PACIFIC LIFE

Pacific Life Insurance Company

Social Media Content Library: Life Goals

Start sharing today! Explore 26 social media posts linking to different client life goals from saving enough for retirement to provide death benefit protection to their families and businesses using content from the PacificLife.com website.

Use This Content in 3 Easy Steps

1 SELECT GOAL

2 ADD LINK

3 COPY & PASTE

USING SAMPLE POST #1

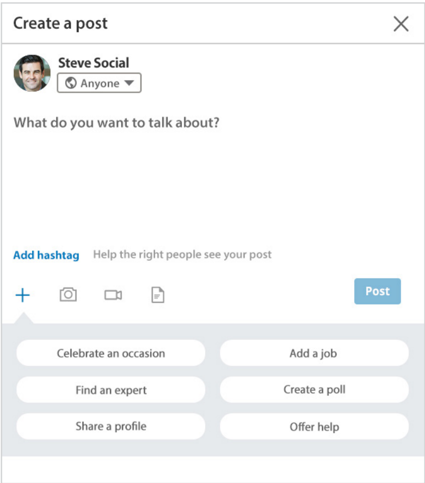
1. Select Life Goals Theme & Post: Secure Retirement Income, Post #1

2. Add Link: https://www.pacificlife.com/home/life-goals/make-sure-i-don-t-run-out-of-money.html

3. Copy & Paste Lead In: Being happily retired looks different for everybody. Maybe you want steady retirement income that lasts or supplemental income to help you meet the unexpected in life. Establishing your goals now is the first step toward enjoying a more secure and fulfilling future.

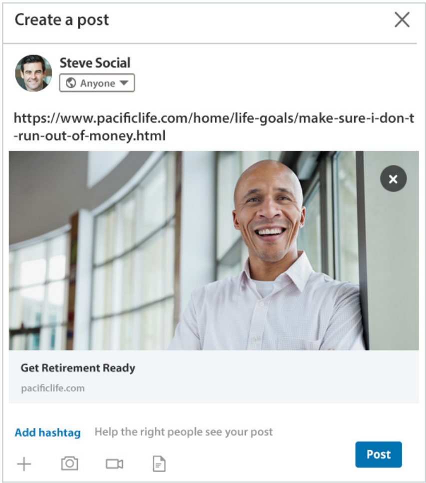
1

Within LinkedIn, click "Start A Post" from the home page newsfeed. It will open a pop-up like the one shown below.



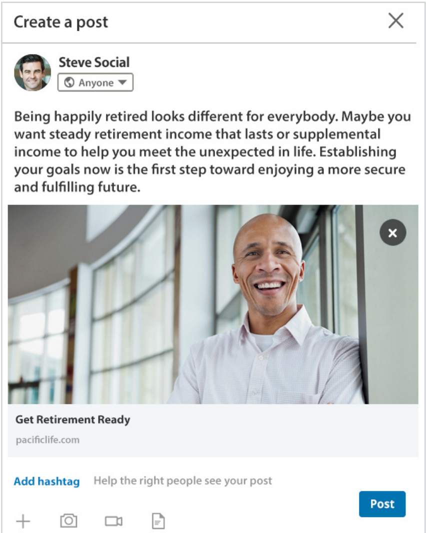
2

Copy and paste the sample URL link from Post#1 into the field. Once the image loads, delete the URL link from the text box leaving just the image for a clean look.



3

In the section above the image, copy and paste from the "Lead In" text from the sample post. Click "Post" to share with your contacts.



BEST PRACTICES FOR USING THIS KIT:

- Be sure to remove the link from the text box to provide a clean and appealing user experience
- The content below is final, and we ask that you do not edit any of it as it has been reviewed and approved by our compliance department.
- This kit is presented as a resource to Financial Professionals*. Please note Pacific Life is not affiliated with your financial institution. Remember that you must always follow your firm's policies, procedures, and guidelines.

*In order to sell life insurance, a financial professional must be a properly licensed and appointed life insurance producer.

LIFE GOALS THEMES COVERED INSIDE THIS KIT:

- Potentially Secure Retirement Income
- Potentially Save Enough Money to Meet My Needs
- Help Protect and Plan for My Business
- Help Ensure My Family is Protected
- Help Ensure I Have Access to the Care I Need

LIFE GOALS: SECURE RETIREMENT INCOME

POST #1:

Lead In:

Being happily retired looks different for everybody. Maybe you want steady retirement income that lasts or supplemental income to help you meet the unexpected in life. Establishing your goals now can be the first step toward enjoying a more secure and fulfilling future.

Link:

https://www.pacificlife.com/home/life-goals/make-sure-i-don-t-run-out-of-money.html

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POST #2:

Lead In:

"A conversation with a friend on the baseball diamond bleachers convinced me to change my ways about retirement planning." See this customer story from Pacific Life to learn more about securing retirement income.

Link:

https://www.pacificlife.com/customer-stories/making-a-game-plan.html

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POST #3:

Lead In:

"With retirement in sight, I'm looking for a little reassurance. I want to make sure we're retirement-ready." See this customer story from Pacific Life to learn more about securing retirement income.

Link:

https://www.pacificlife.com/customer-stories/preparing-for-the-future.html

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POST #4:

Lead In:

"I don't want to simply 'get by' in retirement, I want the confidence to enjoy it." See this customer story from Pacific Life to learn more about securing retirement income.

Link:

https://www.pacificlife.com/customer-stories/get-retirement-ready.html

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POST #5:

Lead In:

If you're concerned about saving enough for retirement, planning for a reliable monthly income that lasts for life can help.

Link:

https://www.pacificlife.com/insights-articles/ways-to-retire-confidently.html

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POST #6:

Lead In:

Start building your nest egg early to prepare for the unexpected.

Link:

https://www.pacificlife.com/insights-articles/don-t-put-off-saving-for-retirement-.html

LIFE GOALS: PROTECT AND PLAN FOR MY BUSINESS

POST #7:

Lead In:

You want your business to maintain its competitive edge. Attracting talent and building a succession plan for the future can mean you can ensure your business stays in stable hands.

Link:

https://www.pacificlife.com/home/life-goals/protect-and-plan-for-my-business.html

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POST #8:

Lead In:

"I learned how creating a simple buy-sell arrangement using life insurance can help protect Leroy's interest in the business and protect Connie and the kids in the event of my premature death." See this Customer Story from Pacific Life to learn more about protecting and planning for your business.

Link:

https://www.pacificlife.com/customer-stories/protecting-what-matters-most.html

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POST #9:

Lead In:

Creating a detailed succession plan can be paramount for a smooth and profitable transition.

Link:

https://www.pacificlife.com/insights-articles/finding-a-way-to-hand-over-a-family-business.html

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POST #10:

Lead In:

A plan that includes life insurance may help provide liquidity and equality in a family business succession.

Link:

https://www.pacificlife.com/insights-articles/ensuring-a-smooth-transition-for-your-family-business.html

LIFE GOALS: ENSURE I HAVE ACCESS TO THE CARE I NEED

POST #11:

Lead In:

When it comes to protecting your retirement savings from the costs of care in retirement, you want choices, not restrictions. How confident are you that you can cover the unexpected?

Link:

https://www.pacificlife.com/home/life-goals/ensure-i-have-access-to-the-care-i-need.html

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POST #12:

Lead In:

"Now I can rest assured that everything I love most in the world is protected." See this customer story from Pacific Life to learn more about ensuring you have access to the care you need.

Link:

https://www.pacificlife.com/customer-stories/getting-my-wife-the-help-she-needed.html

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POST #13:

Lead In:

The good news: Retirees are living longer. The bad news: That may mean retirees will have to fund more years of retirement.

Link:

https://www.pacificlife.com/insights-articles/the-challenges-of-living-longer.html

LIFE GOALS: SAVE ENOUGH MONEY TO MEET MY NEEDS

POST #14:

Lead In:

You don't know what the future has planned for you, but you want to be prepared for the unexpected and be able to achieve your goals. Maybe you want to travel. Open a business. Or simply enjoy the fruits of your labor. Life is full of unknowns and surprises, but by saving now, you can be prepared for whatever life has in store.

Link:

https://www.pacificlife.com/home/life-goals/save-enough-money-to-meet-my-needs.html

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POST #15:

Lead In:

"Something about nearing 50 tightens the financial squeeze, but I found a way to finally relax about our money."
See this customer story from Pacific Life to learn more about saving enough money to meet your needs.

Link:

https://www.pacificlife.com/customer-stories/small-steps-make-a-big-difference.html

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POST #16:

Lead In:

"I've been pretty good at saving money. But am I really saving enough? Can I make my money grow faster?"
See this customer story from Pacific Life to learn more about saving enough money to meet your needs.

Link:

https://www.pacificlife.com/customer-stories/start-building-tomorrow-today.html

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POST #17:

Lead In:

"Retirement used to seem so far away, but now that my wife and I are in our early 30s, I'm starting to question whether we should have a firmer grasp on our future." See this customer story from Pacific Life to learn more about saving enough money to meet your needs.

Link:

https://www.pacificlife.com/customer-stories/looking-ahead.html

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POST #18:

Lead In:

Put your retirement savings to work by drawing from your retirements income at the appropriate times..

Link:

https://www.pacificlife.com/insights-articles/make-the-most-of-your-retirement-with-an-informed-income-strategy.html

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POST #19:

Lead In:

Start building your nest egg early to prepare for the unexpected.

Link:

https://www.pacificlife.com/insights-articles/don-t-put-off-saving-for-retirement-.html

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POST #20:

Lead In:

Claiming Social Security benefits when you are younger than your full retirement age can mean missing out on hundreds of dollars per month.

Link:

https://www.pacificlife.com/insights-articles/deciding-when-to-claim-retirement-benefits.html

LIFE GOALS: ENSURE MY FAMILY IS PROTECTED

POST #21:

Lead In:

For you, family is one of the most important things in your life. You take care of them. They take care of you. Take steps to make sure that they'll always be taken care of, no matter what happens to you.

Link:

https://www.pacificlife.com/home/life-goals/ensure-my-family-is-protected.html

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POST #22:

Lead In:

"Protecting and nurturing my family can be one of the most important thing I've ever done. I still want to care and provide for them." See this customer story from Pacific Life to learn more about ensuring your family is protected.

Link:

https://www.pacificlife.com/customer-stories/take-care-of-the-people-who-take-care-of-you.html

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POST #23:

Lead In:

Planning to meet the financial needs of your survivors can be one of the most important and fundamental steps in creating a sound financial plan for you and your family. Take a look at this helpful calculator provided by Pacific Life and let me know how I can be of help.

Link:

https://www.pacificlife.com/home/insights/calculators/how-much-life-insurance-do-i-need-.html

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POST #24:

Lead In:

As you develop or update an estate plan, consider the following ways life insurance can help address your needs.

Link:

https://www.pacificlife.com/insights-articles/5-ways-life-insurance-can-help-with-estate-planning.html

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POST #25:

Lead In:

Taking a proactive approach to passing on your assets can help bring peace of mind to you and your family.

Link:

https://www.pacificlife.com/insights-articles/protect-your-loved-ones-with-an-estate-plan.html

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POST #26:

Lead In:

Thinking beyond basic retirement planning can give you greater financial flexibility in your golden years.

Link:

https://www.pacificlife.com/insights-articles/how-to-enhance-your-retirement-strategy-with-cash-value-life-ins.html

To see more resources on Social Media please visit:
www.lifeinsurance.pacificlife.com/social

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Pacific Life Insurance Company
Newport Beach, CA
(800) 800-7681 • www.PacificLife.com

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