

## DIY video talking points: Sun Life's Diabetes Protect to Win Contest

<b>Format:</b> Short form DIY video
<b>Topic:</b> Sun Life's Diabetes Protect to Win Contest
<b>Body:</b> Win big while applying to help secure your future.  Living with diabetes has its challenges, but it shouldn't stop you from protecting yourself and your loved ones financially. I understand and have exciting news.  Introducing Sun Life's Diabetes Protect to Win Contest! Apply for Sun Life's life or critical illness insurance, and you could win one of six \$5,000 prizes. It's our way of helping you take that important step towards financial security.  With Sun Life's Term Insurance for Diabetes, you can benefit from: <ul style="list-style-type: none"><li>• Higher chances of approval compared to conventional insurance</li><li>• Affordable premiums</li><li>• Coverage tailored to your needs as someone living with diabetes</li></ul> Plus, for every draw, Sun Life will donate \$5,000 to a charity supporting people living with diabetes. It's a win-win situation!  Don't let this opportunity slip away. The contest runs until December 31st.
<b>Call to action:</b> Terms and conditions apply. Connect with me/us to learn more and apply for your chance to win. Take control of your future today!

**Tip!** These are generic scripts. Don't forget to add your own unique tone of voice, verbiage and any other information you'd like to include. This will help you differentiate yourself from other advisors!