

MEDIA SCRIPTS

LIFE CHANGED | REFINED VERSION

30 Second Script:

Life changed.

Families grew. Priorities evolved. Responsibilities shifted.

Somewhere along the way, many people put life insurance in place and never looked at it again.

The question is, as life evolved, did your coverage evolve with it?

Today, depending on how policies are structured, life insurance may involve more than just a traditional death benefit.

The key is understanding whether your current coverage still reflects your life today rather than the version of your life from years ago.

TV CTA: Scan the QR code on your screen or visit **[Domain]** to download *Rethinking Life Insurance* and take the **Coverage Confidence Quiz**.

Radio CTA: Visit **[Domain]** to download *Rethinking Life Insurance* and take the **Coverage Confidence Quiz**.

Digital CTA: Click below to download *Rethinking Life Insurance* and take the **Coverage Confidence Quiz**.



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LIFE CHANGED | FAMILY VERSION

30 Second Script:

Life changed.

You got married. Had kids. Bought a home. Built a career.

Somewhere along the way, you may have put life insurance in place.

The question is, as life has evolved, has your coverage changed with it?

Life insurance is often established at one point in time and then left untouched for years. Meanwhile, responsibilities evolve and priorities shift.

Today, depending on how policies are structured, life insurance may involve more than just a traditional death benefit.

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LIFE CHANGED | TIME VERSION

30 Second Script:

Life changed.

Maybe faster than you expected.

Families grew. Responsibilities shifted. Priorities evolved.

The challenge is that many financial decisions were made years ago and may not have been revisited since.

Life insurance is one of them.

Today, depending on how policies are structured, life insurance may look very different than it did years ago.

The question is whether your current coverage still reflects your life today.

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LIFE CHANGED | PERSPECTIVE VERSION

30 Second Script:

Life changed.

But many life insurance policies did not.

They were purchased years ago for a specific reason and then left untouched as life continued moving forward.

Today, depending on how policies are structured, life insurance may play a broader role within a financial plan than many people realize.

The question is not whether you have coverage.

The question is whether it still fits your life today.

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