

Long Term Care Insurance Launch Kit—2025



Finding and marketing to long term care prospects can be difficult. That is why we created this Launch Kit. We have helped empower over 50,000 families to finish well.

This Launch Kit contains simple, yet effective, marketing tools that you can use to raise awareness that you should be the go-to resource for extended care planning in your community. Start small, but slowly check these off as you integrate these tools into your planning— your LTCI sales will reach new heights.

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Initial Awareness

- List Long Term Care Insurance with other services or solutions** in any of your marketing – Business Cards, Brochures, Flyers, Web pages listing carriers you represent, any online presence (social media, LinkedIn, Google My Business), etc.
- [Website One-Pager Template](#)** Make sure your website features a high-level discussion about the need for Extended Care Planning and how you can help. Use our template to get started. Tip: Don't use images with elderly or handicapped people. Use couples in their 50s who may be part of the sandwich generation.

Proactive Marketing

- [Intro email/letter](#)** – Email to introduce (or re-introduce) you as the resource for your clients' extended care planning needs
- [Birthday email/letter](#)** – Since LTCI is priced largely on health and age, upcoming birthdays tend to be an effective trigger to get clients to reconsider buying coverage. Email them 30 days before their upcoming birthday to allow enough time to set an appointment, while still creating a sense of urgency.

Essentials

Marketing Pieces – Offer these pieces as a download or call to action on your website or in your emails.

- [Written Strategy for Extended Care](#)** We believe that no retirement plan is complete without a written strategy for future care needs and then a way to fund that strategy. This simple worksheet helps document their thoughts and wants around how they'd receive care, who would provide it and how they would fund their care.
- [Care or Caregiver Flyer from LifeHappens](#)**. A short introduction to LTCI. Print and use as an envelope stuffer, or attach to emails.
- [A Shopper's Guide to Long-Term Care Insurance Long-Term Care Insurance](#)** – The National Association of Insurance Commissioners (NAIC) wrote this Shopper's Guide to help you understand long term care and the insurance options that can help you pay for long term care services. Includes a glossary and planning worksheets.
- [Extended Care by the Numbers](#)**. This flyer shows that it's not the risk of needing care that's important. It's the consequences to your loved ones if you don't have a written strategy in place.

Essentials, cont.

Guides to Tax Advantages of LTCI—Long-Term Care Insurance may be one of the most tax-efficient ways to fund care. Not only are benefits paid 100% tax-free, but some or all of their premiums may be eligible for deductions. Learn about the tax advantages for individuals or businesses. [Request one of the carrier tax guides from NewmanLTC.](#)

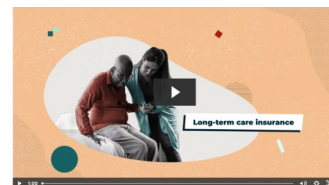
Long Term Care Cost of Care Calculator Consumers love using interactive calculators. Let them discover for themselves the current or future costs of care. Include these on your website, in social media, or in your emails.

Videos

[Long Term Care Insurance 101](#)

Protecting the Things That Matter Most ([Click for state-specific links](#))

[CLTC Tax Video](#)—A simple and short video that outlines the taxation rules (for individuals and businesses) for LTCi premiums.



Finding Prospects

Hearts and Minds—Understanding Why People Buy Long-Term Care Insurance

In this consumer research, we will help you identify the prime candidates for LTCI in your current book of business and provide the tools to help you find more clients like them. You will better understand the average buyer and their reasons for buying.

Conversation Starters

Four Power Phrases from the CLTC Talking points that leverage the power of education rather than selling a product or detailing the odds or risks of needing care. They are simple, one-liners to engage clients

Earn the CLTC Designation The Certification in Long-Term Care (CLTC) designation was created in 1999. It focuses on the discipline of extended care planning. It provides professionals the critical tools necessary to discuss the subject of longevity and its consequences on their client's family and finances. The course is offered in a classroom setting or via self-study.

Own Your Own LTCi Policy

Request a quote on yourself today. There is no better way to show your clients that you believe in LTCi than to own your own policy. It can be used to help explain how various benefits and features work. Some carriers offer a 5% producer discount for you and a spouse, and you may be able to deduct the premiums if paid through your business entity. Coverage also provides resources to your loved ones should you ever need care.

Let us know what else you need to launch your LTCI sales!



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