

Business Insurance Social Content

Use this guide to share engaging content on your social media channels!

How to use:

- Click 'Download image' to open link
- Right click the image and choose 'Save As' and download to your device
- Upload image to your social channel
- Copy/paste the corresponding content to your social post

Be sure to share **one to two posts each week** for the best engagement with your followers. And don't forget to incorporate other resources from the [shareable content page](#).

Post image



Post Copy

Help alleviate the worry and keep 'business as usual', even when life happens. Talk to me today about purchasing life insurance for your small business.

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Your employees can feel like another family. Make sure they're protected like one. Talk to me today about how life insurance could be a win-win for your small business and your employees.

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Life Happens, is a nonprofit organization dedicated to helping consumers make smart insurance decisions to safeguard their families financial futures. Life Happens does not endorse any insurance product or agent.

Sammons Financial® is the marketing name for Sammons® Financial Group, Inc.'s member companies, including Midland National® Life Insurance Company. Annuities and life insurance are issued by, and product guarantees are solely the responsibility of, Midland National Life Insurance Company.



The work you've put in to building your business is worth protecting. Talk to me today about how life insurance can help ensure your business can continue on without you.

[Download image](#)



What can life insurance do for your small business? Probably more than you think. Reach out to me today.

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Are you a small business owner? Make sure you know what life insurance can do for not only you, but your business as well. Talk to me today.

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✗ MYTH My business partners and family know my wishes on how to run the business when I die.	✓ FACT Having a buy-sell agreement funded with life insurance means your partners can have a smoother financial transition and family members can be compensated for their share.
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Don't assume your business partners know your wishes. Put it in writing. Talk to me today about the benefits of a buy-sell agreement for your small business.

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✗ MYTH If I die, my spouse can run the business.	✓ FACT In many cases, the spouse neither wants to nor is capable of running it. A buy-sell agreement funded with life insurance spells out your wishes and can provide the funding to make it happen.
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"My spouse will just keep my business going" is not a safe assumption. Make your wishes known and consider a buy-sell agreement to help protect your small business. Talk with me today.

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Everybody is going to die at some point—life insurance** is for that very situation. It may be a sacrifice, putting that money aside, but it's **totally worth it.****

John Horsley
father of two whose wife died from breast cancer



Let's face it. Death is inevitable. Although thinking about it may be hard, preparing for it can make all the difference. Talk to me today about life insurance and help ensure your loved ones are protected.

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