

Eric's Story Social Content

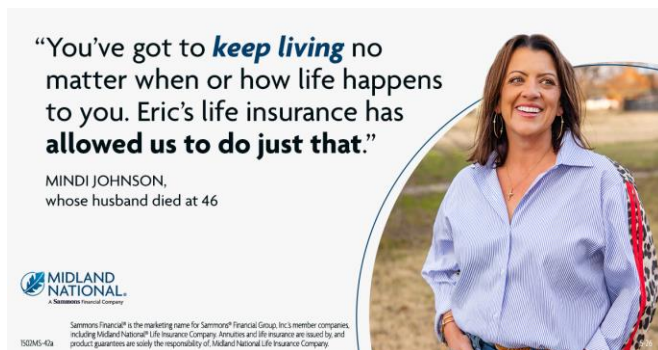
Use this guide to share engaging content on your social media channels!

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

When the unexpected happens, planning ahead can make all the difference. See how life insurance helped one family move forward.

Link to:

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Behind every life insurance policy is a family, a future and a reason for planning ahead. See how life insurance helped one family move forward.

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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.

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“My dad’s decision to have life insurance showed **how much he cared** about us and wanted us **to be taken care of** if anything ever happened.”

RONNIE JOHNSON (left),
whose father died from lymphoma at 46



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Ronnie (left) with her sister, Ellie

A plan can't prevent life's challenges, but it can help financially protect the people who matter most. Learn more about Eric's story.

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“Life **changes fast**, and you don’t get to choose when. That’s why **being prepared for your family** is so important.”

ELLIE JOHNSON,
whose father died from lymphoma at 46



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Ellie (left) with her mother, Mindi, and sister, Ronnie

A family's future can depend on decisions made long before they're needed. Learn more about Eric's story.

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“That’s **what life insurance was** to Eric—one last way to **love us well**.”

MINDI JOHNSON,
whose husband died at 46



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The people we love depend on us in ways we may never expect. See how planning ahead helped one family through life's toughest moments.

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“Life insurance isn’t just part of a financial plan—**it’s the foundation.** Everything else depends on whether that **protection is in place.**”

BOBBY JOHNSON,
financial professional



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What does planning really mean for the people you love? See how life insurance helped one family move forward.

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“At the end of the day, the **best life insurance policy** is the one that’s **in force when it’s needed.**”

BOBBY JOHNSON,
financial professional



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