

## Social Media Post Starters

*For Life Insurance Agents — Legacy 2.0 Edition*

Each post starter below is designed to feel authentic and approachable. Agents should tweak the examples to reflect their own voice and story.

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### 1. “Quick story...”

Quick story — I just helped a family secure coverage that will erase their mortgage if something ever happened to mom or dad. It cost them less than their Netflix subscription. If you're a parent and don't have life insurance, we should talk.

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### 2. “This is why I do what I do.”

Just got off a Zoom call with a client who cried when she realized her kids wouldn't be burdened with funeral costs.

This is why I do what I do. Real protection. Real people. Real impact.

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### 3. “Let's normalize this.”

Let's normalize protecting our families with life insurance the same way we insure our phones, cars, and pets.

You can't replace a person — but you can protect the people they love.

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### 4. “Not trying to scare anyone, but...”

Not trying to scare anyone, but... if you passed away tomorrow, would your family be OK financially?

If you hesitated — let's have a quick conversation.

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## 5. “Most people don’t know this...”

Most people don’t know this, but you can get life insurance that gives your money back if you don’t use it.

It’s called Return of Premium. If you’re under 50, it might be perfect for you.

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## 6. “If you’re over 50...”

If you’re over 50 and don’t have life insurance yet — it’s not too late.

I specialize in Final Expense plans that are affordable and never go up in price. DM me and I’ll explain how it works.

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## 7. “This one hit hard.”

This one hit hard — a client passed away just 3 months after we got their coverage in place. Their spouse was devastated... but didn’t lose the house.

That’s what this is all about.

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## 8. “Can I be honest?”

Can I be honest? Most agents just try to “sell” you. I don’t do that.

I ask questions, listen, and help you find what makes sense — even if it’s nothing at all.

If you’re curious what life insurance actually *should* look like, I’m here.

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## 9. “Real talk for a second.”

Real talk for a second — I don’t care if you buy from me. I care that your family is protected.

If you’ve been putting this off, please don’t wait until it’s too late.

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## 10. “If we’ve ever talked about this before...”

If we’ve ever talked about life insurance before and you didn’t move forward — it’s OK.

Just know the door’s still open. No pressure. No judgment. Just support when you’re ready.