
Ethos
Agent
Training
for Equis

Offer an online-only solution via social media

Make more money with less work using Ethos

We have identified 3 initial scenarios where Ethos fits into your current sales motion

1 Supplement mortgage protection coverage

*Increase
conversion rates*

2 Cross-sell to existing customers

*Unlock new sales
opportunities*

3 Offer an online-only solution via social media

*Unlock new sales
opportunities*

Finally, let's discuss how Ethos makes selling online via social channels so much easier for you

1 Supplement mortgage protection coverage

Increase conversion rates

2 Cross-sell to existing customers

Unlock new sales opportunities

3 Offer an online-only solution via social media

Unlock new sales opportunities

Many Equis agents have built up a strong social media presence but want more ways to monetize it

Social Media Channels

Facebook

Instagram

YouTube

Twitter


LinkedIn


TikTok

Current Pain Points with Social Media

- ❌ Can be hard to track impact of efforts
- ❌ Some customers want quick purchase option
- ❌ Does not require 1:1 interaction with you
- ❌ Could seek other agents offering online options

Ethos makes it easy by providing a customized landing page that converts web traffic you generate


 × ETHOS Apply Now →



Robert Balgac invites you to apply for life insurance, the easy way.

No medical exams or blood tests, just a few health questions online. Get same-day coverage on affordable policies from our trusted carriers in minutes.

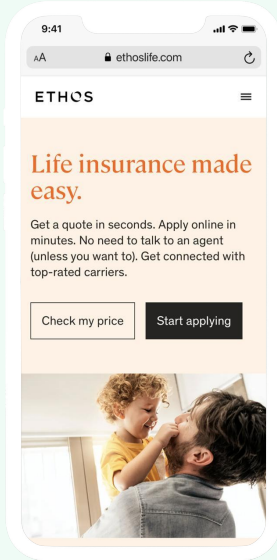
Get a quote Apply Now →



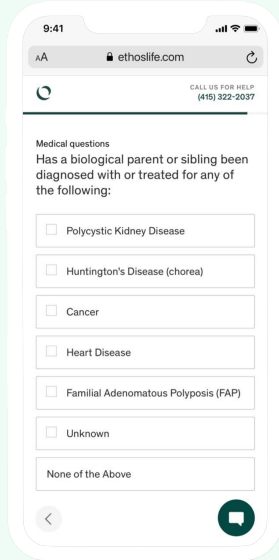
- **Agent-specific landing pages and direct apply links can be sent via email or text**
- **The simple “Follow this Link” CTA can be added to all your social media comms**

Leads love the 100% online process & you don't need to do any additional work once they start the app

Digital Acquisition

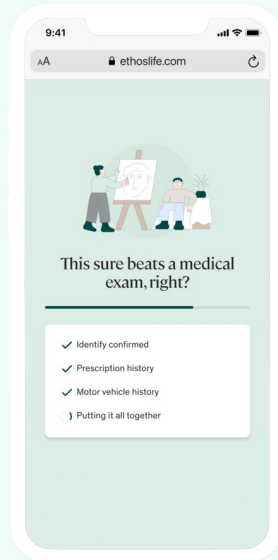


Application Engine



10-MINUTE APPLICATION

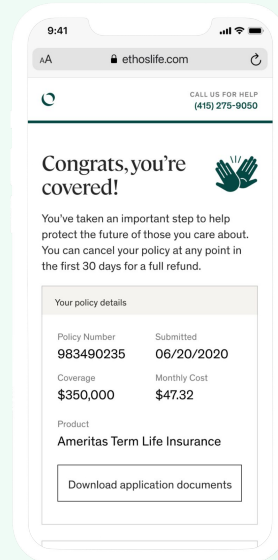
Underwriting Engine



NO MEDICAL EXAMS

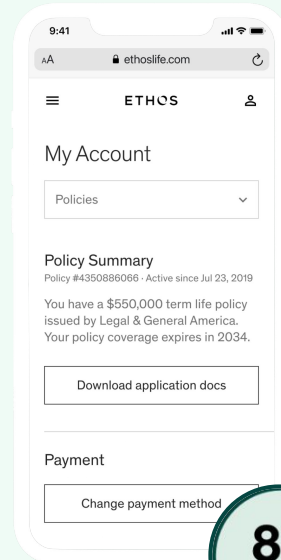
(just a few health & lifestyle questions)

Self Checkout



INSTANT ISSUE POLICIES

Admin Platform



86
NPS

Sample Copy for Social Posts

- Content is applicable for posts across Facebook, Twitter, Instagram, LinkedIn, etc.
- Just remember to add your customized link to the end

Post #1 (Coverage Gap)	Think you're covered by your workplace life insurance policy? Think again. Most workplace policies offer one to two times salary, coming up eight to nine times short. Get a quote today for the coverage your family really needs. [Add unique link to agent landing page]
Post #2 (Cost concerns)	There's no better time to evaluate your life insurance needs. If the cost is holding you back, you're likely overestimating how expensive the right coverage will be. See how much you can save today when you apply for life insurance through Ethos. Get a free, no obligation quote today using the link here: [Add unique link to agent landing page]
Post #3 (Uninsured)	Are you one of the millions of Americans that don't have life insurance coverage? It is the perfect time to ensure your loved ones are protected and I want to help. Applying for a policy through Ethos could protect your loved ones for the next 10 years in about 10 minutes. Get a free quote today from Ethos using this link: [Add unique link to agent landing page]

Summary of Sales Tactics to You Should Take



Get in the habit adding your link to all your posts/profiles
Don't miss out appealing to those customers who want a 100% online option



Create a regular cadence of posting on your channels
You will see more impact if you reinforce the Ethos consistently (vs. a one-off post)



Check the Ethos portal for new templates / resources
Ethos is always adding new campaign materials that you can repurpose

ETHOS