



LifeSecure Insurance Company's CUSTOMIZABLE MARKETING MATERIALS

STEP 1: PICK A FORMAT

FLYERS



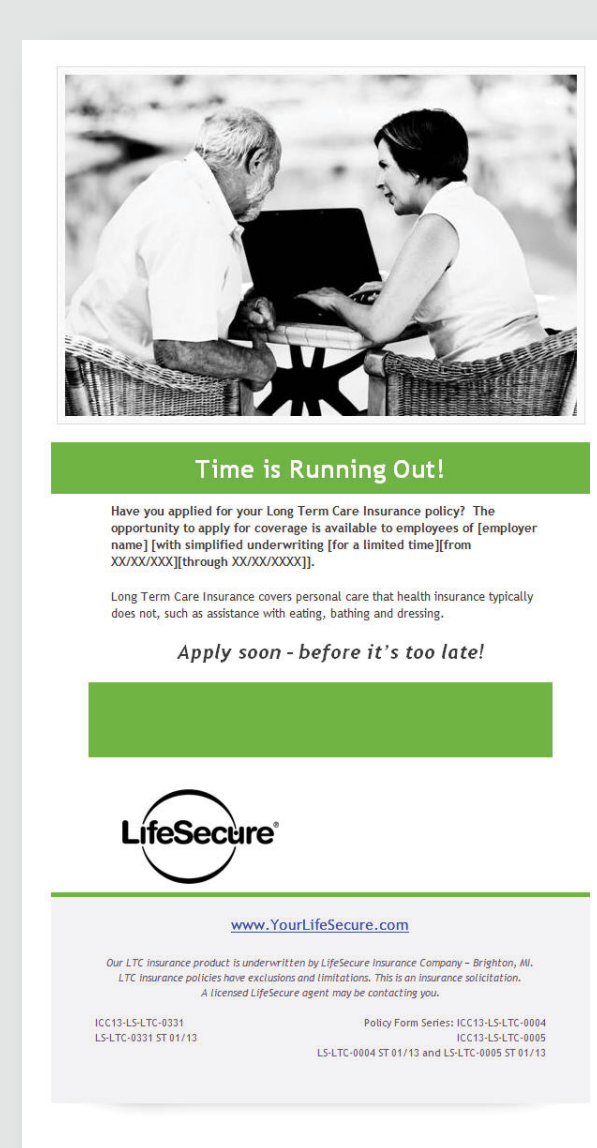
ENVELOPE STUFFERS



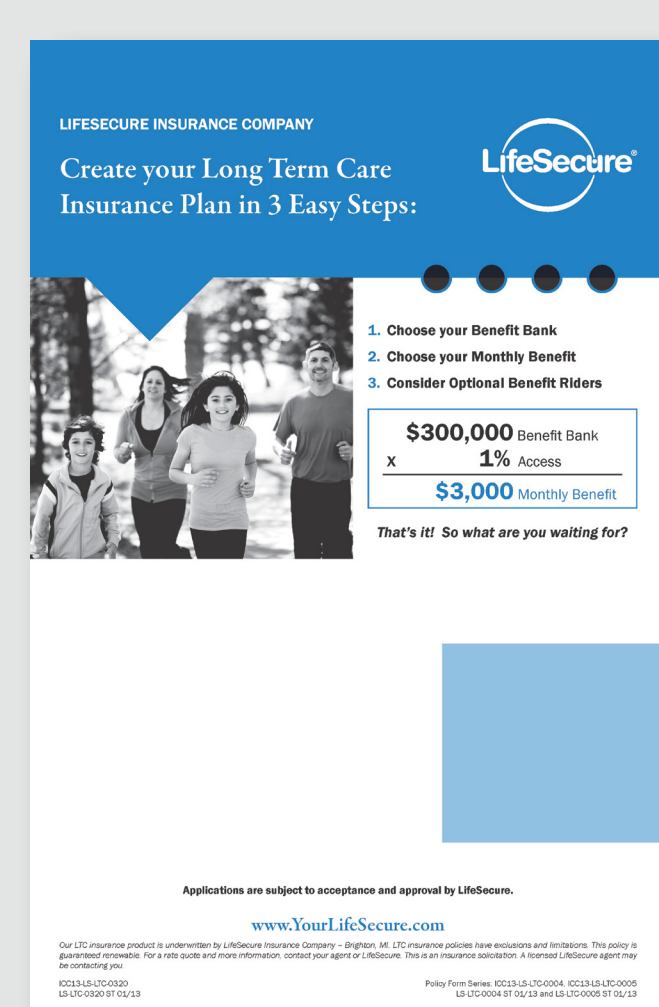
POSTCARDS



EMAILS



POSTERS



[CLICK HERE TO VIEW ALL MESSAGES](#)

STEP 2: CUSTOMIZE

AREA 1 OPTIONS YOU CAN CHOOSE

Simplified Issue Information

Information relating to Simplified Issue may appear here, including: the multi-life group's approved enrollment period (i.e., June 1 – August 31, 2014); a brief description of LifeSecure's multi-life program rules for Simplified Issue underwriting (i.e., for applicants through age 65; for actively-at-work spouses)

Seminar/Webinar Information

Information relating to educational sessions may appear here, including: meeting dates, locations, times, webinar URL, login info & call-in numbers, seminar meeting room, and/or refreshments/meals being served.

Website/Portal Login

Information relating to LifeSecure's Worksites & Associations portal may appear here, including: LifeSecure's website and group # (needed to quote and/or apply for coverage online).

LTC Video

[Click here](#) to view video. (for Email only)

AREA 2 OPTIONS YOU CAN CHOOSE

Contact information

May include agency's or company's name, contact name, phone numbers, email and/or website address.

Co-Branding Option

You may include your logo or your client's logo in this area. It helps when customers see something they recognize and identify with.

LIFESECURE INSURANCE COMPANY

Look How Affordable Long Term Care Insurance Can Be

LifeSecure

For less than the cost of a cup of gourmet coffee a day, you can purchase a long term care insurance plan from LifeSecure.

	Benefit Bank	Monthly Benefit	Monthly Premium
Age 40	\$300,000	\$3,000	\$38.09
Age 50	\$300,000	\$3,000	\$52.15
Age 60	\$300,000	\$3,000	\$85.10

Benefit amounts shown above relate to an insurance plan design with a Guaranteed Future Purchase Offer feature and a 90-day Benefit Wait Period. Premium assumes multi-life rate class for a married person whose spouse/partner is issued a policy also.

AREA 1

AREA 2

www.YourLifeSecure.com

Our LTC insurance product is underwritten by LifeSecure Insurance Company - Brighton, MI. LTC insurance policies have exclusions and limitations. This is an insurance solicitation. A licensed LifeSecure agent may be contacting you.

ICC13-LS-LTC-0329-L
LS-LTC-0329-L ST 01/13

Policy Form Series: ICC13-LS-LTC-0004, ICC13-LS-LTC-0005
LS-LTC-0004 ST 01/13 and LS-LTC-0005 ST 01/13

STEP 3: LET US KNOW!



MESSAGES

- An LTCi Plan in 3 Easy Steps
- I Won't Need It: Think Again!
- Look How Affordable LTCi Can Be
- Protect Your Savings
- Saving to Pay for Care
- Time is Running Out
- Why Should You Consider LTCi?
- What is LTCi... and What it's Not
- Who Will Pay for Care When You Need It?
- Why Buy Now? I'm Too Young!

CALL YOUR LIFESECURE REGIONAL SALES CONSULTANT OR MULTI-LIFE SALES SPECIALIST TO GET STARTED.

We will customize the selected items with your information and send you an e-file to print, mail or handout –whatever works best with your marketing plan!

The customized e-files are provided at **no cost to you**. Hard-copy printing of any custom materials will be at your own expense. LifeSecure can help arrange printing, if needed.

Try it!

CHOOSE THE FORMATS YOU NEED WITH DIFFERENT MESSAGES TO CREATE YOUR OWN LIFESECURE LTC MARKETING CAMPAIGN!



LifeSecure Insurance Company's CUSTOMIZABLE MARKETING MATERIALS

AVAILABLE TEMPLATES [YES, YOU CAN PICK MORE THAN 11]

FLYERS 8.5" X 11"



ENVELOPE STUFFERS 8.5" X 3.6" DOUBLE-SIDED



POSTCARDS 7" X 5" DOUBLE-SIDED



EMAILS



POSTERS 11" X 17"

