

How to create an LTC plan

Consumer email campaign

How it works

1. Download the zip files with each campaign email and select the appropriate file format: HTML for marketing platforms such as MailChimp® or Constant Contact or OFT for Outlook
2. Insert your logo and add the necessary information to the email:
 - Email greeting and signature
 - Add your company disclosures, if applicable
 - Update disclosure block with company name, contact information and marketing unsubscribe language
 - Add subject line
3. Send the email to your contacts

Questions?

Contact the SecureCare Sales Support team:

Independent Brokerage

1-888-900-1962

Broker-Dealer

1-877-696-6654

SUBJECT LINE	LINK TO ZIP FILE
4 crucial questions to plan your care	Download email 1
What's your care plan?	Download email 2
Answer these 4 questions before you get sick	Download email 3
"I think I'll be okay ... unless I get sick"	Download email 4

Please keep in mind that the primary reason to purchase a life insurance product is the death benefit.

Life insurance products contain charges, such as Cost of Insurance Charge, Cash Extra Charge, and Additional Agreements Charge (which we refer to as mortality charges), and Premium Charge, Monthly Policy Charge, Policy Issue Charge, Transaction Charge, and Surrender Charge (which we refer to as expense charges). These policies may contain restrictions, such as surrender periods.

Additional agreements may be available. Agreements may be subject to additional costs and restrictions. Agreements may not be available in all states or may exist under a different name in various states and may not be available in combination with other agreements.

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Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York authorized insurer. Minnesota Life is not an authorized New York insurer and does not do insurance business in New York. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

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