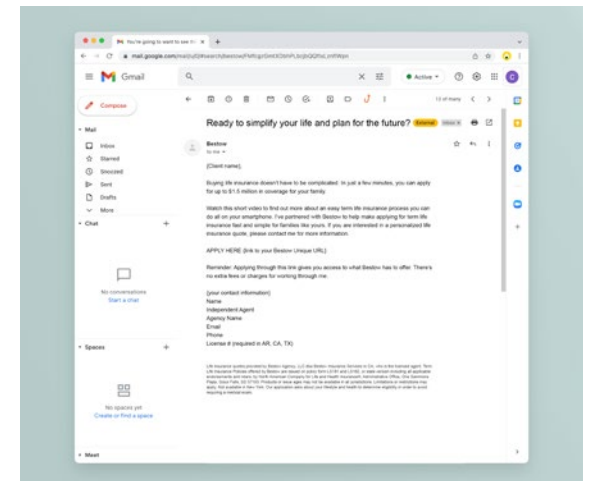
Buying life insurance doesn't have to be complicated. In just a few minutes you can get up to \$1.5 million in coverage for your family.

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

Reminder: Applying through this link gives you access to what Bestow has to offer. There's no extra fees or charges for working through me.

**Sam Smith**  
Advisor | Smith Insurance, LLC  
ph: 817-555-0055  
[www.getsmithlife.com](http://www.getsmithlife.com)

**Empowerment to your people.** Looking for affordable term life insurance? Reach out to learn more or [apply online >](#)



## WEEK 2

# Start a conversation.

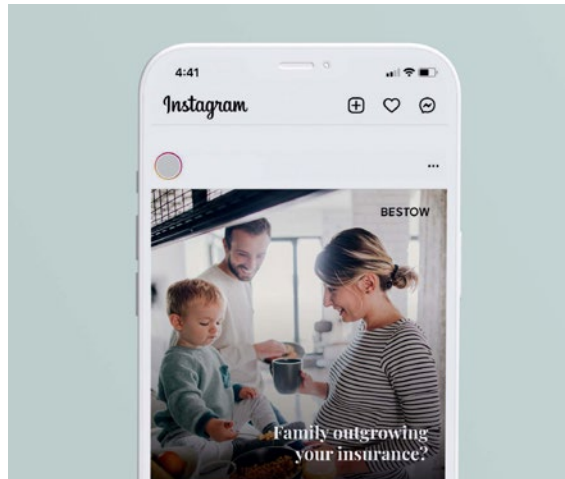
## Post to Instagram & Facebook

Anyone in your network joining the parent club? Try sparking a conversation with this post directed at new or expecting parents.

**Caption:** Apply for fast, affordable term life insurance today. There's no medical exam needed, and coverage starts at \$11/mo. Contact me today to learn more!

[Check out this graphic](#)

[Check out our social media assets](#)

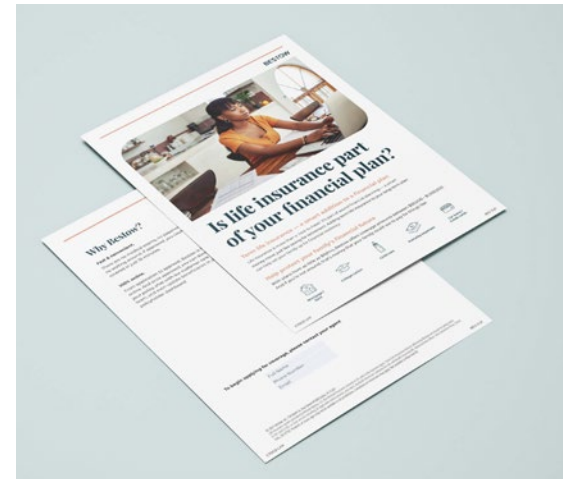


Sure, Bestow is fast, easy, and digital — but sales is a relationship business. Start conversations, leverage social media networks, and don't be afraid to get personal.

## Also Print This Flyer

This leave-behind is a great way in for someone interested in making smart money moves, but who perhaps hadn't thought of life insurance as part of that plan.

[Check out this flyer](#)

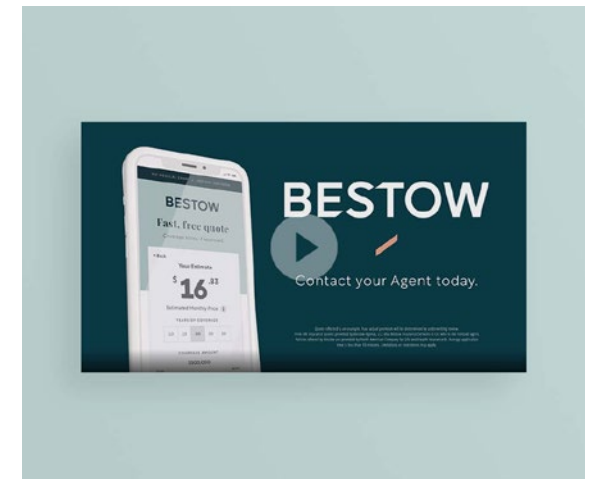


## Share an Ad

This short video ad is the perfect introduction to Bestow — life insurance for people who are too busy to get life insurance.

[Download our :15 sec video here](#)

[Download our :30 sec video here](#)



## WEEK 3

# Promote the value of protection.

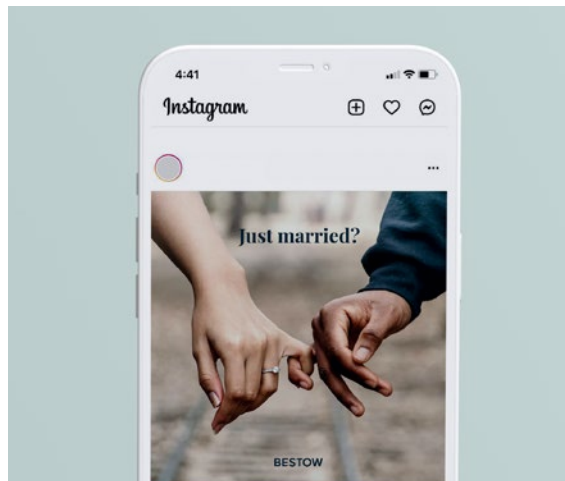
## Post to Instagram & Facebook

Try this ready-to-use post targeting newlyweds in your network. It could help someone work up the courage to pop the big question: “Will you be my beneficiary?”

**Caption:** Now’s the time to think about your coverage needs. Apply for affordable term life insurance in as little as 5 minutes, and have coverage today, if approved. No medical exams. No needles. Just coverage for your growing family. Contact me today to learn more!

[Check out this graphic](#)

[Check out our social media assets](#)



You’re in the people business — and wouldn’t you know it, so are we! Life insurance is all about protecting people. Family. Loved ones. Close friends.

## Send an Email

Our customizable HTML email template lets you create a communication that looks slick but feels personal. Pick from our 3 photo options.

[Sample HTML email - Dad image](#)

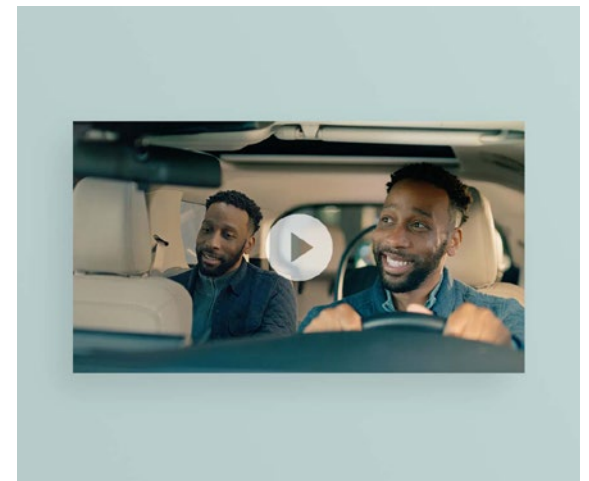
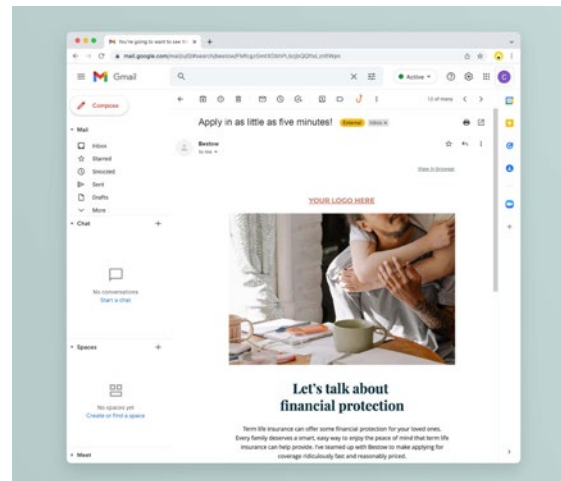
[Sample HTML email - Mom image](#)

[Sample HTML email - Couple image](#)

## Talk About Convenience

Share this fun ad to help illustrate how easy applying for term life insurance is, and how accomplished they’ll feel when they’re finally all set.

[Share our ‘Future You’ video](#)



## WEEK 4

# Tailor Your Message

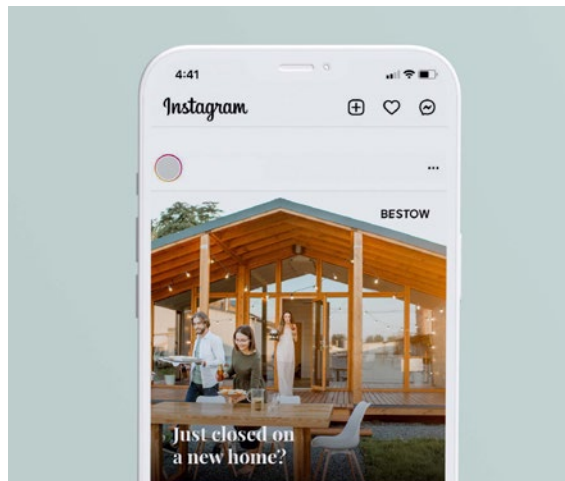
## Keep Posting on Social Media

Again? That's right. Social media is where today's relationships are built. It's a powerful, free tool right at your fingertips. Post this ad (or even add it to a newsletter email) to help underscore the value of buying term life sooner rather than later.

**Caption:** The jingle of new house keys may mean it's time to revisit your coverage needs. Apply in minutes for term life insurance coverage up to \$1.5 MM. No medical exams. Starts at \$11/mo. Contact me today to learn more!

[Check out this graphic](#)

[Check out our social media assets](#)

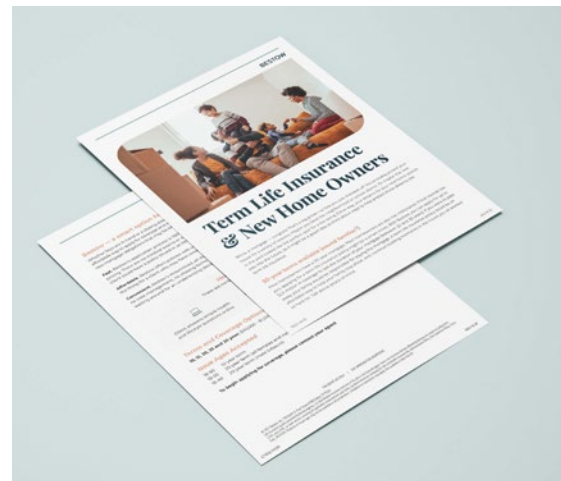


Listen to what people say about their lives. Their families. Their future plans. They'll tell you what you need to know to bring the conversation back to the importance of life insurance.

## Print This Flyer, Too

This leave-behind helps new homeowners understand the value of life insurance — the value of Bestow.

[Check out this flyer](#)



## 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](#)

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

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**Sam Smith**  
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# 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/](https://agents.bestow.com/agent-resources/)

If you've got specific questions, we'd love to help.  
Contact us at [sales@bestow.com](mailto:sales@bestow.com)

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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.