ASPIRE EDITORIAL CALENDAR

Every issue of *Aspire* covers sales strategies for five key product categories – life insurance, long-term care, disability insurance, annuities, and senior market products. Issue themes and topics to address special awareness dates are highlighted within the editorial calendar.

January/February 2024

How to make it the best year yet

- **Life Insurance:** Divorce's impact on coverage; and how to market to this subset.
- **Income Protection:** In a changing job market, how income protection compliments traditional life insurance coverage.
- **Social Security:** How cuts may impact retirement planning and medicare supplements.
- **Health and Wellness Initiatives:** How integration wellness programs and wearables are impacting life insurance policies and pricing.
- **Servicing:** Taxes and data privacy as a client touchpoint.
- **Marketing:** Attracting Millennials and Gen Z clients.

March/April 2024

Rewriting the script: Making insurance understandable

- **Decoding Business Speak:** Removing the B.S. from client and professional jargon.
- **Shareables:** Consumer-friendly content about various business categories.
- **Marketing:** How to sponsor "America Saves Week" in your communities for free to increase visibility.
- **Distribution:** LIBRA Spring Meeting.

May/June 2024

Detecting opportunities – Big wins with small business, niche markets, and smart technology

- **Sales Strategies:** Selling keyman policies, LTC, DI, and Life insurance: Role reversal implications on coverage with 1 in 5 dads staying home.
- **Life Insurance:** Sales and product trends in the niche markets.
- **Blockchain and Smart Contracts:** How blockchain and smart contracts are streamlining life insurance and cybersecurity.
- **LTC, DI, and Life insurance:** Role reversal implications on coverage with 1 in 5 dads stay home.
- **AEP:** A review of compliance rules, technology, and prospecting ideas.
- **Servicing:** Staying connected in preparation for Summer Break.

July/August 2024

Turning up the heat

- **Life Insurance:** Incorporating life insurance into financial planning.
- **Climate Change and Risk Assessment:** How climate change affects the life insurance sector.
- **Sustainable and ESG Investing:** How changing social and environment priorities are changing the insurance and investment landscape.
- **AEP:** Keeping sales momentum during crunch time.
- **Teaming Up: Team playing in a non-team world:** How to work with other professionals for the client's best interest.

September/October 2024

It takes a plan

- **Life Insurance Awareness:** It's an everyday event for advisors, but latest research shares how consumers are looking at it these days.
- **AEP:** Last minute sales ideas and ways to maximize efforts with the launch of AEP.
- **Cyber Awareness:** Continued coverage of ways to not only keep business safe, but clients from cyber attacks.
- **Financial Planning:** Retirement and medicare supplemental coverage are on the calendar for October; providing reasons to talk with clients about protecting families and retirement.
- **Estate Planning:** Talking through deferred annuities and incorporating life insurance into plans.
- **Bonus Distribution:** LIBRA Fall Meeting.

November/December 2024

Raising the Bar: Celebrating sales strategies shaping the success of 2024

- **Business Development:** Compilation of successful strategies and processes used in the field.
- **Market Analytics:** Third quarter revenue numbers and trends.
- **Tax and Estate Planning:** Things to consider prior to tax season.
- **Politics:** What will the elections mean to insurance and annuities?

Submission Policy

Aspire welcomes byline content that is non-advertorial in nature. Please submit an outline of the article two months in advance of the content deadline for consideration to the publisher. Acceptable articles provide market insights, trends, strategies, and processes that do not promote specific companies or products.