

# Spring special offers marketing kit

Your go-to hub for activating Sun Life's spring special offers. Use the resources below to position each offer on its own—or combine them to support a more complete protection conversation—with ready-to-use campaigns, materials and digital assets to help you reach more Clients.

Resource	How to use it
<a href="#">Client Activation</a>	Activate this opportunity with Clients and prospects by customizing and sending emails: <a href="#">Email templates</a> . Then, follow up with Clients you targeted: <a href="#">Script</a>   <a href="#">Email</a>
<a href="#">Talking points</a>	Create custom social media videos or radio ads to further your reach. Keep in mind, these are talking points rather than a full script. We encourage you to inject your own personal voice and tone to align with your business and audience.
<a href="#">Client one pager</a>	Download the Client one pager highlighting offer details. It's an excellent conversation starter with Clients that they can take away with them for high level details.
<a href="#">Essentials for families kit</a>	The Essentials for families marketing kit is designed to help the family market understand the payoff and peace of mind that multiple insurance solutions can give. It's an excellent tool to position these offers holistically to Clients. You'll also find an Essentials for couples kit on this page to align with the type of Client you're working with.
<a href="#">Evolve Term quick reference guide</a>	<b>Advisor use only.</b> Your Evolve Term cheat sheet. See target markets, term length suitability, a case study and get help to start a conversation with Clients. <i>To support your conversations with the Term and perm special offer.</i>
<a href="#">Sun CII products at a glance</a>	<b>Advisor use only.</b> This one pager gives you a glance at both adult and child CII products including key information, product features, and benefits. <i>To support your conversations with the Sun CII special offer.</i>

**Seize this opportunity to service more Canadians and grow your business this spring.**

