



DREAM CAREER CAMPAIGN

Independent Agent
Recruitment Toolkit

MAY 2024

INDEPENDENT AGENTS ARE THE MVPs OF COLONIAL LIFE

Your experience and skills help deliver valuable security to your communities.

That same experience and skill can also be used to recruit new agents, to show them the benefits of working with Colonial Life, and to help more people like you find meaningful career opportunities.

This booklet contains links to resources, tools, talking points, and scripts to recruit new agents to your team.



WHAT'S IN THIS BOOKLET

On the following pages, you'll find a variety of tools, talking points, and resources to help your recruiting efforts. These guidelines will help our entire team shape a conversation to bring a greater number of passionate agents, like yourself, onboard with Colonial Life.

1

HOOK NEW PROSPECTS

who are learning about the category, and largely unaware of the benefits

2

START THE CONVERSATION

about Colonial Life's unique benefits among those who understand the industry

3

SHARE YOUR STORY

to build a deeper connection and solidify recruitment consideration

4

KEEP UP THE CONVERSATION

Carry the story through to the end and show recruits the long term results, and where they can learn more to get started.

HOOK NEW PROSPECTS

Piquing interest among those new to the opportunity, and largely unaware of the career benefits.

WHEN TO USE:

When a prospect has not considered being a 1099 in the insurance industry before, and you're introducing the idea to them.

TOOLS

3x:30 Dream Career Videos

Download [Instagram video here](#)

Download [Linkedin video here](#)

3x:15 Dream Career Cutdowns

Download [Instagram video here](#)

Download [Linkedin video here](#)

For Conferences & Events

Order [logo items here](#)

Use recruiting brochure form **#1827654**

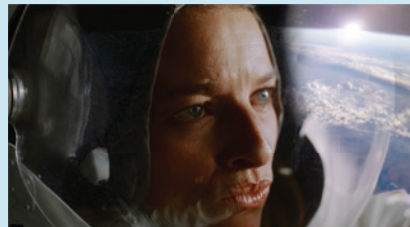
For Social Media

Download [Linkedin banner here](#)

Download [Facebook banner here](#)

VIDEO BEST PRACTICES

LINKEDIN

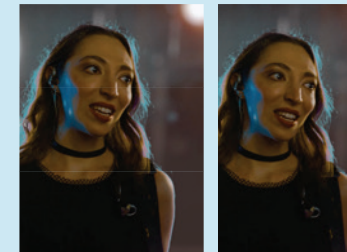


Use the horizontal :30 or :15 cutdown for LinkedIn Posts.

Caption example:

Selling insurance was never my dream career, but now that I'm with Colonial Life, I couldn't imagine being anywhere else. Talk to me about starting your real dream career today.

INSTAGRAM & FACEBOOK



For main feed posts, it's best to use the 4:5 vertical :30 or :15 cutdown.

For story or reel, use the 9:16 vertical :30 or :15 cutdown.

START THE CONVERSATION

People who are in a “job search” frame of mind and receptive to a deeper conversation about career benefits.

WHEN TO USE:

LinkedIn, other business forward social accounts, and in-person conferences.

TOOLS

LDC Dream Career Video :60

Download the [Linkedin and social video here](#)



For Conferences, Events & In-person discussions



Use roles fliers in online ordering

61580-DGC 65045-ADM
61752-ASR 62532-PSR

Use the recruiting brochure form **#1827654**

Share your contact information easily with a **digital business card**

Email **ELGreen@coloniallife.com** to get started with the digital business card

SHARE YOUR STORY

Create a deeper connection to life as an Independent Agent with CL by leveraging your own story, how you enjoy the benefits, and personal career highlights.

WHEN TO USE:

Social channels and individual outreach, ie LinkedIn InMail.

See examples of video testimonials from Melissa Billingsley & Natasha Yeremeyeva [here](#).

STRUCTURE YOUR STORY

Telling Your Personal Story, and What to Include

- **Start with your name**, contract title and tenure as a Colonial Life independent agent.
- **Share what you were doing**, and what life was like, before to starting your career with Colonial Life.
- **Share how you learned** about Colonial Life and your "Aha!" moment.
- **Share what you love** about the being a Colonial Life independent agent.
- Talk about how Colonial Life, and the team, **helps you succeed**.
- Share what this opportunity **has done for you and your family**.

BEST PRACTICES

Follow these steps for the best quality video.

Setting

- Ensure you are in a well-lit space with professional background and surroundings.
- Wear something professional, but still personal.
- Record in a quiet location.

Branding

- Introduce yourself as a Colonial Life independent agent.
- Say Colonial Life [not Colonial] when referring to the company.
- Don't mention competitors.



Production

- Film in landscape mode, full screen.
- Keep it light, positive, motivating.
- Length should be three minutes max.
- Speak at a calm pace.
- Avoid acronyms and insider jargon.
- Double check the video for clarity.
- Be yourself!

KEEP UP THE CONVERSATION

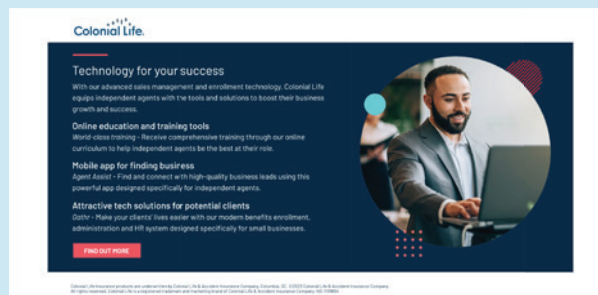
Carry the story through to the end and show recruits the long term results, and where they can learn more to get started.

WHEN TO USE:

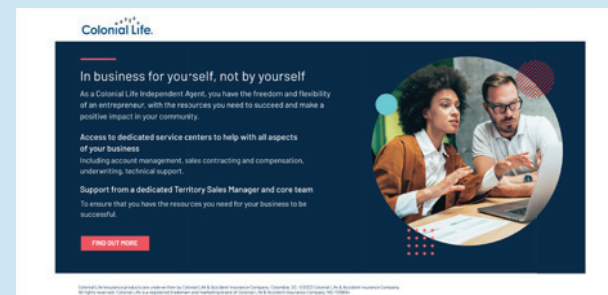
During conversations in which the recruit expresses interest and wants to take next steps.

TOOLS

Digital Postcards



Link to [Technology for your success](#)



Link to [In for yourself, not by yourself](#)

CAMPAIGN SCHEDULE

We want this Agent Acquisition campaign to pack the biggest punch it can!

Which is why we'd like to align the launch and timing of paid media assets with Agent communication.

Please stick as close as possible to this proposed timeline to maximize our reach.

Thank you!

KEY DATES

5/20/2024..... :30 sec Basketball video
5/21/2024 Basketball GIF
5/23/2024..... :15 sec Basketball video
5/28/2024..... :30 sec Astronaut video
5/30/2024..... :15 sec Astronaut video
6/03/2024..... Astronaut GIF

6/10/2024 :30 sec Rockstar video
6/13/2024 Rockstar GIF
6/17/2024 :15 sec Rockstar video

HAPPY RECRUITING!

